



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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FOR IMMEDIATE RELEASE  
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## **STATEMENT OF COMMISSIONER DEBORAH TAYLOR TATE REGARDING CAMPBELL'S SOUP COMPANY PLEDGE TO REDUCE SODIUM IN CHILDREN'S SOUPS**

Parents all across America should be pleased to hear that more steps continue to be taken by food companies to fight the epidemic of childhood obesity, and improve guidelines for healthier foods for our children. I applaud Campbell's Soup Company for expanding their earlier pledge, as part of the Council of Better Business Bureau's Children's Food and Beverage Advertising Initiative (CFBAI), to require that most soups advertised to children under 12 contain no more than 480 mg of sodium per serving-- that's almost a quarter less sodium than before. This commitment demonstrates that the original pledges made by fifteen of the largest food and beverage companies--who represent the vast majority of television advertising expenditures directed to kids under 12-- were truly just first steps. I encourage the other CFBAI member companies and indeed all our food manufacturers to continue to adopt additional innovative ways to promote healthy foods and active lifestyles. Ten million children are depending on you.