We are pleased that this new report finds that CFBAI’s voluntary standards have led to improvements in snack food advertising to children. It is unfortunate that the Rudd Center continues to fault self-regulation by evaluating the nutritional content of all food ads children (and teens) see as opposed to ads directed to children under age 12, such as on children’s programming. Historically, regulation and self-regulation have focused on child-directed advertising. Thus CFBAI’s focus is on ads directed to children under age 12. Our program was never designed to change ads that teens see or that children see on general programming, where children represent only a small percentage of the audience, even on prime time shows reportedly popular with children. CFBAI’s participants, who represent the majority of food advertising directed to children, are doing an excellent job of complying with their commitments to CFBAI. We’re proud of the work they have done in improving recipes in hundreds of snacks, yogurts and other foods they advertise to children. These improvements include reductions in calories, sugar, sodium or fat, or increases in the nutritional density of foods, such as the use of whole grains, which benefit children and all consumers.