



## The Dannon Company, Inc.

100 Hillside Avenue • White Plains, NY 10603-2863 • Tel: 914.872.8400

September 19, 2007

The Honorable Edward J Markey  
Chairman, House Subcommittee on  
Telecommunications and the Internet  
House of Representatives  
Washington, DC 20515-2107

Dear Chairman Markey,

Thank you for your letter dated September 12, 2007 addressed to Mr. Juan Carlos Dalto concerning the matter of advertising to children and the announcement by the member companies of the Council of Better Business Bureau's ("CBBB") Children's Food and Beverage Advertising Initiative.

While The Dannon Company Inc. has not made at this time a decision as whether or not it will join the CBBB initiative, we wanted to bring to your attention examples of Dannon's extensive record of providing and advertising wholesome and healthful dairy products to children and adults alike.

Specifically, recent actions include:

- In October 2006, Dannon was one of the five founding signatories of the Memorandum of Understanding with the Alliance for a Healthier Generation (A partnership between the American Heart Association and the William J. Clinton Foundation) committing that Dannon would offer for sale in schools only products that conform to the guidelines developed by the Alliance. Additional details on the guidelines established by the Alliance can be found at: [www.healthiergeneration.org](http://www.healthiergeneration.org)

In conjunction with our commitment to the Alliance, we announced also in October 2006 that we would reduce the sugar content of our Danimals yogurt cups for kids by 25 percent, even though the products already conformed to the Guidelines before the reduction.

- In 2006, Dannon initiated a new children's nutrition education grant. Four grants were awarded to programs at community organizations in New York, Ohio, Texas and Utah to encourage children to learn healthy eating and fitness habits that will help them throughout their lives. The programs are ongoing, and each will be evaluated later this year to measure the impact on the children enrolled. An additional set of grants will be awarded in the Fall of 2007.

- Funded by The Dannon Company, the Dannon Institute is an independent, non-profit foundation dedicated to promoting the link between nutrition and good health. The Dannon Institute sponsored a session called "School Wellness Policies: How Transformational Change Can Make Them Work" at the American Association of School Administrators National Conference on Education on March 1<sup>st</sup> 2007.
- Finally, since 2005, our parent Company, the Danone Group has implemented worldwide, including in the United States, the attached document entitled: "Food, Nutrition and Health Charter of Groupe Danone." In particular, please note the following Commitment included in the Charter:

#### 8 – Advertising

Groupe DANONE undertakes to develop a responsible approach concerning health and nutrition advertising.

*In particular, all advertising of Groupe brands must respect local cultural sensitivities, as well as the following principles:*

- *No misleading information on benefits;*
- *No messages encouraging overeating;*
- *No messages encouraging a sedentary or unhealthy lifestyle.*

Again, we thank you for your letter and hope to have provided you with useful information on several actions that The Dannon Company has already implemented with regard to children's nutrition.

Should you have any questions regarding the above points, we would be happy to meet with you or your staff. Please do not hesitate to contact me at 914-872-8616, or at [philippe.caradec@danone.com](mailto:philippe.caradec@danone.com).

Sincerely

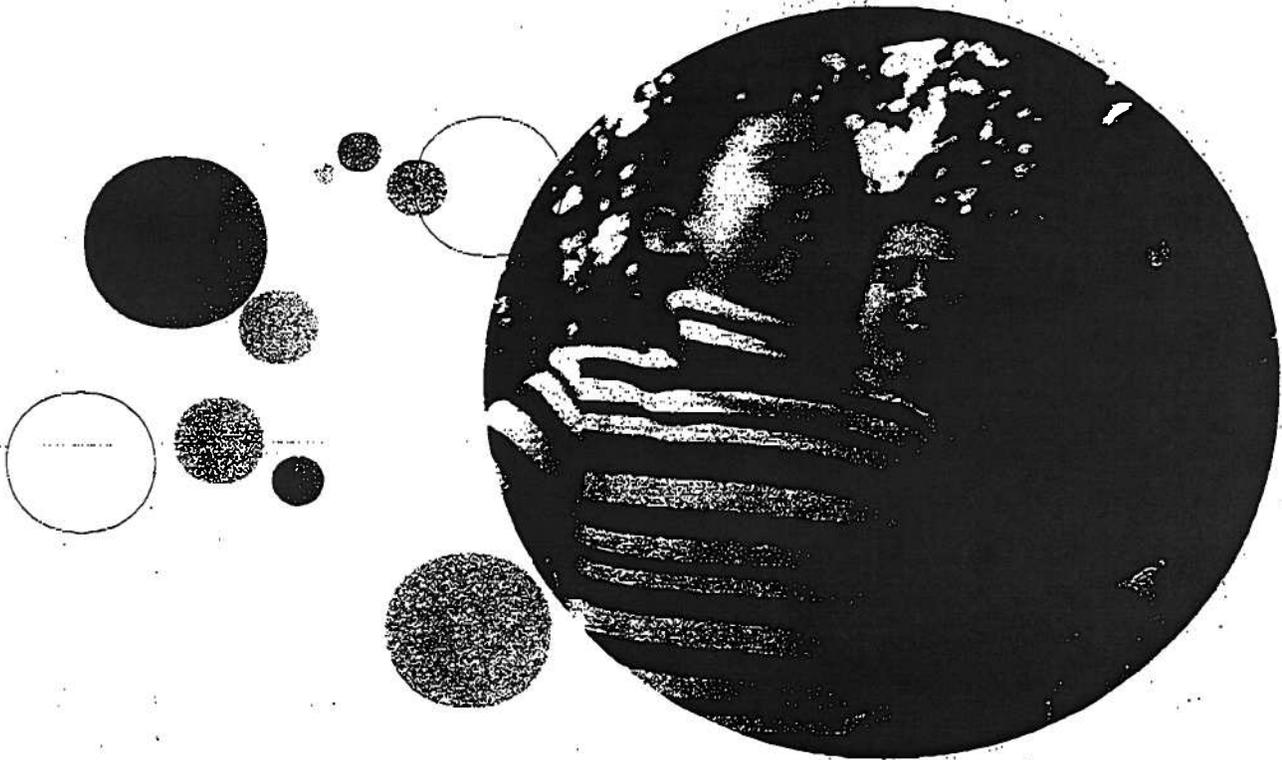


Philippe Caradec  
Vice President  
Regulatory & Corporate Affairs  
The Dannon Company Inc.

Attachments:

Food, Nutrition and Health Charter of Groupe Danone

# Food, Nutrition, and Health Charter of Groupe DANONE



*"At the very heart of Groupe 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. This is why we continually strive to enhance the nutritional quality of our products, to invest in research, and to develop information and educational programmes aimed at promoting the virtues of physical activity and a balanced diet. This conviction has always been at the heart of our Groupe, its history and its brands. It gets stronger every year and shapes our commitment to food quality, nutrition, and health. It shapes the daily action of Groupe DANONE employees around the world and is the inspiration behind our Food, Nutrition, and Health Charter."*

**Franck Riboud**  
Chairman and CEO  
Groupe DANONE



**DANONE**

# Convictions

From its very beginning, nutrition and health have been at the heart of the history of Groupe DANONE. In 1788, the Marquis of Lessert discovered the benefits of the natural mineral water of Evian; in 1846, Jean-Romain Lefevre and Pauline-Isabelle Ulla created the first LU biscuits rich in cereals, synonymous with pleasure, healthy nutrition, and convenience; in 1918, to help combat childhood intestinal disorders and inspired by the work of the Pasteur Institute, Isaac Carasso created the first Danone yogurts which he sold in Barcelona pharmacies. Today, Groupe DANONE continues to actively defend and promote **5 convictions** on food, nutrition, and health issues.

## 1 - Balance

A balanced diet combined with regular physical activity are essential to everyone's health. It is important to promote both.

## 2 - Variety

Only variety in food choices can meet all nutritional requirements: when consumed in appropriate quantities, all kinds of foods and beverages can take place in a balanced diet.

## 3 - Pleasure

Eating and drinking, in addition to being vital, should also be a source of pleasure. Not all foods and beverages exist only to provide an active health benefit. Pleasure and taste are essential elements associated with eating, even for products which do bring specific health benefits.

## 4 - Conviviality

The social and convivial dimensions of mealtimes, which vary according to different cultures and lifestyles, are an essential aspect of food and an important contribution to achieving a sense of balance and well-being.

## 5 - Information

Individuals must feel free to choose their own foods and beverages, as well as when and how they eat. Equally, they need ready access to relevant and clear information to make properly informed choices.



# Commitments



Groupe DANONE's pledge on consumer health has grown steadily since its origin, and is now one of its distinctive features.

Looking beyond the food safety and quality that are fundamental duties for our industry, we have adopted 9 commitments.

## 1 - Product ranges

Groupe DANONE will use its competencies in nutrition, technology, and sensory sciences together with its understanding of consumer needs to develop and improve its range of products: selection of the most appropriate raw materials; development of products adapted to a diversity of tastes and nutritional needs; development of products with specific health benefits; continuous improvement to the taste and nutritional properties of existing products. The Groupe will also use its expertise in order to develop products across the globe which take into account local needs, with a commitment to making such products available to as many people as possible.

→ Some 800 specialists of Danone Vitapole, at the Daniel Carasso Research Centre and throughout the world, are dedicated to achieving this aim and participate actively in research and development.

They have namely developed methods for evaluating the nutritional quality of the Groupe's products so as to enable the continuous improvement of nutritional profiles.

## 2 - Dialogue with scientists

Groupe DANONE undertakes to remain in regular contact with the scientific community, interacting with specialists and tracking current and emerging issues in food, nutrition, and health in order to stay at the forefront of progress.

→ This dialogue takes the form of frequent meetings and participation in numerous scientific conferences.

It also includes initiatives specific to Groupe DANONE such as the Evian Centre for Water and the 15 Danone Institutes throughout the world which gather more than 200 independent experts, all of whom are leaders in the field of nutrition.

## 3 - Support for research

Groupe DANONE undertakes to support and promote research in nutrition and health.

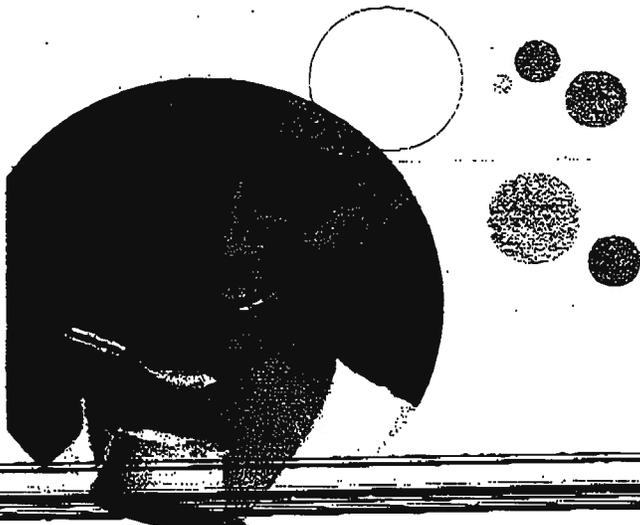
→ Each year, Groupe DANONE takes part in several dozen projects in conjunction with national research organizations, awards the Danone International Prize for Nutrition every two years, and helps finance international research projects and epidemiological studies.

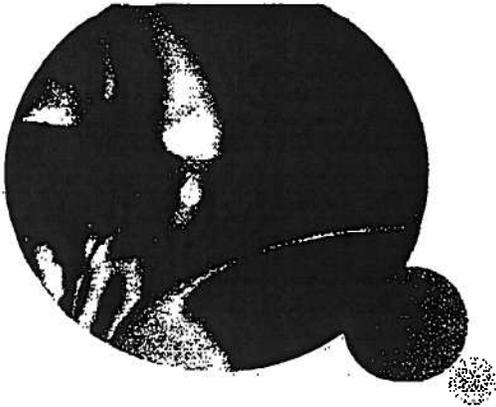
Since 1991, Danone Institutes have provided funding for over 600 research projects selected by independent juries.

## 4 - Sharing of knowledge

Groupe DANONE undertakes to share its knowledge and findings with scientists, health professionals, and the public.

→ This involves the organization of scientific events, participation in regional and international conferences, publication of articles in international journals, and production of reviews and brochures summarizing the Groupe's research results. Since 1991, Danone Institutes have organized over 130 conferences reaching some 24,000 professionals, and published 72 books and scientific papers. They have also developed more than 70 programmes aimed at the general public.





**5 - Collaboration with public organizations**  
 Groupe DANONE undertakes to maintain an ongoing dialogue with public institutions and organizations involved in nutrition and health issues, including consumer associations. This gives the Groupe the opportunity to explain its approach, and to better respond to public questions and expectations.  
 → *Regular exchanges take place with government representatives and consumer associations, for example on the subject of how to make nutritional information more relevant and understandable, or on the definition of nutritional criteria which allow for an evaluation of our products and the appropriate communication of health and nutritional benefits. The Groupe also regularly contributes to the public debate and reflections on obesity and its prevention.*

**6 - Information to consumers**  
 Groupe DANONE undertakes to provide clear and transparent information to consumers, namely through the gradual introduction of nutritional labels on all products and development of consumer information services.  
 → *Information and dialogue with consumers can take many forms: telephone information services staffed by dietitians, information magazines, internet sites, meetings with consumers, etc.*

**7 - Nutrition and health claims**

Groupe DANONE undertakes to make nutrition or health claims only with the backing of sound scientific evidence. No nutrition or health claims, other than nutritional content information, will be made for 'purely indulgent' products.

→ *Nutrition and health claims must be supported by relevant scientific data collected through appropriate studies. For example, to date over 30 scientific studies have confirmed the positive effects of Activia, Actimel, and their specific lactic cultures. Also, claims for each variety of long-lasting energy biscuits (EDP or LLE) are backed up by clinical trials.*

*To ensure that this commitment is complied with, the Groupe has instituted a validation procedure for all nutrition and health information communicated to the public.*

**8 - Advertising**

Groupe DANONE undertakes to develop a responsible approach concerning health and nutrition advertising.

→ *In particular, all advertising of Groupe brands must respect local cultural sensitivities, as well as the following principles:*

- *No misleading information on benefits;*
- *No messages encouraging overeating;*
- *No messages encouraging a sedentary or unhealthy lifestyle.*

**9 - Physical activity**

Groupe DANONE undertakes to encourage consumers and staff members to take part in regular physical exercise.

→ *In 2000, the Groupe launched the Danone Nations Cup, an international football tournament held annually, in which eight million children have already participated. Also, since 1997, employees from all over the world have met up for football games and other sports as part of the Danone World Cup, which draws between 10,000 and 15,000 employees at each edition. Groupe companies worldwide are also developing ways to encourage children and adults to exercise, putting the message across with product packaging, advertising, websites, brochures, or partnerships with educational programs.*



DANONE

*Our mission: "Help people around the world grow, live better and get more out of life through tastier, more varied and healthier food products every day".*