June 9, 2008

Mr. Paul Bulcke Chief Executive Officer (Designate) Nestlé SA Avenue Nestlé 55 CH-1800 Vevey, Vaud Switzerland

Dear Mr. Bulcke:

We write to encourage Nestlé USA to set strong nutrition standards for the foods the company markets to children and to join the Council of Better Business Bureau's Children's Food and Beverage Advertising Initiative.

Although Nestlé USA markets to children several brands, including Wonka candy, Butterfinger, HotPockets, and Nesquik, the company is noticeably absent among the members of the Children's Food and Beverage Advertising Initiative. Further, Nestlé Canada has joined the Canadian Children's Food and Beverage Advertising Initiative and announced a pledge to limit marketing to Canadian children. We hope you will do as much for American children.

Thirteen food companies, including Nestlé competitors Cadbury Adams, Hershey Company, and Mars, Inc., have joined the initiative to date, promising that 100% of their advertising to children will be for healthier foods. Nestlé is one of the only major food companies that have not made a pledge. A recent assessment showed that 93% of Nestlé foods and beverages marketed to children in the U.S. are of poor nutritional quality (i.e., do not meet recommended standards for portion sizes, sugars, fats, and sodium).

We encourage Nestlé USA to set strong nutrition standards and apply them to all marketing aimed at children, including advertising on television, print, radio, marketing in elementary, middle, and high schools, product packaging, the Internet, and other digital media. A good first step would be to join the Council of Better Business Bureau's Children's Food and Beverage Advertising Initiative. In doing so, Nestlé USA would reassure parents, consumers, and health advocates that the company is committed to marketing food responsibly to our children.

Sincerely,

American Academy of Pediatrics
American Public Health Association
Association of State and Territorial Public Health Nutrition Directors
Berkeley Media Studies Group
California Adolescent Nutrition and Fitness Program
California Center for Public Health Advocacy
California Food Policy Advocates
California Pan-Ethnic Health Network

California WIC Association

Campaign for a Commercial-Free Childhood

Center for Communications, Health and the Environment

Center for Digital Democracy

Center for Science in the Public Interest

Children Now

Community Health Partnership: Oregon's Public Health Institute

Consumer Federation of America

FGE Food and Nutrition Team

Food Trust

IDEA, The Health and Fitness Association

Institute for America's Health

Maine Center for Public Health

Mary Story, University of Minnesota

National Action Against Obesity

National Consumers League

National Research Center for Women and Families

National WIC Association

New York State Nutrition Council

New York City Nutrition Education Network

Obesity Action Coalition

Praxis Project, Washington, DC

Prevention Institute

Researchers Against Inactivity-Related Disorders

United Church of Christ, Office of Communication, Inc.

cc:

Peter Brabeck-Letmathe, Paul Polman, and Rudolf Ramsauer, Nestlé SA Brad Alford, Nestlé USA