



December 4, 2014

Mehmet Yuksek
President and Chief Executive Officer
Perfetti Van Melle USA
3645 Turfway Road
P.O. Box 18190
Erlanger, KY 41018-0190

Dear Mr. Yuksek:

Our organizations write to strongly encourage Perfetti Van Melle USA to stop marketing low-nutrition foods to children.

According to the Centers for Disease Control and Prevention, obesity has tripled in children and adolescents over the past decades. Currently, more than one in three children and teens are overweight or obese. In addition, unhealthy diets and obesity contribute to heart disease, some cancers, diabetes, and tooth decay. Moreover, the foods promoted to children and eaten in childhood can affect lifelong eating habits.

We are aware that Perfetti previously posted a policy on marketing candy products to children that addressed advertising in elementary schools and not using cartoon characters and celebrities to encourage excessive consumption (although we believe that characters and celebrities should not be used to encourage any consumption of candy products).

We believe Perfetti should go further in protecting children by setting nutrition standards and applying them to all types of marketing aimed at children, including advertising and marketing in middle and high schools. Now would be the perfect time to adopt such measures. A soon-to-be finalized rule from the U.S. Department of Agriculture will require local school districts, as part of their local wellness policy, to implement policies for food marketing on school campuses.

One way that Perfetti could signal its sincerity about protecting children from marketing of low-nutrition foods would be to join Hershey, Nestle, Mars, and other companies as a member of the Council of Better Business Bureaus' (BBB) Children's Food and Beverage Advertising Initiative (CFBAI). Working through the BBB framework would add credibility and transparency to your efforts to reduce the marketing of low-nutrition foods to children.

We welcome the opportunity to work with you and your staff in joining the growing number of food and beverage companies that have made socially responsible changes to their marketing practices and look forward to hearing your plans on this important issue.

Sincerely,

American Academy of Sports Dietitians and
Nutritionists

American Heart Association

American Institute of Cancer Research

Berkeley Media Studies Group

Center for Communications, Health & the
Environment

Center for Digital Democracy

Center for Science in the Public Interest

Childhood Obesity Prevention Coalition (WA)

Campaign for a Commercial-Free Childhood

Consortium to Lower Obesity in Chicago
Children at Ann and Robert H. Lurie
Children's Hospital of Chicago

Defeat Diabetes Foundation

Directors of Health Promotion and
Education

Earth Day Network

Genesee Dietetic Association

Indiana Rural Health Association

InterAmerican Heart Foundation

Latino Coalition for a Healthy California

Mercyhurst University Institute for Public
Health

MomsRising.org

Partnership for Prevention
Prevention Institute

Public Health Advocacy Institute

Shape Up America!

Society for Nutrition Education and
Behavior

US Healthy Kids

Yale Rudd Center

Young People's Healthy Heart Program

Faith Boninger, Commercialism in
Education Research Unit, University of
Colorado – Boulder

Dr. Janet Brill, Nutritionist. Award-Winning
Author. Go Red Spokesperson

Carlos A. Camargo, MD DrPH, Professor of
Emergency Medicine & Medicine, Harvard
Medical School, Professor of Epidemiology,
Harvard School of Public Health

Gracie Cavnar, Founder & CEO, Recipe for
Success Foundation

David L. Katz, MD, MPH, FACPM, FACP,
Prevention Research Center, Yale
University

Thomas E. Kottke, MD, MSPH, Medical
Director for Population Health,
HealthPartners

Mary Miller, Coordinated School Health,
Springdale School District

John D Potter MD PhD, Fred Hutchinson
Cancer Research Center
Bill Reger-Nash, EdD, Professor Emeritus,
West Virginia University School of Public
Health

Eric Rimm ScD, Professor of Medicine,
Harvard Medical School

Kendrin Sonneville, ScD, RD, Assistant Professor, University of Michigan School of Public Health

Vic Strasburger, MD, Distinguished Professor of Pediatrics, School of Medicine, University of New Mexico

Meir Stampfer, MD, DrPH, Department of Medicine, Harvard School of Public Health

Ellen Wartella, PhD, School of Communication, Northwestern University

Mary Story, PhD, RD, School of Public Health, University of Minnesota

Cc: Allison Bodor, National Confectioners Association
Elaine Kolish, Children's Food and Beverage Advertising Initiative