



Kellogg

With earnings of more than \$9.6 billion in 2004, the Kellogg Company produces a large line of well-known foods, including cereals, Eggo waffles, Pop-Tarts, Keebler and Sunshine cookies and crackers, cereal bars, fruit snacks, and more. Kellogg uses cartoon characters (its own like Tony the Tiger and from popular movies and TV programs), premiums, collectibles, contests, games, and other techniques to market to children foods that are almost exclusively of poor nutritional quality based on saturated and trans fat, sugar, and/or salt content and nutrient content.

In the fall 2005, CSPI took a snapshot of Kellogg's marketing to children, examining the nutritional quality of foods:

- advertised during 27.5 hours of Saturday morning television
- with on-package marketing directed to children
- advertised in the September issues of 19 different children's magazines
- incorporated into Kellogg's websites with content aimed at children
- tied to Kellogg's merchandise for children (books, clothes, toys, etc.)

The picture isn't good.



98% (53/54) of Kellogg's advertisements on Saturday morning **television** show **foods of poor nutritional quality.**



84% (67/80) of Kellogg's **food products** with on-package marketing directed to children **are of poor nutritional quality.**



100% (3/3) of Kellogg's advertisements in children's **magazines** show **foods of poor nutritional quality.**



100% (21/21) of Kellogg's **websites** for children feature **foods of poor nutritional quality.**



Kellogg also markets its products to children using toys, games, books, and clothes. **82% (75/92) of the child-oriented branded items** Kellogg had for sale on the company website promote foods of poor nutritional quality.

Kellogg Disparages a Healthy Food

In a Kellogg advertising campaign for Apple Jacks cereal, the commercial features a conflict between *Bad Apple*, who is described as grouchy and mischievous, and *Sweet Cinna Mon*, who supposedly gives Apple Jacks their sweet taste. It is bad enough that Kellogg sells a cereal that has more sugar (and more salt) than it has apples. However, it is unconscionable to disparage apples when kids need to be encouraged to eat more apples and other fruits and vegetables. On an average day, only 45% of American children eat any fruit.



Too Little, Too Late

Kellogg markets some reasonably healthy foods to children, such as Frosted Mini-Wheats and Raisin Bran cereals, but the number of healthier products is dwarfed by shelves full of Kellogg's products of poor nutritional quality, which are marketed to kids. Kellogg also has websites with content that supposedly promotes child health. Kellogg's Nutrition Camp is full of nutrition education text – but it is boring compared to the sites promoting Kellogg's low-nutrition products, such as the Apple Jacks Cinna Island site or the Froot Loops site. Even Tony the Tiger's Earn Your Stripes site, focusing on physical activity, is an advertisement for Frosted Flakes cereal, which is high in sugars. The site also links to Kellogg's Fun K Town, which promotes foods of poor nutritional quality.