June 9, 2008

Mr. Paul Bulcke  
Chief Executive Officer (Designate)  
Nestlé SA  
Avenue Nestlé 55  
CH-1800 Vevey, Vaud  
Switzerland

Dear Mr. Bulcke:

We write to encourage Nestlé USA to set strong nutrition standards for the foods the company markets to children and to join the Council of Better Business Bureau’s Children’s Food and Beverage Advertising Initiative.

Although Nestlé USA markets to children several brands, including Wonka candy, Butterfinger, HotPockets, and Nesquik, the company is noticeably absent among the members of the Children’s Food and Beverage Advertising Initiative. Further, Nestlé Canada has joined the Canadian Children’s Food and Beverage Advertising Initiative and announced a pledge to limit marketing to Canadian children. We hope you will do as much for American children.

Thirteen food companies, including Nestlé competitors Cadbury Adams, Hershey Company, and Mars, Inc., have joined the initiative to date, promising that 100% of their advertising to children will be for healthier foods. Nestlé is one of the only major food companies that have not made a pledge. A recent assessment showed that 93% of Nestlé foods and beverages marketed to children in the U.S. are of poor nutritional quality (i.e., do not meet recommended standards for portion sizes, sugars, fats, and sodium).

We encourage Nestlé USA to set strong nutrition standards and apply them to all marketing aimed at children, including advertising on television, print, radio, marketing in elementary, middle, and high schools, product packaging, the Internet, and other digital media. A good first step would be to join the Council of Better Business Bureau’s Children’s Food and Beverage Advertising Initiative. In doing so, Nestlé USA would reassure parents, consumers, and health advocates that the company is committed to marketing food responsibly to our children.

Sincerely,

American Academy of Pediatrics  
American Public Health Association  
Association of State and Territorial Public Health Nutrition Directors  
Berkeley Media Studies Group  
California Adolescent Nutrition and Fitness Program  
California Center for Public Health Advocacy  
California Food Policy Advocates  
California Pan-Ethnic Health Network
California WIC Association
Campaign for a Commercial-Free Childhood
Center for Communications, Health and the Environment
Center for Digital Democracy
Center for Science in the Public Interest
Children Now
Community Health Partnership: Oregon’s Public Health Institute
Consumer Federation of America
FGE Food and Nutrition Team
Food Trust
IDEA, The Health and Fitness Association
Institute for America's Health
Maine Center for Public Health
Mary Story, University of Minnesota
National Action Against Obesity
National Consumers League
National Research Center for Women and Families
National WIC Association
New York State Nutrition Council
New York City Nutrition Education Network
Obesity Action Coalition
Praxis Project, Washington, DC
Prevention Institute
Researchers Against Inactivity-Related Disorders
United Church of Christ, Office of Communication, Inc.

cc:
Peter Brabeck-Letmathe, Paul Polman, and Rudolf Ramsauer, Nestlé SA
Brad Alford, Nestlé USA

For more information, please contact Margo Wootan, D.Sc.,
at abatada@cspinet.org or 202-777-8342.