



July 18, 2012

Mr. David V. Singer  
Chief Executive Officer  
Snyder's-Lance, Inc.  
13024 Ballantyne Corporate Place  
Harris Building, Suite 900  
Charlotte, NC 28277

Dear Mr. Singer:

In light of the recent partnership between Snyder's-Lance, Inc. and DreamWorks Animation, we write to encourage Snyder's-Lance to set nutrition standards for the foods your company markets to children, and to join the Council of Better Business Bureaus' (CBBB) Children's Food and Beverage Advertising Initiative (CFBAI).

Child obesity rates are at record-high levels. Though a number of factors contribute to children's poor diets, food marketing is an important one. The Institute of Medicine (IOM) concluded that food advertising affects children's food choices, food purchase requests, diets, and health. In addition, the majority of foods marketed to children are of poor nutritional quality. Therefore, it is important for all companies to ensure that they market only healthier products to children.

We urge Snyder's-Lance to join the CFBAI and apply nutrition standards to 100% of the company's marketing, not only via television, print, radio, Internet, and mobile devices, but also through packaging, in-store signage, in K through 12 schools, and all other forms of marketing directed at children. Importantly, we encourage Snyder's-Lance to apply nutrition standards to the use of licensed characters and other marketing on food packages, such as the current campaign for Neko Cookies and Sandwich Crackers, which display DreamWorks characters from the child-targeted movie, *Madagascar 3*.

While some companies argue that depictions of child-oriented characters on packages are aimed at adults and not children, clearly the *Madagascar 3* movie is targeted to children. Snyder's-Lance would not have gone to the expense of licensing these characters if it did not think that the characters would draw children to the products.

Voluntarily participating in the CFBAI framework would bolster your stated commitment to corporate responsibility and healthier living. We welcome the opportunity to work with you and your staff and look forward to hearing of your plans to address food marketing to children.

Sincerely,

Handwritten signature of Michael F. Jacobson in black ink.

Michael F. Jacobson, Ph.D.  
Executive Director

Handwritten signature of Margo G. Wootan in black ink.

Margo G. Wootan, D.Sc.  
Director, Nutrition Policy