

# Where's the Fruit?

Leslie Mikkelsen, RD, MPH

Caitlin Merlo, BS, MPH

Virginia Lee, MPH

Carol Chao, BA



[www.preventioninstitute.org](http://www.preventioninstitute.org)

Prevention  
Institute



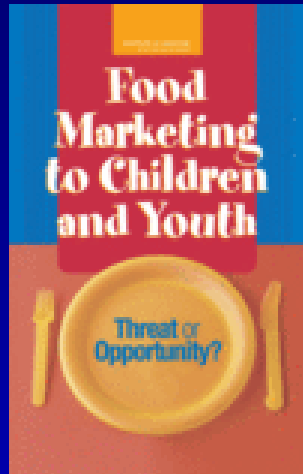
## Children's Exposure to Food and Advertising on TV, on Average

Age	# Food Ads Seen per Day	# Food Ads Seen per Year	Hr:Min of Food Ads Seen per Year
2-7	12	4,427	29:31
8-12	21	7,609	<b>50:48</b>
13-17	17	6,098	40:50

Food for Thought: Television Food Advertising to Children in the United States,  
Kaiser Family Foundation, March 2007

Prevention  
Institute

# Institute of medicine Findings: 2005



- ◆ “Food and beverage marketing targeted to children 12 and under leads them to request and consume high-calorie, low nutrient products”
- ◆ “The dominant focus of marketing to children and youth is on foods and beverages high in calories and low in nutrients, and is sharply out of balance with healthful diets.”





# Where's the Fruit?



# Fruit Content

Category	% of total products
Fruit	27%
100% Fruit Juice	6%
Minimal Fruit	18%
No Fruit	49%



**TABLE 1. FRUIT CONTENT BY BRAND**

Category	# of Products	% of Total Products	Brands
Fruit	10	27%	Apple Cinnamon Cheerios, Apple Jacks, Berry Burst Cheerios ( <i>Strawberry Banana, Triple Berry</i> ), Eggo Waffles ( <i>Apple Cinnamon, Blueberry, Strawberry</i> ), Kellogg's Pop Tarts ( <i>Strawberry</i> ), Quaker Chewy 90 Calorie Granola Bars ( <i>Baked Apple</i> ), Smucker's Jam ( <i>Strawberry</i> ), Fruit by the Foot ( <i>Strawberry</i> ), Fruit Rollups ( <i>Strawberry</i> ), Gushers Fruit Snack ( <i>Strawberry</i> )
100% Fruit Juice	2	6 %	Capri Sun Fruit Waves ( <i>Grape</i> ), Juicy Juice
Minimal Fruit	7	18%	<b>5% Juice Drink:</b> Sunny Delight Fruit Drinks <b>10% Juice Drink:</b> Capri Sun Juice Drink ( <i>Strawberry</i> ), Hi-C Fruit Drinks ( <i>Boppin' Strawberry</i> ), Kool-Aid Jammers <b>Food Products:</b> Popsicle ( <i>Orange, Cherry, Grape</i> ), Skittles, Starbursts
No Fruit	18	49%	<b>Beverages:</b> Nestle Nesquick Milk and Drink Mix ( <i>Strawberry</i> ), Tang <b>Food Products:</b> Air Heads, Berry Berry Kix, Bubble Tape, Captain Crunch with Crunch Berries, Dannon Danimals XL ( <i>Strawberry Explosion</i> ), Froot Loops, Fruity Cheerios, Juicy Fruit Gum, Life Savers ( <i>Wild Cherry</i> ), Post Fruity Pebbles, Push Pop ( <i>Cherry</i> ), Ring Pop ( <i>Cherry</i> ), Trix Cereal, Trix Yogurt ( <i>Strawberry Kiwi</i> ), Twizzlers, Yoplait Go-Gurt Yogurt ( <i>Strawberry Splash</i> )

## PERCENTAGE OF CALORIES FROM SUGAR FOR SELECTED PRODUCT TYPES

---

<u>Category</u>	<u>Range (%)</u>	<u>Average (%)</u>
Cereals (9 products) . . . . .	32-50 . . . . .	41 . . . . .
Fruit Drinks (8 products) . . . . .	86-100 . . . . .	95 . . . . .
Fruit Roll-up type product (2 products) . . . . .	50-58 . . . . .	54 . . . . .
Yogurt (3 products) . . . . .	55-68 . . . . .	61 . . . . .



*Real Fruit Juice! Great Fruit Taste!*®

**original  
fruit chews**  
www.starburst.com

**Nutrition Facts** Serv size: 1 pack; Amount per serving: Calories 240, Fat Cal. 45, Total Fat 5g (8% DV), Sat. Fat 4.5g (23% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 0mg (0% DV), Total Carb. 48g (18% DV), Fiber 0g (0% DV), Sugars 34g, Protein 0g, Vitamin A (0% DV), Vitamin C (50% DV), Calcium (0% DV), Iron (0% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

*Artificial and Natural Flavors*

# Starburst®

NET WT 2.07 OZ (58.7g) ORIGINAL FRUITS

## Starburst® original fruit chews






4791191-15-8E-12  
 CORN SYRUP, SUGAR, HYDROGENATED PALM KERNEL OIL, FRUIT JUICE FROM CONCENTRATE (APPLE, STRAWBERRY, LEMON, ORANGE, CHERRY), CITRIC ACID, DEXTRIN, GELATIN, FOOD STARCH/MODIFIED, NATURAL AND ARTIFICIAL FLAVORS, ASCORBIC ACID, VITAMIN C, COLORING (RED 40, YELLOW 5, YELLOW 6, BLUE 1)



0 400510 6

Distributed by   
**MasterfoodsUSA™**  
 A Division of Mars, Incorporated  
 Hackettstown, NJ 07840-1503 USA

11/2007  
528EWAA1

©2007 Masterfoods USA, Inc.

Questions or Comments? Call 1-800-551-0583 or email us at AskUs@MasterfoodsUSA.com



# Los Angeles Times

## Fruit in that juice? It could be red dye Many foods marketed toward children are misleading in their packaging, report says.

January 26, 2007  
By Mary Engel

About half of the most aggressively marketed children's food with pictures or names of fruit on the packaging contains no fruit at all, according to a report to be released today at the 2007 California Childhood Obesity Conference in Anaheim.

Some of the least fruity products were cereal and yogurt, said lead author Leslie Mikkelsen, a dietitian for Prevention Institute, an Oakland-based nonprofit that promotes community-based health and safety programs.

She pointed to a box of Berry Berry Kix that showed a big spoonful of cereal with what at least looked like raspberries and blueberries.

"Parents do think cereals are a good way to start the day," Mikkelsen said, and they look at this one and think "it has the goodness of fruit."

But in fact, said Mikkelsen, pointing to the ingredients listed on the box, "all that's in there is red dye and blue dye."



# Where's the Fruit? Media Coverage

**Detroit Free Press**  
www.freep.com

February 8, 2007

Where's the fruit in kids' foods?



**The Sacramento Bee**

January 26, 2007

Study says fruit  
portion in kids' food  
doesn't cut it

**Kentucky.com**  
LEXINGTON HERALD-LEADER

January 26, 2007

The only fruit in kids' foods  
is often on the package

**denverpost.com**  
THE DENVER POST

January 26, 2007

Pick kids' fruity foods  
carefully, study warns

January 30, 2007

**HOUSTON CHRONICLE**

Don't let a picture  
of fruit fool you

**Charlotte.com**  
The Charlotte Observer

January 30, 2007

Fruit claims might be  
just a lot of sweet talk

Prevention  
Institute

# The NATION'S HEALTH

The official newspaper of the American Public Health Association

April 2007

## Many kid food products with fruit on the label contain no real fruit

**M**ORE than half of all food products marketed to children that prominently feature fruit on their packaging contain no fruit at all, according to a study released in late January.

The study, released by the California-based Strategic Alliance for Healthy Food and Activity Environments, found 51 percent of such products contain no fruit and another 16 percent contain only minimal amounts of fruit despite fruit promotions on product packaging.

Of the 37 products in the study, foods such as strawberry yogurt, berry cereal and strawberry drink mix contained no fruit. There was "minimal fruit" in such products as fruit drinks and fruit-flavored candies. The food products in the study were previously identified by Kaiser Family Foundation as the top-spending children's food advertisers on television.

"Food and beverage companies are some of the most sophisticated communicators in the world and are clearly capable of accurately reflecting what is in their products if they wanted to," said Leslie Mikkelsen, RD, lead author of the study.

The full kids' food study is available online at [www.preventioninstitute.org/sa/fruit](http://www.preventioninstitute.org/sa/fruit).

— Donya C. Arias



*A new study found that many kids' products that use fruit images on their packages don't actually contain any fruit.*

Prevention  
Institute



**“This morning on Today’s Health, where’s the fruit? Next time you buy fruit, yogurt, cereal or even juice and think your family is getting a good dose of nutritious produce, well guess again. Unfortunately, the only thing they may actually get: artificial dyes and sugar.”**

**-Al Roker**

**The Today Show, NBC, Feb. 16, 2007**





## SNEAKY FOOD PACKAGING

**You may have noticed** that lots of kid chow is plastered with pictures of fruit or words like “berries.” But often, what you see isn’t what you get: Nearly two-thirds of child-friendly food products that feature fruit images or references contain little or no fruit, reports a new study from the Prevention Institute, a national nonprofit organization focused on improving community health.

“These results are surprising,” says Leslie Mikkelsen, the study’s lead author, who looked at 37 different products marketed to kids. Half of them didn’t contain any fruit (and many were loaded with sugar and other added sweeteners). And some of the worst offenders were “wholesome” foods like yogurt, cereal, and fruit beverages.

To steer clear of unhealthy choices, check out a product’s nutrition label. Make sure fruit juice says “100% fruit juice” on the label. It’s easy to be fooled: “Fruit *drinks*’ are not the same thing,” says Mikkelsen. “They don’t contain the array of nutrients that fruit is naturally filled with.” —Amanda Prischak

Good Housekeeping,  
August 2007, p. 97

# Where's the Fruit? Recommendations

- ◆ Remove misleading images and statements from packaging.
- ◆ Discontinuing advertising of highly-sweetened foods and beverages to children.
- ◆ Reformulating existing food and beverages.

# Setting the Bar: Recommendations for Food and Beverage Industry Action

Strategic Alliance  
Promoting healthy food and activity environments  
510.444.7738 ■ www.eatbettermovemore.org ■ SA@preventioninstitute.org

## SETTING THE BAR: Recommendations for Food and Beverage Industry Action

The **Strategic Alliance for Healthy Food and Activity Environments** is calling on the food, beverage and restaurant industries to make meaningful changes to support people in making nutritious food choices. Highlighted below are concrete actions these industries should take to ensure a healthier future for our neighbors and children. Slight improvements to the nutritional quality of junk food are not enough. In order to change eating norms in California, we need to shift the food supply to provide a preponderance of healthy grocery items, snacks and prepared foods across the State. We need to shift marketing to emphasize healthy food.

Despite California's worldwide reputation for high quality fruits and vegetables, most residents face a food environment in schools, neighborhoods and workplaces where high-fat, high-sugar, highly-refined foods are more available, affordable and more aggressively marketed than healthier options. The current food environment has evolved over time and is shaped by multiple factors—from cultural traditions to public policy. Transforming the food environment to support healthier eating is a shared responsibility. Families, businesses, government, and community institutions all have a part to play in making healthy eating the norm. The food and beverage industry has a leading role as it exerts a powerful influence on each of these groups by shaping what foods are produced, marketed and sold.

Nutrition and physical activity related diseases—diabetes, heart disease, stroke, cancer, and other chronic conditions—continue to top the charts as contributors to premature illness and death, and these conditions are making their appearance at ever younger ages. Chemical residues from industrial agricultural production and long distance

### IMPORTANT FIRST STEPS FOR THE FOOD AND BEVERAGE INDUSTRY

- Provide healthy food and drinks as the standard in all children's meals and on children's menus.
- Competitively price healthy foods so they are as affordable, if not more affordable, than less healthful options.
- Make healthy foods widely available in all children's environments (preschool, schools, all neighborhoods).
- Eliminate all marketing and advertising of unhealthy food and beverage products to children and youth.
- Support (and do not oppose) policies designed to bring healthier foods and beverages to schools, workplaces, healthcare settings, and neighborhoods.

## What local communities can do...

- ◆ Eliminate marketing and promotion of unhealthy foods from all children's institutions.
- ◆ Establish nutrition standards for foods and beverages in all children's facilities.
- ◆ Ask grocers to designate a "candy-free checkout aisle" to give parents an opportunity to dodge the "pester factor" in the checkout line.

## What local communities can do...

- ◆ Ask retailers to put healthier items within eye's sight of children, or to arrange cereal boxes with the nutrition labels out
- ◆ Enact local ordinances to regulate what, when, where and how products are sold.

Prevention  
Putting prevention  
at the center of  
Institute  
community well-being

[www.preventioninstitute.org](http://www.preventioninstitute.org)

Strategic  
Promoting healthy  
food and activity  
Alliance  
environments

[www.eatbettermovemore.org](http://www.eatbettermovemore.org)

221 Oak Street  
Oakland, California 94607  
phone: 510-444-7738 fax: 510-663-1280