Endnotes


10. BMI is calculated by dividing a person's weight in kilograms by the height in meters squared.


113. *Caring for our Children: National Health and Safety Performance Standards* is published by the National Resource Center for Health and Safety in Child Care and Early Education. The National Resource Center is funded by the Maternal and Child Health Bureau, U.S. Department of Health & Human Services, HRSA.


120. On March 3, 2010, FDA Commissioner issued an open letter to industry on the importance of accurate nutrition labeling of food products, and the agency issued Warning Letters to 17 manufacturers informing the firms that the labeling for 22 of their food products violate provisions of the Federal Food, Drug, and Cosmetic Act that require labels to be truthful and not misleading.


140. Harris, J., et al. (2009). Marketing Foods to Children and Adolescents: Licensed Characters and Other Promotions on Packaged Foods in the Supermarket. Public Health Nutrition, 13(3), 409-417. This recent study by the Yale University Rudd Center for Food Policy and Obesity found a substantial increase (78%) in the number of food products with youth-oriented cross-promotions on packaging between 2006 and 2008. Nearly 75% of those cross-promotions involved the use of licensed characters.


143. Effective January 1, 2010, this principle was expanded to apply to advertising through video games and cell phones, as well as word-of-mouth advertising. Children's Food and Beverage Advertising Initiative. (n.d.). Retrieved from http://www.bbb.org/us/enhanced-core-principles/.


149. Letter from Maureen Enright, Assistant Director, CFBAI, and Elaine D. Kolish, Vice President and Director, CFBAI, to Marlene H. Dortch, Secretary, FCC, dated March 26, 2010, in MB Docket 09-194.

150. For example, the Walt Disney Company, Nickelodeon, Cartoon Network, and Sesame Workshop.
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155. FTC has played an important role in addressing issues of food marketing, childhood nutrition, and obesity. Since 2005, it has hosted three public workshops and issued two reports, including its landmark 2008 report to Congress: Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation. FTC is currently preparing to conduct a follow up study, expected to be published in 2011, and is participating in the IWG to develop recommendations for voluntary uniform nutritional standards for child-directed food and beverage marketing.


218. Based on the seasonally adjusted Consumer Price Index (CPI) for all Urban Consumers in January 1978 and December 2009. The CPI for fruits and vegetables increased from 66.1 to 269.4 over this period; the CPI for carbonated drinks increased from 67.6 to 153.6.


224. Based on USDA Economic Research Service comparison of prices paid by consumers for food with prices received by farmers. Price Spreads from Farm to Consumer. (n.d.). Retrieved from: [http://www.ers.usda.gov/Data/FarmToConsumer](http://www.ers.usda.gov/Data/FarmToConsumer). For processed products the farm value share is even smaller. For example, Economic Research Service data show that the farm value share of corn syrup is only 3.


ENDNOTES


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