

March 5, 2003  
San Francisco  
Parents Advocating School Accountability  
[www.pasasf.org](http://www.pasasf.org)

## **Junk-food Industry Fights School Food Standards**

As Senate hearings on school lunch and breakfast programs opened March 4, a coalition of soft-drink and junk-food manufacturers in the guise of “fitness and nutrition” advocates announced opposition to "one-size-fits-all" national standards for school food.

Members of the so-called American Council on Fitness and Nutrition include the National Soft Drink Association, the Sugar Association, the Chocolate Manufacturers Association, the Snack Food Association, the National Council of Chain Restaurants, the National Confectioners Association, the National Automatic Merchandising Association and Kraft Foods.

The organization’s publicity repeats the soft-drink and junk-food industry theme calling for more exercise rather than reduced consumption of high-fat, high-sugar, low-nutrition foods.

“Decisions about the availability and selection of food choices in schools should be made by parents, educators and local communities,” the organization declared in a March 4 press release, “and should not be subjected to a ‘one-size-fits-all’ standard at the national level.”

The soft-food and junk-food industries have been widely accused of exploiting children in high-pressure sales pitches to persuade school districts to push sodas and unhealthy snacks to children. Industry publicity is believed to be behind the frequently repeated but unfounded myth that junk food brings in higher revenue than nutritious food to cash-starved school districts.

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For more information on the junk-food industry’s aggressive targeting of schoolchildren, go to [www.pasasf.org](http://www.pasasf.org).

Complete list of members of the American Council on Fitness and Nutrition:

<http://www.acfn.org/about-members/>

American Frozen Food Institute  
Andrews Associates, Inc.  
Association of National Advertisers  
Chocolate Manufacturers Association  
Food Marketing Institute  
Grocery Manufacturers’ Association  
International Dairy Foods Association  
Kraft Foods  
National Automatic Merchandise Association  
National Confectioners Association  
National Council of Chain Restaurants

National Restaurant Association  
National Soft Drink Association  
Snack Food Association  
The Sugar Association

American Council on Fitness and Nutrition press release 3/4/03  
<http://www.acfn.org/pressrelease/030403/>

Californians for Sensible School Nutrition Policy is a similar organization mostly composed of industry trade groups that opposed California's SB 19, a 2001 bill that made a weak attempt to impose standards on school food. Its members:

<http://www.gmabrands.com/news/docs/Testimony.cfm?DocID=833>

American Bakers Association

California Association of Directors of Activities  
California Association of Student Leaders  
California Automatic Vendors Council  
California Chamber of Commerce  
California Grocers Association  
California League of Food Processors  
California Nevada Soft Drink Association  
Chocolate Manufacturers Association  
California Restaurant Association  
California Retailers Association  
Dairy Institute of California  
Grocery Manufacturers of America  
International Dairy Foods Association  
Jelly Belly Candy Company  
National Automatic Merchandising Association  
National Confectioners Association  
National Soft Drink Association  
See's Candies, Inc.  
Snack Foods Association  
Western Candy Conference

Complete list of members of the Grocery Manufacturers Association:  
<http://www.gmabrands.com/membercos/membercos.cfm>