

# Children's Food Campaign

## September 2012: Paralympics edition



Dear friend of the Children's Food Campaign,

Newton and nutrition are a winning combination. That's our take on last week's uplifting Paralympic Opening Ceremony, which celebrated the apple's contribution to science with a mass 'apple crunch' in the Olympic stadium. A fruity focus made a welcome respite from the diet of fast food products and branding that was so prevalent during the Olympics, and continues at the Paralympics. We'd like to see healthy food and healthy eating messages take centre stage at future Games and other sporting events.



[If you share our vision, please sign our letter to the Olympic & Paralympic organisers.](#)

August also saw us get front page headlines, enter a breakfast battle with Nestlé and the advertising watchdog, and celebrate a major labelling change by Tesco.



Read on for more on these stories, plus our take on the Government reshuffle.

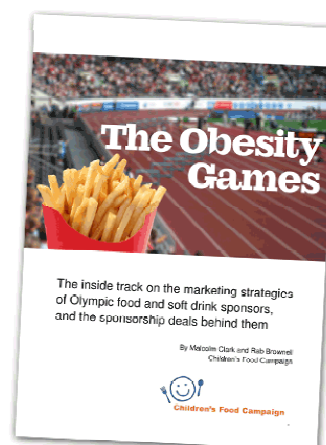
---

### Making the next Olympics healthier

We've launched our 'Tell Seb' campaign action, inviting people to add their names to an open letter to Lord Coe, Chair of the London Organising Committee of the Olympic and Paralympic Games. We're asking him to acknowledge our concerns over junk food sponsorship and to flag these up in his the post-Games evaluation report and to decision-makers.

Already, over 250 people have signed the letter.

[Add your name](#) and join us in asking Lord Coe to act on our concerns.



We have also planted the first seeds of a campaign targeting the Glasgow 2014 Commonwealth Games. [Our call](#) for a junk food ban at those Games made the [front page](#) of Scotland on Sunday.

## Tesco gives green light to traffic lights

Great news. Tesco's customers will at long last benefit from traffic light food labels, allowing them to judge how healthy or unhealthy food products are at a glance. After years of delay, Tesco has announced that it will introduce a hybrid nutritional labelling system which includes a front of pack "traffic light" colour coding system.



We believe Morrisons is now the last remaining major retailer not giving its customers the benefit of traffic light labelling. So we are calling on them, and all food retailers and manufacturers to work with the Government to introduce consistent and easy to understand food labelling which includes traffic light colours. For more on this issue, read the [joint submission](#) to the government's recent consultation on food labelling which 33 civil society organisations – including the Children's Food Campaign – signed up to.

## Nestlé: a cereal offender

For the past few months we've been trying to hold Nestlé to account for misleading nutritional claims in its Battle of the Breakfasts advertising campaign. And we've been trying to hold the Advertising Standards Authority to account for letting Nestlé get away with using misleading claims despite previously banning some of them.



Progress is frustratingly slow, as we seek to overcome the lack of transparency in the ASA's complaints process, and its seemingly inconsistent approach. [Read the full story here.](#)

If children's health is not to be the long-term casualty of this battle of the breakfasts, then we need stronger rules on the marketing of unhealthy foods and a regulator that has more crunch and less soggy flakes.

## \*Stop Press\*: Reshuffle News

The Government reshuffle has just been announced. Of particular relevance to us, Jeremy Hunt is now heading the Department of Health, and Owen Paterson has taken over at the Department for Environment, Food and Rural Affairs. Here's our [initial take](#) on the reshuffle, including the observation that healthy eating is very much the part of the Olympic legacy that is yet to be tackled.



Yours,  
Malcolm Clark, Co-ordinator, Children's Food Campaign

