



Kraft Foods

Irene B. Rosenfeld
Chairman & Chief Executive Officer

June 29, 2007

The Honorable Edward J. Markey
Chairman, Subcommittee on Telecommunications and the Internet,
Committee on Energy and Commerce
U.S House of Representatives
2125 Rayburn House Office Building
Washington, D.C. 20515-6115

Dear Chairman Markey:

Thank you for your letter regarding marketing of food and beverages to children and for the hearing you held on June 22nd. Kraft Foods shares your concerns. As Ranking Member Upton noted at the hearing, Kraft Foods has long been a leader in providing consumers with the information they need to make informed food choices. We have taken a number of steps to help consumers address their health and wellness needs and to do our part in response to concerns over childhood obesity. I am particularly pleased that Kraft was the first food company in the United States to use nutrition criteria to determine which products it would advertise to children.

In 2003, for example, we eliminated all advertising and promotion in schools (K through 12th grade) and developed nutrition standards for any Kraft product sold in school vending machines. Since then, Kraft has joined the *Alliance for a Healthier Generation*, and is one of five companies that collaborated with the Alliance to establish nutrition guidelines that go beyond vending to include all competitive foods sold in schools. The Alliance has stated that these guidelines "will lead to healthier food choices for millions of children in schools across the nation."

We also have made major changes in the way we advertise our products to children. Kraft has a long-standing policy not to advertise our products to children under the age of six. In 2005, we adjusted our advertising practices globally, so that all TV, radio and print advertising viewed primarily by children ages 6-11 would only feature Kraft products that meet specific nutrition criteria. These products are clearly labeled with our *Sensible Solution* flag, so consumers can easily identify the better-for-you options in our product line (more information on the *Sensible Solution* criteria can be found at www.kraftfoods.com/kf/HealthyLiving/SensibleSolutions/). In 2006 this policy was extended to our websites that appeal primarily to children 6-11 years old.

These changes mean that we have now phased out all advertising for products that do not meet the *Sensible Solution* criteria in media primarily directed to children under 12. A number of well-known Kraft products, including the original versions of *Kool-Aid*, *Capri Sun*, *Oreo*, *Chips Ahoy!*, several *Post* cereals and many varieties of *Lunchables*, no longer advertise to children as a result.

Finally, Kraft has been a leader in industry initiatives regarding marketing to children. In addition to the *Alliance for a Healthier Generation*, Kraft participates in a number of joint industry initiatives including the Council of Better Business Bureaus' *Children's Food and Beverage Advertising Initiative*, and the Ad Council's *Coalition for Healthy Children*.

Our change in advertising policies has encouraged our businesses to develop more *Sensible Solution* products. These products are either new introductions to the portfolio or were reformulated to meet *Sensible Solution* criteria. Currently in the U.S., more than 500 products carry the *Sensible Solution* flag. These products account for nearly one-third of our portfolio. If our *Sensible Solution* products were a stand-alone company, it would be the fifth largest food and beverage company in the U.S in total sales.

Of course, we see our efforts to date as the beginning of our journey. Moving forward, we will continue to assess our marketing practices and make adjustments as appropriate. And we are encouraged that others within the industry are making similar adjustments. We would welcome the opportunity to discuss these matters or answer any questions with you and your staff.

Sincerely,



Irene B. Rosenfeld

Cc: The Honorable Fred Upton, Ranking Member, Subcommittee on Telecommunications and the Internet, Committee on Energy and Commerce

The Honorable Mike Doyle, Vice Chair Subcommittee on Telecommunications and the Internet, Committee on Energy and Commerce

The Honorable Mary Bono

The Honorable Rick Boucher

The Honorable Lois Capps

The Honorable Barbara Cubin

The Honorable Nathan Deal,

The Honorable Eliot L. Engel

The Honorable Anna Eshoo

The Honorable Mike Ferguson

The Honorable Vito Fossella

The Honorable Charles A. Gonzalez

The Honorable Bart Gordon

The Honorable Gene Green

The Honorable Jane Harman
The Honorable J. Dennis Hastert
The Honorable Baron P. Hill
The Honorable Jay Inslee
The Honorable Frank Pallone, Jr.
The Honorable Chip Pickering
The Honorable George Radanovich
The Honorable Bobby L. Rush
The Honorable John Shimkus
The Honorable Hilda L. Solis
The Honorable Cliff Stearns
The Honorable Bart Stupak
The Honorable Lee Terry
The Honorable Edolphus Towns
The Honorable Greg Walden
The Honorable Heather Wilson
The Honorable John D. Dingell, Chairman, Committee on Energy and Commerce
The Honorable Joe Barton, Ranking Member, Committee on Energy and Commerce