

WHEN WILL THERE BE FRUIT?

One Year Later: Fruit Content of the
Most Highly-Advertised Children's
Foods and Beverages

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This document was prepared by Prevention Institute

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INTRODUCTION

In January 2007, the Strategic Alliance for Healthy Food and Activity Environments drew attention to the food and beverage industry's misleading packaging techniques directed towards children and parents by releasing the study, *Where's the Fruit?*. Authored by Prevention Institute, *Where's the Fruit?* examined the most heavily advertised children's food products, concluding that despite numerous references to fruit on the packaging, more than two-thirds (68%) of the products either contained no fruit at all or only minimal amounts of fruit. In response to these findings, the Strategic Alliance called on the food and beverage industry to make meaningful changes to support healthy eating choices, detailed in a separate report, *Setting the Bar: Actions to Improve Food and Beverage Offerings*. For the one-year anniversary of this call for change, Prevention Institute re-examined the original food products to determine if any significant changes have been made either to the packaging or ingredients. This document, *When Will There Be Fruit?*, details our findings.

METHODS

For the original 2007 study, Prevention Institute utilized the list of brands generated from the Kaiser Family Foundation study, *It's Child's Play: Advertising and the Online Marketing of Food to Children* to identify the most heavily advertised children's food products (Moore, 2006). After narrowing this list to those products available for purchase in supermarkets, Prevention



STUDY PRODUCTS

Institute studied the 37 products with references to fruit on the packaging. The same 37 products were purchased for *When Will There Be Fruit?* and reassessed for packaging or ingredient changes. More details on the precise methodology can be found in the original study.

RESULTS

Fruit Content

Each of the 37 products was sorted into one of four categories based on the type of fruit ingredient they contained:

- 1. Fruit:** products with fruit, including fruit puree and fruit from concentrate.
- 2. 100% Fruit Juice.**
- 3. Minimal Fruit:** drinks containing 2-10% fruit juice (none of the brands contained 11-99% fruit juice), or products containing fruit juice from concentrate.

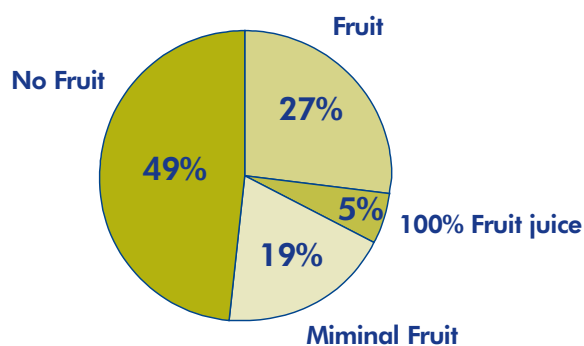
TABLE 1. 2008 PRODUCTS BY FRUIT CATEGORY

Category	# of Products	% of Total Products	Brands
Fruit	10	27%	Apple Cinnamon Cheerios, Apple Jacks, Berry Burst Cheerios (<i>Triple Berry</i>), Eggo Waffles (<i>Apple Cinnamon, Blueberry, Strawberry</i>), Kellogg's Pop Tarts (<i>Frosted 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	5 %	Capri Sun 100% Juice (<i>Grape Tide</i>), Juicy Juice (<i>Apple</i>)
Minimal Fruit	7	19%	5% Juice Drink: Sunny D (<i>Orange</i>); 10% Juice Drink: Capri Sun Juice Drink (<i>Strawberry</i>), Hi-C Fruit Drinks (<i>Boppin' Strawberry</i>), Kool-Aid Jammers Juice Drink; Food Products: Popsicle (<i>Orange, Cherry, Grape</i>), Skittles, Starbursts
No Fruit	18	49%	Beverages: Nestle Nesquick Milk and Drink Mix (<i>Strawberry</i>), Tang (<i>Orange</i>); Food Products: Air Heads, Berry Berry Kix, Bubble Tape (<i>Sour Watermelon</i>), Cap'n Crunch with Crunch Berries, Dannon Danimals Smoothie (<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 (<i>Strawberry</i>), Yoplait Go-Gurt Yogurt (<i>Strawberry Splash</i>)

4. No Fruit: products with no fruit; products with natural fruit flavors, which have no nutritional value (Code of Federal Regulations, 2002); products with fruit juice concentrate, which is classified as an added sweetener (US Department of Health and Human Services, 2005).

There was no change in the fruit content of products between the original *Where's the Fruit?* study in 2007 to the current *When Will There Be Fruit?* study (see Figure 1, Table 1).

FIGURE 1. 2008 PRODUCTS BY FRUIT CATEGORY



Sugar Content

As in the previous study, many products continue to be high in sugar, including those products that are often considered “healthier,” such as cereal, fruit drinks, fruit snacks, and yogurts (see Tables 2 and 3). Most products had at least two forms of added sugars, high fructose corn syrup/corn syrup, and sugar.

OBSERVED DIFFERENCES BETWEEN 2007 AND 2008

Product Availability

One version of the *Berry Burst Cheerios* brand, *Strawberry Banana*, was discontinued and thus the *Triple Berry* version was used to represent the *Berry Burst Cheerios* brand for the current study.

TABLE 2. 2008 PERCENTAGE OF CALORIES FROM SUGAR

Category	Range (%)	Median (%)
Fruit (10 products)	14-96	47
100% Fruit Juice (2 products)	92-93	93
Minimal Fruit (7 products)		
2 to 10% juice (4 products)	89-100	100
Food (3 products)	57-75	71
No Fruit (18 products)	32-100	60

Fruit-Related Ingredients

There were no ingredient modifications that changed the fruit category of any products. Two products had minor alterations in fruit-related ingredients that did not impact their categorization.

- *Dannon Danimals Strawberry Explosion Smoothie* (“No Fruit”) added a fruit and vegetable juice-based coloring agent. The addition does not impact the nutritional value and thus, the product continues to be grouped in the “No Fruit” category.
- *Cherry Flavored Push Pop* (“No Fruit”) removed an added sweetener, “pear juice concentrate.” Fruit

FIGURE 2. FROOT LOOPS



TABLE 3. 2008 PERCENTAGE OF CALORIES FROM SUGAR FOR SELECTED PRODUCT TYPES

Category	Range (%)	Average (%)
Cereals (9 products)	32-50	41
Fruit Drinks (8 products)	89-100	96
Fruit Roll-up type product (2 products)	50-56	53
Yogurt (3 products)	57-80	67

juice concentrate is classified as an added sweetener (US Department of Health and Human Services, 2005). The product, like last year, contains no fruit-related ingredients.

Sugar Content

As noted above, many of the products featured in the study have a high percentage of calories from sugar (see Tables 2 and 3). One product, *Tang* (“No Fruit”), altered the types and amount of sugar content. The new product tag line reads “½ the Sugar of 100% Juice.” Though *Tang* decreased the percentage of calories from sugar, the product has added artificial sweeteners to the ingredient list. The long-term consequences of artificial sweetener consumption in children are unknown.

Packaging

In *Where’s the Fruit?*, we noted that many of the foods in this study had brightly colored packages containing images of fruits and/or words related to fruits regardless of the actual content of fruit ingredients. In *When Will There Be Fruit?*, all but one (*Froot Loops*) of the 18 products in the “No Fruit” category had references to fruit on the packaging. References to fruit included: pictures of fruit, use of the word “fruit” or “fruity” in the product name and/or description, advertising “fruit flavors” on the package, and using the name of a fruit to describe the product’s flavor (e.g., “strawberry kiwi” yogurt).

Two products **removed** references to fruit from their packaging:

- *Froot Loops* (“No Fruit”) removed the phrase “Natural Fruit Flavors” and accompanying cartoon rep-

FIGURE 3. TRIX CEREAL



representations of fruit from the packaging (see Figure 2). The packaging now contains no references to fruit. There was no change in the ingredient list.

- *Trix Cereal* (“No Fruit”) no longer features cereal pieces in the shape of fruit (see Figure 3). In the 2007 version of the package, the corn puffs were multi-colored and shaped like pieces of fruit. The 2008 packaging features brightly colored round corn puffs that do not resemble specific pieces of fruit. The 2008 package still says “Fruity Sweetened Corn Puffs.”

One brand **added** an additional reference to fruit:

- *Tang* (No Fruit) added the logo “Fruitrition: Select Fruit Juice Vitamins” to the package. “Fruitrition” is a vitamin supplement that contains vitamins A, B6, B2, C, B3, and Calcium and cannot replace the full range of nutrients found in real fruit. This product contains no fruit.



Tang’s new “Fruitrition” logo

CONCLUSION

There have been few changes over the past year in either the packaging or ingredients of the products examined. Of the 37 brands in the study, only two products removed some fruit references from the packaging, while one product actually added a reference despite the continued absence of fruit in the product. The findings of this study suggest the need for greater government regulation and oversight in how food and beverage products, particularly those targeted towards children, are packaged and marketed. Over the past year, the food and beverage industry has not made enough meaningful changes in their packaging to accurately reflect the actual ingredients, and thus families and care providers are still being misled about nutritious food choices. In order to change eating norms, we need to shift the food supply to provide a preponderance of healthy grocery items, snacks, and prepared foods. The food and beverage industry plays an important role in shaping what foods are produced, marketed, and sold and should begin following the recommendations set out in the Strategic Alliance document, *Setting the Bar: Recommendations for Food and Beverage Industry Action*.

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