

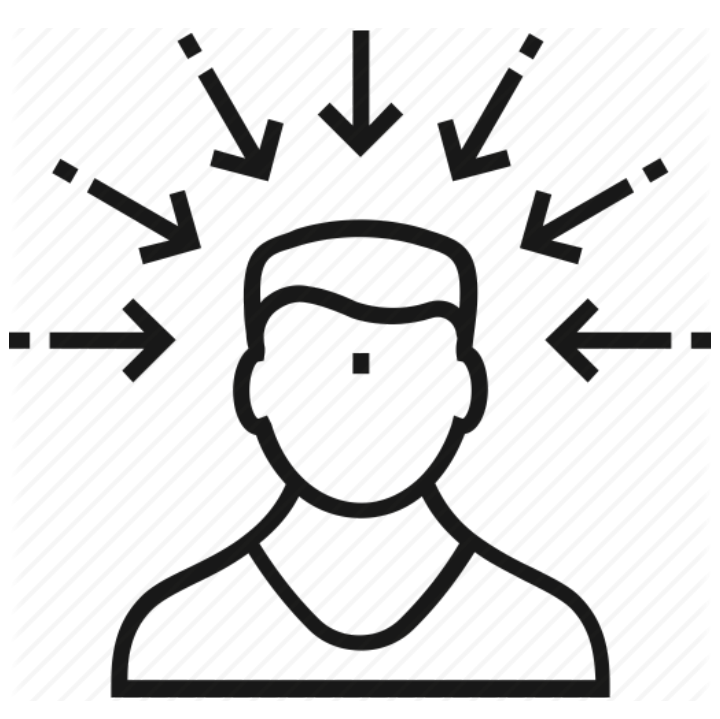


Weighing the Effects of Food Marketing to Children

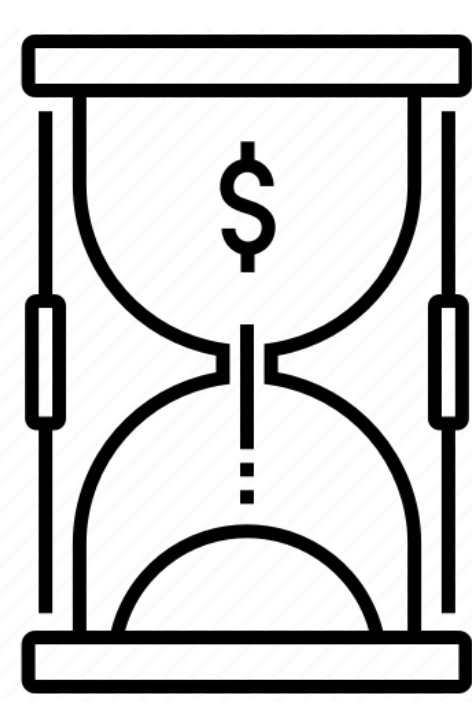
Did You Know?

Food advertising and marketing directly influences the rapid growth rate of childhood obesity in the United States. ¹

Why Are Children Targeted?



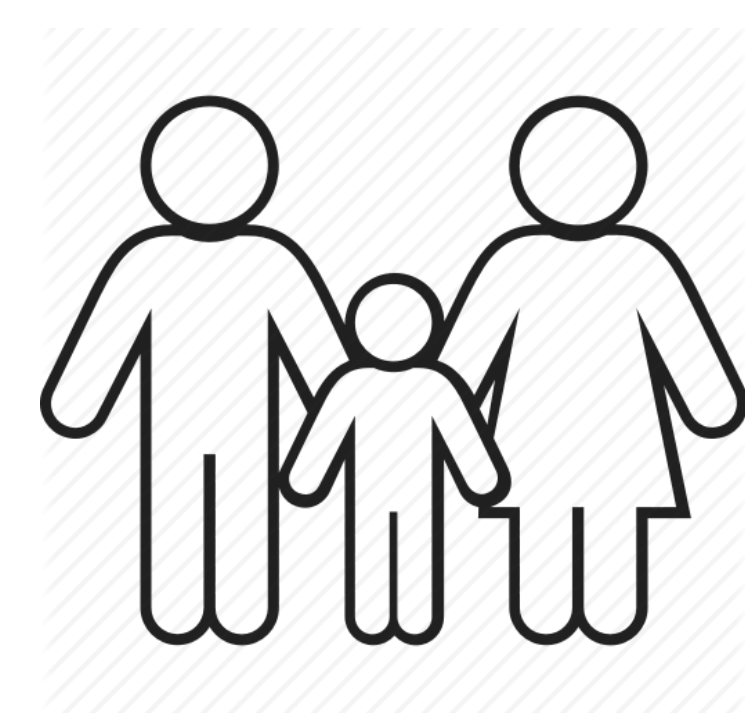
Easily Persuaded



Potential Long Term Customers



High Disposable Income

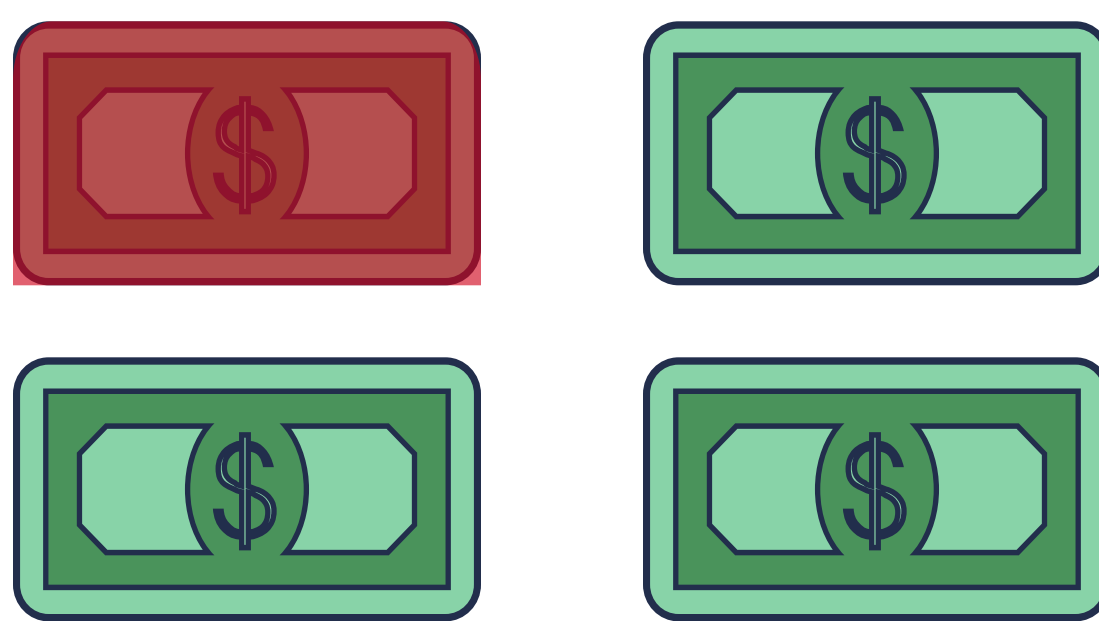


Influence Family Purchases

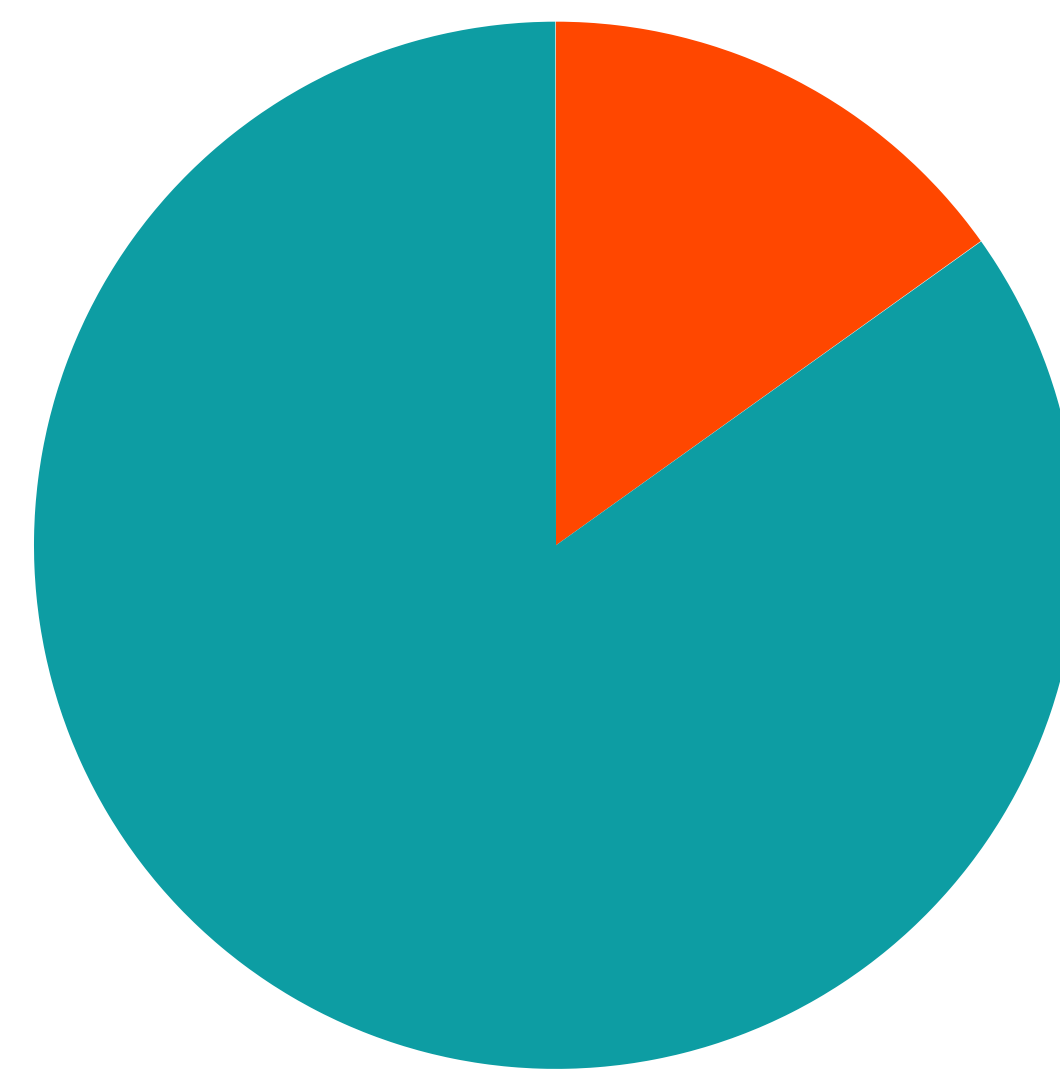
Let's Talk Money.

Children and adolescents yield 165 billion dollars of revenue for food and beverage companies. Children 12 and under account for 25 billion dollars per year alone.

Sales of Food and Beverages:



Almost 25% of all food and beverage marketing applies towards people ages 17 and under.



Children 12 and Under (15.15%)
Adolescents Age 12-17 (84.85%)

Food and beverage companies spent 1.79 billion dollars target marketing their products to children specifically in 2009. ²

What Can YOU Do?



Read food labels before purchasing products.



Look at places such as Change.org or other petition websites.



Contact your local, state, or national legislator.



1. Story M, French S. Food advertising and marketing directed at children and adolescents in the US. *Int J Behav Nutr Phys Act.* 2004;1(3): Article 3. doi.org/10.1186/1479-5868-1-3.

2. Botha S, Fentonmiller K, Jennings C, et al. A review of food marketing to children and adolescents. Federal Trade Commission. <https://www.ftc.gov/reports/review-food-marketing-children-adolescents-follow-report>. Published December 2012. Accessed September 30, 2019.