

Food Marketing and Childhood Obesity

**A Joint Workshop of the Federal Trade Commission
and the Department of Health and Human Services – July 14-15, 2005**

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Selected Opportunities for Food Retailers to Address Childhood Obesity

PRODUCT SELECTION

- **Private label – healthier foods, both all-family and children's brands**
- **Portion controlled products**
- **Category management including healthier alternatives for children and categories specific to children**

MERCHANDISING AND PROMOTION

- **Shelf markers flagging healthier products for kids**
- **Package logos denoting healthier products for kids**
- **Special displays of healthier product choices**
- **Cross merchandising healthier product combos (e.g. fruit and cereal)**
- **Pricing for health**
- **Loyalty card activity promoting healthier products for kids**
- **Integrated marketing to children for health (retailer website, point of purchase, fliers)**
- **Incentives and premiums awarded for healthy food purchase, nutrition education, physical activity which is redeemable for sports equipment, activity based events, etc.**
- **In-store and promotional entertainment for kids (mascots with message)**
- **Product sampling healthier alternatives with kids**
- **Sponsoring activity based events (walk-a-thons, skateboarding, etc)**

EDUCATION

- **Educational school nutrition tours**
- **Nutrition information for teachers (e.g. math unit)**
- **Web and print nutrition and weight management information**
- **Menu planning for children (e.g. lunches)**
- **In store checkups, vaccinations, etc. to include BMI checks**
- **Understanding the balance of nutrition with activity for weight management**
- **Provision of childcare/child activity areas**
- **In store real estate leased for healthcare or child activity programs**

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A Product Management Portfolio Approach to Market Healthier Food Choices for Children

1. New Product Formulations

Less is more, lower energy density, new ingredients

2. Packaging

Sensible portion sizes, more relevant nutrition information, package flags

3. Channels

Focus on buyer's needs, individual serve

4. Retailer Roles & Responsibilities

Partnering with the retailer, product sampling, placement & promotion

5. Marketing Communications

Marketing a healthy lifestyle vs. marketing consumption, recognizing lifestage for children, targeted messages and non-verbal messages emphasizing health and activity

6. Integrated Marketing

www, package, premiums, in-packs, promotions, event sponsorship, pervasive marketing

7. Cross Marketing

Healthy product combos, linking with children's activities and entertainment

8. Advocacy Groups & Partnerships

Industry supported, health & nutrition groups, food & health policy groups, community & education groups, health insurers

9. Portfolio Pricing for Health

Line pricing, pricing umbrellas, avoiding disincentive of higher prices for healthier items in product line

10. Managing for Economic Value

Avoiding indirect costs of tax initiatives, legal fees, PR and damage control, greater regulatory compliance, stock value erosion

Striving to promote socially responsible consumption to children.