

Children’s Food and Beverage Advertising Initiative

Danone North America Pledge

January 1, 2026

Implementation date in the U.S.: January 1, 2026

At Danone North America, we are committed to using our business as a force for good. Our global frame of action “One Planet. One Health” is grounded in the belief that the health of people and our planet are interconnected and interdependent. As a purpose-driven business and a Public Benefit Corporation, we have been committed to both social and economic value for decades. We are proud to be one of the largest Certified B Corporation in the world.

We strongly believe children should enjoy a healthy diet and active lifestyle from an early age in order for these habits to be sustained into adulthood. We also understand the critical role parents play in children’s food choices and eating habits, which is why we are proud to be a part of the [Children’s Food and Beverage Advertising Initiative \(CFBAI\)](#), a self-regulation program created to improve food advertising to children under age 13. Through this partnership, Danone North America is restating its pledge on advertising and marketing to children, which reflects CFBAI’s Core Principles, 8th ed. (2026).¹

With a strong commitment to high-quality, nutritious great-tasting and innovative products, Danone North America has a long history of encouraging healthy eating and healthy living.

This document provides further detail on our pledge and our commitment to leading a food revolution.

I. Identifying Information

1. Corporate Contact Information:

DANONE NORTH AMERICA
1 Maple Avenue
White Plains, NY, 10605
www.danonenorthamerica.com

¹ This commitment does not apply to other marketing channels, such as point-of-sale materials or packaging (provided that the packaging does not appear in advertising primarily directed to children). This commitment also does not apply to the use of company-owned characters.

2. *Individual(s) responsible for overall implementation of the Pledge:*

Stephanie K. Goodwin Director, Nutrition Policy 1 Maple Avenue White Plains, NY, 10605 stephanie.goodwin@danone.com +1-303-635-4000	Gina Bianchi Deputy General Counsel 1 Maple Avenue White Plains, NY, 10605 gina.bianchi@danone.com +1-303-635-4000
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3. *Entities covered by the Pledge:* Danone US, LLC, covering all products marketed and sold by the following divisions:

- Yogurt
- Plant-Based Beverages and Foods
- Beverage Creations
- Happy Family

DANONE NORTH AMERICA commits that it will engage in marketing communications directed to children² under 13 years of age, in accordance with this pledge, only for products that meet the stricter of either the [CFBAI's Category Specific Uniform Nutrition Criteria, 2nd ed.](#) or the nutrition criteria referenced in the Global [Danone Policy on Marketing to Children dated March 8, 2024](#), hereafter referenced as the "Joint Danone & CFBAI Nutrition Criteria."

DANONE NORTH AMERICA will provide information regarding such products to CFBAI prior to advertising them so that CFBAI can assess whether the products meet CFBAI's nutrition criteria and publicly indicate that the products qualify, and effectively monitor DANONE NORTH AMERICA's compliance with its Pledge.

II. **Core Principles**

1. Advertising Primarily Directed to Children under age 13

DANONE NORTH AMERICA commits that all advertising primarily directed to children in covered media will be for foods that meet the Joint Danone & CFBAI Nutrition Criteria.

² Marketing Communications to Children: Refers to paid and unpaid communications developed by DANONE NORTH AMERICA with the intention of promoting its products to children under the age of 13 using TV, radio, print, cinema, online (on all digital platforms, including company-owned websites and company-owned social media profiles), DVD/CD-ROM, product placement, interactive games, mobile and SMS marketing.

As described in full details in section 3, DANONE NORTH AMERICA marketing communications are considered to be addressed to children under the age of 13 when these represent at least 30% of the audience. Where adequate data are unavailable, DANONE NORTH AMERICA will ensure that marketing communications for products that do not meet the nutrition criteria will not be designed to appeal primarily to children under the age of 13, based on the overall impression of the creative execution.

2. Covered Media

This pledge commitment applies to advertising primarily directed to children under age 13 in the following media (“covered media”):

- Television
- Radio
- Print
- Cinema (advertising shown before G or PG movies)
- Digital media, including but not necessarily limited to the following media (and influencer content therein):
 - Danone North America-owned websites
 - Third-party websites, including display, banner, pop-up, audio or video advertising²
 - Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM or SMS messaging
 - Podcasts
 - Social media³
 - Video sharing platforms (e.g., YouTube)
 - Gaming platforms (e.g., Roblox)
 - Over-the-top (OTT) streaming platforms (e.g., Netflix, Disney+)
- Video and computer games
- DVDs
- Word of mouth.⁴

3. Influencers.

- DANONE NORTH AMERICA commits to only use influencers⁵ primarily directed to children under the age of 13 in conjunction with products that meet the Joint Danone & CFBAI Nutrition Criteria in marketing communications to children.

³ User-generated content that is not under the control of DANONE NORTH AMERICA is not covered by the Core Commitments.

⁴ Word-of-mouth advertising refers to advertising of a participant’s food or beverage products that is primarily directed to children under age 13 by brand ambassadors, influencers, or other individuals with whom the participant has a material connection as the result of the participant providing payment, product samples, or other incentives (financial or otherwise) to such individuals in consideration for such individuals promoting the participant’s branded food or beverages.

⁵ An influencer is a third-party endorser who shapes audience attitudes through, for example blogs, posts, tweets, and the use of other social media.

4. Licensed Characters, Celebrities, and Movie Tie-Ins.

DANONE NORTH AMERICA commits to use third party licensed characters, movie tie-ins, and celebrities in advertising primarily directed to children below 13 years of age in a manner consistent with our commitments under Sections II.1-3 and II.5-6.

5. Product Placements

DANONE NORTH AMERICA commits to not paying for or actively seeking to place its foods or beverages into third-party program or editorial content of any medium primarily directed to children under age 13 to promote the sale of those products.

6. Product Integrations

DANONE NORTH AMERICA commits that the paid for or actively sought integration of their foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content, will promote only foods or beverages that meet the Joint Danone & CFBAI Nutrition Criteria.

7. Marketing communications in Elementary and Middle Schools

DANONE NORTH AMERICA commits to not engage in product marketing communications in Elementary and Middle Schools.

This includes but is not limited to advertising on or through the following items:

- Posters
- Scoreboards
- School buses
- Pencils, book covers, and other school supplies offered for sale in school
- Textbooks
- Tray liners, cups, napkins, plates
- Coolers
- Food samples and taste tests

This commitment does not apply to displays of foods and beverages that identify foods that are for sale; fundraising support; public service messaging; curriculum materials; items given to school administrators for their personal use; charitable donations, or sponsorships.

DANONE NORTH AMERICA commits to sponsor educational programs in Elementary and Middle Schools only where specifically requested by, or agreed with, the school administration. To the extent that Danone donates products to the schools as part of these programs, only products complying with the “Joint Danone & CFBAI Nutrition Criteria” can be used.

III. Determining When Advertising Is Child-Directed

DANONE NORTH AMERICA will consider advertising to be primarily directed to children when:

- (1) children ages 2-12 constitute 30% or more of the expected audience at the time the advertisement placement is purchased based on reliable third-party audience measurement data;
- (2) targeting tools have been used to direct the digital advertisement to be served to users in a defined age demographic that includes ages 12 or younger or in content expressly designated or categorized as child-directed by the publisher or content creator;⁶ or
- (3) DANONE NORTH AMERICA lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) DANONE NORTH AMERICA cannot demonstrate that reliable age-gating or age-targeting tools were used such that individuals under age 13 were expressly excluded from the target audience;⁷ and (c) the content in which the advertisement is placed appears to be primarily directed to children based on an evaluation of multiple factors relating to the content, including but not limited to the subject matter, visual content, language used, difficulty of game play, kind of music or audio content, influencers featured, actions taken to restrict children's access to the site or content, and entertainment ratings or content identifiers that may be used to label child-directed content.

DANONE NORTH AMERICA typically purchases television advertising once annually, well in advance of when the advertising will air, on a daypart or timeblock basis. Advertising placed in purchased dayparts or timeblocks will be identified as compliant for purposes of CFBAI based on an analysis of the annualized audience composition data for the block of time purchased.

In digital advertising, DANONE NORTH AMERICA commits to use one or more of the following tools, where available and appropriate, to avoid serving advertisements for foods that do not meet CFBAI's Uniform Nutrition Criteria to children:

- (1) age-based targeting of only users identified as age 13 or older and excluding all individuals under age 13 or whose age is unknown;
- (2) interest-based or behavior-based targeting of only consumers identified as having an interest not primarily associated with individuals under age 13 or exhibiting online behavior that is not reasonably associated with individuals under age 13; and
- (3) exclusion lists of sites, channels, or content known to be or identified as child-directed and/or filters that exclude keywords and topics likely to be of primary appeal to children.

⁶ For example, content designated on YouTube as "Made for Kids" or content categorized by a video streaming platform as children's programming.

⁷ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.

IV. Advertising to Children Under Six Years Old

DANONE NORTH AMERICA commits to not advertise any product regardless of the product's nutrient profile in advertising primarily directed to children under age six.