



**Canadian Children's Food and Beverage Advertising Initiative**  
**Commitment by Danone Inc**

Danone Inc. is a member of Group Danone, one of the world leaders in the agrifood industry. Manufacturing and offering high quality, great tasting and healthy products, Danone is the largest Canadian producer of yogurt and other fresh dairy products. Both the head office and plant are located in Boucherville, employing over 600 dedicated people, ensuring an ongoing supply of superior quality products for consumers to enjoy.

Danone believes strongly that its activities should be directly linked to improving the lives of Canadians today and tomorrow. The mission of Danone is to bring health through food to as many people as possible.

With a strong commitment to high-quality, wholesome, nutritious, great-tasting, and innovative products, Danone has a long history of encouraging healthy eating and healthy living. This commitment is also illustrated through Danone's support of the Danone Institute of Canada, a non-profit organization managed by an independent scientific counsel and a board of directors. Its mission is to improve the health and well-being of Canadian through improved nutrition.

*"At the very heart of DANONE, a core belief is that food plays a major role in promoting well-being and health in everyone. We believe that the food industry is an actor with a role to play in the field of public health. That is why we continually strive to enhance the nutritional quality of our products, to invest in research, and to develop information and educational programs aimed at promoting the virtues of physical activity and a balanced diet." - Franck Riboud, Chairman and CEO, Danone*

Danone Inc. is pleased to submit its commitment under the Canadian Children's Food and Beverage Advertising Initiative (CCFBAI). The CCFBAI through its self regulatory program is a leader in Canada in marshaling the most forward thinking food and beverage companies to commit to encourage healthier dietary choices and healthy lifestyles in advertising to children under twelve. This document provides a detailed description of the Danone commitment.



**A. Identifying Information**

1. Corporate name and address.

Danone Inc.  
100, rue de Lauzon Boucherville,  
Québec, Canada J4B 1E6  
450-655-7331  
Fax : 450-655-0079  
Web site: <http://www.danone.ca/>

2. Name and contact information of individuals responsible for overall implementation of the Commitment.

- a. Louis Frenette, President and CEO
- b. Carole Thibault, Senior Manager Regulatory Affairs

3. Name of the specific entity or entities covered by the Commitment.

Danone Inc.

4. Name of each brand and/or product line that is covered by the Commitment.

Danone Danino  
Danone Danino go  
Danone Crush  
Danone Coolision  
Marketed and Advertised by Danone Inc. in Canada

**B. Core Principles**

1 - Advertising Messaging and Content

a- Children under 12

Danone Inc. Canada commits to devote 100% of “covered advertising” primarily directed to children under 12 to products that represent healthy dietary choices in accordance with the nutrition criteria described in Appendix A.

“Covered advertising” is defined as advertising primarily directed to children under 12 in the following media:

Measured Media.

- Television
- Print
- Radio
- Internet (third-party websites)



#### Interactive Games and Movies.

- Video and computer games rated “Early Childhood” or “EC,” that are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12.
- DVDs of “G” rated movies in which content is primarily directed to children under 12, and other DVDs in which content is primarily directed to children under 12.

#### Mobile Media and Word of Mouth

- Cell phones
- PDAs
- Through word of mouth.

#### b - Compliance with the Advertising Message principle:

Danone Inc. will restrict its advertising in television, radio, print and internet venues where children under 12 represent 35% or more of the audience to only products that comply with the nutrition criteria described in Appendix A.

All television, radio, print and internet communications undergo a thorough review by Danone’s Regulatory Compliance to ensure compliance with applicable laws, regulations and Company’s self imposed principles. The details of this Commitment will be incorporated in the compliance review from the date of implementation onward.

#### c - Measurement and Calculations

For all media: Any program where 35% or more of the total audience is under 12 years of age will be considered “children’s advertising.”

Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time the advertising is purchased, as determined by Bureau of Broadcast Measurement – Nielsen Media Research (BBM-NMR) ratings for TV, comScore Media Metrix for internet, and Print Measurement Bureau (PMB) data for magazine.

We monitor, through our agency, ratings and audience demographics on a regular basis as available to ensure that we are aware of any changes in programming and/or audience. Our media buying agency is aware of our CCFBAI Pledge and will work with us to adjust media buys on an on-going basis to ensure compliance with the Commitment.



## 2 - Licensed Character principle

Danone Inc. will use third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under 12 only for products that meet the nutrition criteria described in Appendix A.

## 3 - Product Placement principle.

Danone Inc. will implement the Product Placement principle by not paying for, or seeking out promotional product placement (i.e., embedding our products within program/editorial content, as distinguished from sponsorship) for our products, regardless of their nutrition profile, in any medium directed primarily to children under 12 years of age. Danone does not currently engage in this type of marketing primarily directed to children under 12 years of age.

## 4 - Interactive Game principle.

Danone Inc. commits that, in any interactive game on company-owned websites primarily directed to children under 12 where Danone's products are incorporated into the game, the interactive game incorporates or is accompanied only by products meeting the nutrition criteria described in Appendix A.

Danone Inc. commits that it will not incorporate any product regardless of its nutrition profile in any interactive game on company-owned website primarily directed to children under 6 years of age.

## 5 - Advertising in Schools principle.

Danone Inc. commits to not advertising its branded products in elementary schools. This limitation does not apply to displays of food products, charitable fundraising activities, public service messaging, or items provided to school administrators, teachers or other school personnel.

## 6 - Implementation schedule.

The principles described in this Commitment are effective on January 1, 2012.



### C. Supporting Data

#### Products that meet the Nutrition Criteria provided in Appendix A.

Appendix B<sup>ii</sup> " includes a list of the products that meet the nutrition criteria that is the basis of this Commitment, including the relevant nutrition information for each product.

NFacts Panels.

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<sup>i</sup> Appendix A – Danone Nutrition Criteria for CCFBAI Commitment – 08-Sep.-11

<sup>ii</sup> Appendix B – Danone products meeting Danone Nutrition Criteria for CCFBAI – 06-Sep.-11



## Appendix A

### Danone Nutrition Criteria for CAI

Company: Danone Inc  
Geography: Canada  
Products: Danino, Danino go, Crush, Coolision

Danone will continue to evaluate other Nutrition Profiles as they become available and scientifically recognized.

	Per labeled serving <sup>1</sup>	Reason/Rational
Calories	Not specified	Calories are automatically limited through limitation in fat and added sugar.
Fat	<3 g	
Sat Fat	< 2 g	2 grams or less of saturated and trans fats, together, were established based upon the Canadian criteria for the “low in saturated fat” and “free of trans fats” claims, which recognize the similarity of health risk from over consumption of saturated and trans fats.
Trans Fat	0 g labeled	
Added sugars	< 12.5 g	
Sodium	< 140 mg	Low sodium as defined by Canadian Food Labeling and Advertising Guide.
Vitamins & Minerals	≥ 5% DV	Be “a source of” at least one vitamin or mineral.

<sup>1</sup> The criteria is based on “per labeled serving” to ensure that the portion size is recognized and thus ensure the criteria is both “occasion” and “age” appropriate.

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## Appendix B

### Nutritional information kids brands

Danino

#### Nutrition Facts

	Par 60g	% AQR
Calories / Calories ( Cal )	50	
Fat / Lipides ( g )	1.0	1%
Saturated fat	0.5	
+ Trans fat / Trans	0	
Total		3%
Cholesterol / Cholestérol ( mg )	5	
Sodium / Sodium ( mg )	35	2%
Carbohydrates / Glucides ( g )	7	3%
Fibre / Fibres ( g )	0	0%
Sugars / Sucres ( g )	6	
Protein / Protéines ( g )	2	
Vitamin / Vitamine A	0%	
Vitamin / Vitamine C	0%	
Calcium / Calcium	15%	
Iron / Fer	0%	
Vitamin / Vitamine D	8%	
Vitamin / Vitamine B2	6%	
Vitamin / Vitamine B12	8%	
Phosphore	4%	
Magnesium	2%	



Danino GO

**Nutrition Facts**

	Par 93ml (100 g)	% A.Q.R.
Calories / Calories ( Cal )	80	
Fat / Lipides ( g )	1.5	2%
Saturated fat	1.0	
+ Trans fat / Trans	0	
Total		5%
Cholesterol / Cholestérol ( mg )	10	
Sodium / Sodium ( mg )	50	2%
Carbohydrates / Glucides ( g )	11	4%
Fibre / Fibres ( g )	0	0%
Sugars / Sucres ( g )	11	
Protein / Protéines ( g )	3	
Vitamin / Vitamine A	2%	
Vitamin / Vitamine C	0%	
Calcium / Calcium	10%	
Iron / Fer	0%	
Vitamin / Vitamine D	10%	
Vitamin / Vitamine B2	10%	
Vitamin / Vitamine B12	15%	
Phosphore	8%	
Magnesium	4%	



Crush

**Nutrition Facts**

	Par 100g	% AQR
Calories / Calories ( Cal )	80	
Fat / Lipides ( g )	1.5	2%
Saturated fat	1	
+ Trans fat / Trans	0	
Total		5%
Cholesterol / Cholestérol ( mg )	10	
Sodium / Sodium ( mg )	60	3%
Carbohydrates / Glucides ( g )	12	5%
Fibre / Fibres ( g )	0	0%
Sugars / Sucres ( g )	10	
Protein / Protéines ( g )	4	
Vitamin / Vitamine A	2%	
Vitamin / Vitamine C	0%	
Calcium / Calcium	25%	
Iron / Fer	2%	
Vitamin / Vitamine D	15%	
Vitamin / Vitamine B2	10%	
Vitamin / Vitamine B12	15%	
Phosphore	8%	
Magnesium	4%	



Coolision

**Nutrition Facts**

	Par 60g	% AQR
Calories / Calories ( Cal )	50	
Fat / Lipides ( g )	1.0	1%
Saturated fat	0.5	
+ Trans fat / Trans	0	
Total		3%
Cholesterol / Cholestérol ( mg )	5	
Sodium / Sodium ( mg )	25	1%
Carbohydrates / Glucides ( g )	8	3%
Fibre / Fibres ( g )	0	0%
Sugars / Sucres ( g )	6	
Protein / Protéines ( g )	2	
Vitamin / Vitamine A	0%	
Vitamin / Vitamine C	0%	
Calcium / Calcium	8%	
Iron / Fer	0%	
Vitamin / Vitamine D	8%	
Vitamin / Vitamine B2	6%	
Vitamin / Vitamine B12	8%	
Phosphore	4%	
Magnesium	2%	