How companies push chocolate in health education materials



RUSSIA

Left: Page 55 of Nestlé's *Programme about Correct Nutrition* - working notebook for school children in the 4th year of being at school, which has been used in thousands of schools in Russia and produced in collaboration with Ministry of Health. The child is being advised to eat chocolate rather than a sandwich before an exam. Similar materials are being used as nutrition education in schools in many other countries.

- Nestle's CEO was quoted in the Telegraph 2.3.04 saying "Every morning I have a tablet of dark chocolate as my breakfast...I get everything I need for the day: magnesium, calcium, energy and so on. It is the perfect balance, and look at me. I do not think that I am obese."
- At Codex Nutrition meetings, Nestle and other baby food companies are pushing to add cocoa to cereal-based foods for infants.
- 7 of the 15 least healthy breakfast cereals in the Consumers Association's report, *Cereal offenders* (March 04) were Nestle products.
- Nestlé's 'low carb' confectionary is not what it seems: "The low-carb Kit Kat, for instance, has a virtuous-sounding net-carb value of just 4g, while a standard two-finger bar has 13g. The trouble is, nobody seems to be concerned about the calorie content. The extra fat needed to bulk up low-carb confectionery virtually negates removing the "ordinary" sugars. With the Kit Kat, you save just 14 calories." Amanda Ursell, Sunday Times Style Magazine 13.6.2004 www.timesonline.co.uk/article/0,,8126-1145547,00.



Vending machines in UK schools

• Nestlé adverts claim its Refuel:Pod vending machine "helps children to make an informed and healthier choice" about food and "have a balanced lifestyle....Nestle Food Services [are driving] school vending into an exciting new area... built on six key principles essential to their growth, development and concentration....."

The 50 items listed in the *Standard Opening Order* are confectionary and snacks, such as *Rolo*, *Kit Kat*, *Milky Bar*, fruit jellies, pastilles, milk shakes and crisps. The exceptions are bottled water, juice, dried fruits, *Polo Sugar Free* mints and 2 low fat yoghurts.

The advertisement describes a fruit pot as one portion of fruit.

■ In 2002 a website called *Key Skills in Context* carried the logo of the DFES without DFES approval. The 'nutrition' information provided by Nestlé linked to its website which claimed that Nestlé products look and taste good and contribute to health and well-being. Nestlé's *Fruitsome Bar* was promoted as having a high fruit content although they contain only 9% fruit and 36% sugar.