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June 9, 2016

Kendall J. Powell
Chairman and Chief Executive Officer
General Mills
Number One General Mills Boulevard
Minneapolis, MN 55426-1347

Subject: EWG calls on cereal manufacturers to lead in updating serving sizes

Dear Mr. Powell:

Environmental Working Group is a non-profit research and advocacy organization based in Washington, D.C. dedicated to protecting human health and the environment. We have been working to increase transparency for consumers with our [Food Scores](#) database, a freely accessible resource that showcases more than 80,000 food items. Food Scores allows shoppers to identify better food options, avoiding ones with poor nutritional quality, ingredients of concern and products that have been overly processed.

In May 2016 the Food and Drug Administration [released](#) a final rule “to provide consumers with more accurate and up-to-date information on serving sizes.” In the process the agency increased the standard serving size on cereals from 30 grams—what people ate on average in 1977—to 40 grams. In light of these updated regulations, we are urging you to demonstrate leadership in the industry by implementing these changes to the product pages on your relevant websites well in advance of the 2018 deadline set by FDA and expedite the changes to product labels.

One of our concerns is the large amount of sugar that Americans, and especially children, eat each day. Americans are estimated to consume an average of 152 pounds of sugar a year,ⁱ contributing to the ongoing obesity epidemic.ⁱⁱ The average 6-to-11-year-old boy eats 22 teaspoons of added sugar every day, and the average girl of that age consumes 18 teaspoons.ⁱⁱⁱ Breakfast cereals are the fifth-highest source of added sugar in the diets of children under 8, after sugary drinks, cookies, candy and ice cream.^{iv v}

Cereal can provide important nutrients that children need during critical times of growth and development – without added sugar. Now that FDA’s decision is final, you have an opportunity to build on the progress you have made through the Children’s Food and Beverages Advertising Initiative, a voluntary industry self-regulation program operated by the Council of Better Business Bureaus, and make a positive difference to the health of children and all Americans.

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Some of your products that will be affected by the new regulations include: Cinnamon Toast Crunch, Honey Nut Cheerios, Reese's Puffs, Lucky Charms, Trix, Cocoa Puffs, and Cookie Crisp. In the attached appendix, EWG has calculated the new serving sizes for your most heavily marketed cereals,^{vi} based on the new FDA regulations, as well as the sugar content reflected in the updated serving sizes.^{vii}

As you know, consumers are increasingly curious about the quality of the products they bring into their homes, whether it's food, furniture or personal care and cleaning products. As they become more educated about their options, they are using their dollars to reflect their values for products that are healthier, safer, and more transparent. People want to know as much about how their food is raised, processed and produced as possible. And they want to know now.

We are reaching out to you as an industry leader and inviting you to use your position to continue changing the marketplace for American children — and to do so ahead of your competitors. We urge you to consider these steps:

- Update the Nutrition Facts panels on your website as soon as possible – well before the FDA's generous compliance date of July 2018.
- Expedite making the changes to the Nutrition Facts panel on your products' packages.

Until then, we are encouraging consumers to use [EWG's Food Scores](#) and take advantage of a new personalized Nutrition Facts panel that will allow users to find out just how much sugar cereals are really contributing to their diets.

Thank you for your consideration. Please let us know if we can provide you with any more information.

Sincerely,

Ken Cook,
President and Co-Founder,
Environmental Working Group



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Appendix – Updated Serving Sizes and Corresponding Sugar Content of Current Cereal Formulations

Cinnamon Toast Crunch

Serving Size: 1 cup (41 g)

Sugar: 12 g

Honey Nut Cheerios

Serving Size: 1 cup (37 g)

Sugar: 12 g

Reese's Puffs

Serving Size: 1 cup (39 g)

Sugar: 12 g

Lucky Charms

Serving Size: 1 cup (36 g)

Sugar: 13 g

Trix

Serving Size: 1 ¼ cup (40 g)

Sugar: 13 g

Cocoa Puffs

Serving Size: 1 cup (36 g)

Sugar: 13 g

Cookie Crisp

Serving Size: 1 ¼ cup (43 g)

Sugar: 15 g

ⁱ USDA (United States Department of Agriculture). 2003. Agricultural Fact Book. Available: <http://www.usda.gov/documents/usda-factbook-2001-2002.pdf> [Accessed March 30, 2014].

ⁱⁱ Wang H, Steffen LM, Zhou X, Harnack L, Luepker RV. 2013. Consistency between increasing trends in added sugar intake and body mass index among adults: the Minnesota Heart Survey, 1980-1982 to 2007-2009. *Am J Public Health*. 103(3): 501-7.

ⁱⁱⁱ Ervin RB, Kit BK, Carroll MD, Ogden CL. 2012. Consumption of added sugar among U.S. children and adolescents, 2005–2008. NCHS data brief no 87. Hyattsville, MD:



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National Center for Health Statistics. Available:
<http://www.cdc.gov/nchs/data/databriefs/db87.htm> [Accessed March 20, 2014].

^{iv} Reedy J, Krebs-Smith SM. 2010. Dietary sources of energy, solid fats, and added sugars among children and adolescents in the United States. *J Am Diet Assoc.* 110(10): 1477-84.

^v Slining MM, Popkin BM. 2013. Trends in intakes and sources of solid fats and added sugars among U.S. children and adolescents: 1994-2010. *Pediatr Obes.* 8(4): 307-24.

^{vi} According to a [list](#) compiled by UConn scientists at the Rudd Center.

^{vii} Assuming current formulations currently found on American supermarket shelves, captured by LabelINSIGHT[®], an independent product label database and analysis platform.



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June 9, 2016

John Bryant
Chairman and Chief Executive Officer
Kellogg Company
One Kellogg Square
Battle Creek, MI 49016-3599

Subject: EWG calls on cereal manufacturers to lead in updating serving sizes

Dear Mr. Bryant:

Environmental Working Group is a non-profit research and advocacy organization based in Washington, D.C. dedicated to protecting human health and the environment. We have been working to increase transparency for consumers with our [Food Scores](#) database, a freely accessible resource that showcases more than 80,000 food items. Food Scores allows shoppers to identify better food options, avoiding ones with poor nutritional quality, ingredients of concern and products that have been overly processed.

In May 2016 the Food and Drug Administration [released](#) a final rule “to provide consumers with more accurate and up-to-date information on serving sizes.” In the process the agency increased the standard serving size on cereals from 30 grams—what people ate on average in 1977—to 40 grams. In light of these updated regulations, we are urging you to demonstrate leadership in the industry by implementing these changes to the product pages on your relevant websites well in advance of the 2018 deadline set by FDA and expedite the changes to product labels.

One of our concerns is the large amount of sugar that Americans, and especially children, eat each day. Americans are estimated to consume an average of 152 pounds of sugar a year,ⁱ contributing to the ongoing obesity epidemic.ⁱⁱ The average 6-to-11-year-old boy eats 22 teaspoons of added sugar every day, and the average girl of that age consumes 18 teaspoons.ⁱⁱⁱ Breakfast cereals are the fifth-highest source of added sugar in the diets of children under 8, after sugary drinks, cookies, candy and ice cream.^{iv v}

Cereal can provide important nutrients that children need during critical times of growth and development – without added sugar. Now that FDA’s decision is final, you have an opportunity to build on the progress you have made through the Children’s Food and Beverages Advertising Initiative, a voluntary industry self-regulation program operated by the Council of Better Business Bureaus, and make a positive difference to the health of children and all Americans.

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Some of your products that will be affected by the new regulations include: Fruit Loops and Frosted Flakes. In the attached appendix, EWG has calculated the new serving sizes for your most heavily marketed cereals,^{vi} based on the new FDA regulations, as well as the sugar content reflected in the updated serving sizes.^{vii}

As you know, consumers are increasingly curious about the quality of the products they bring into their homes, whether it's food, furniture or personal care and cleaning products. As they become more educated about their options, they are using their dollars to reflect their values for products that are healthier, safer, and more transparent. People want to know as much about how their food is raised, processed and produced as possible. And they want to know now.

We are reaching out to you as an industry leader and inviting you to use your position to continue changing the marketplace for American children — and to do so ahead of your competitors. We urge you to consider these steps:

- Update the Nutrition Facts panels on your website as soon as possible – well before the FDA's generous compliance date of July 2018.
- Expedite making the changes to the Nutrition Facts panel on your products' packages.

Until then, we are encouraging consumers to use [EWG's Food Scores](#) and take advantage of a new personalized Nutrition Facts panel that will allow users to find out just how much sugar cereals are really contributing to their diets.

Thank you for your consideration. Please let us know if we can provide you with any more information.

Sincerely,

Ken Cook,
President and Co-Founder,
Environmental Working Group



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Appendix – Updated Serving Sizes and Corresponding Sugar Content of Current Cereal Formulations

Froot Loops

Serving Size: 1 ½ cup (44 g)

Sugar: 15 g

Frosted Flakes

Serving Size: 1 cup (39 g)

Sugar: 13 g

ⁱ USDA (United States Department of Agriculture). 2003. Agricultural Fact Book. Available: <http://www.usda.gov/documents/usda-factbook-2001-2002.pdf> [Accessed March 30, 2014].

ⁱⁱ Wang H, Steffen LM, Zhou X, Harnack L, Luepker RV. 2013. Consistency between increasing trends in added sugar intake and body mass index among adults: the Minnesota Heart Survey, 1980-1982 to 2007-2009. *Am J Public Health*. 103(3): 501-7.

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^{iv} Reedy J, Krebs-Smith SM. 2010. Dietary sources of energy, solid fats, and added sugars among children and adolescents in the United States. *J Am Diet Assoc*. 110(10): 1477-84.

^v Slining MM, Popkin BM. 2013. Trends in intakes and sources of solid fats and added sugars among U.S. children and adolescents: 1994-2010. *Pediatr Obes*. 8(4): 307-24.

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^{vii} Assuming current formulations currently found on American supermarket shelves, captured by LabelINSIGHT[®], an independent product label database and analysis platform.



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June 9, 2016

Robert Vitale
President and Chief Executive Officer
Post Holdings, Inc.
2503 S. Hanley Road
St. Louis, MO 63144

Subject: EWG calls on cereal manufacturers to lead in updating serving sizes

Dear Mr. Vitale:

Environmental Working Group is a non-profit research and advocacy organization based in Washington, D.C. dedicated to protecting human health and the environment. We have been working to increase transparency for consumers with our [Food Scores](#) database, a freely accessible resource that showcases more than 80,000 food items. Food Scores allows shoppers to identify better food options, avoiding ones with poor nutritional quality, ingredients of concern and products that have been overly processed.

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One of your products will be affected by the new regulations: Fruity Pebbles. In the attached appendix, EWG has calculated the new serving sizes for your heavily marketed cereal,^{vi} based on the new FDA regulations, as well as the sugar content reflected in the updated serving sizes.^{vii}

As you know, consumers are increasingly curious about the quality of the products they bring into their homes, whether it's food, furniture or personal care and cleaning products. As they become more educated about their options, they are using their dollars to reflect their values for products that are healthier, safer, and more transparent. People want to know as much about how their food is raised, processed and produced as possible. And they want to know now.

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Sincerely,

Ken Cook,
President and Co-Founder,
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Fruity Pebbles

Serving Size: 1 cup (36 g)

Sugar: 12 g

ⁱ USDA (United States Department of Agriculture). 2003. Agricultural Fact Book. Available: <http://www.usda.gov/documents/usda-factbook-2001-2002.pdf> [Accessed March 30, 2014].

ⁱⁱ Wang H, Steffen LM, Zhou X, Harnack L, Luepker RV. 2013. Consistency between increasing trends in added sugar intake and body mass index among adults: the Minnesota Heart Survey, 1980-1982 to 2007-2009. *Am J Public Health*. 103(3): 501-7.

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