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U.S Department of Agriculture
Agricultural Outlook Forum 2004
February 19 & 20, 2004

**OUR COMMITMENT TO CONSUMERS:
PRODUCTS, POLICIES AND PROGRAMS**

Donna Shields, MS, RD
Coca-Cola

**Our Commitment to Consumers:
Products, Policies and Programs**

**Donna Shields, MS, RD
February 19, 2003**

Coca-Cola

Our Commitment

- **Products** Innovation, Choice and Variety
- **Policies** Responsible Policies and Practices
- **Programs** Support for Physical Activity and Nutrition Education

Products

- Nearly 80 different beverages in U.S.; more than 300 worldwide
- Diet and regular carbonated soft drinks
- Juices and juice drinks
- Sports drinks
- Water
- Coffees and teas
- Soy-based and milk-based drinks

New Product Development



Coca-Cola

Expanded Choice Through Brands & Packaging

2002 US Sales

- 55% soft drinks
- 45% diet soft drinks and non-carbs (water, juice, juice drinks, sports drinks, teas)

There is one *Coca-Cola* There is one goal. To refresh the world... any way you want.



Choice from The World's Largest Beverage Company

Policies



MODEL GUIDELINES FOR SCHOOL BEVERAGE PARTNERSHIPS

Coca-Cola

Coca-Cola

Developed in consultation with key education leaders

- National Association of Secondary School Principals
- American Association of School Administrators
- National PTA
- National Association of State Boards of Education
- National School Boards Association
- National Association for Sports & Physical Activity
- Association of School Business Officials, International

Objectives

- Support Education
 - Discretionary use revenue
 - Extracurricular offerings
 - Professional development
 - Mentoring
- Respond to Concerns
 - Commercialism
 - Nutrition

Beverage Availability

- **In Elementary Schools:**
 - 100% juices
 - Milk-based products
 - Water
 - Soft drinks for teachers' lounges and after-school activities only

Beverage Availability

- **In Middle & High School Cafeterias:**
 - 100% juices
 - Milk-based products
 - Water
 - Other options: juice-based drinks, teas, re-hydrating sports drinks

Beverage Availability

- **In other areas of Middle & High School Vending:**

- 100% juices
- Milk-based products
- Re-hydrating sports drinks
- Tea
- Water
- Carbonated soft drinks

A full array of juices, waters and other products must be available wherever soft drinks are sold.



Contracts and Financial Arrangements

- School decision-makers determine shared or “exclusive” contracts
- Partnerships will not include one-time, upfront payments
- Use of brokers or other third parties is discouraged

Logos & Signage on School Grounds

- We respect the educational mission of schools and will be a responsible partner in displaying our trademarks to students in schools
- We believe classrooms should be “commercial-free”



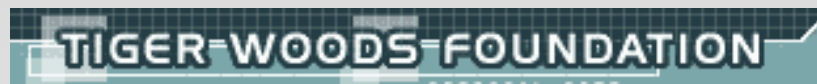
School Vending Machines

- In all schools, graphics should show a wide variety of beverage options
- Graphics promoting non-carbonated beverages, educational and physical activity will be used in all elementary schools

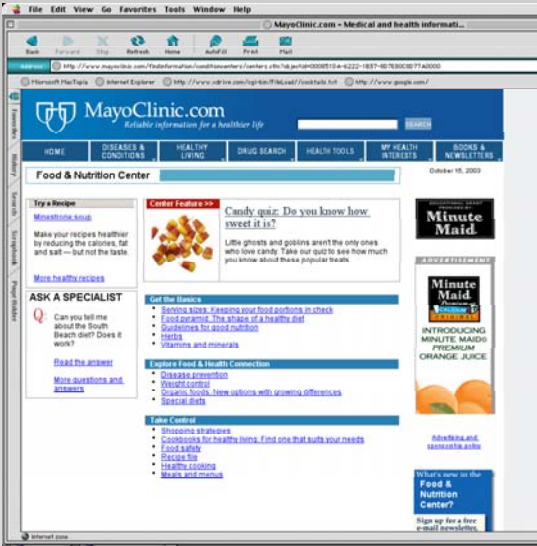
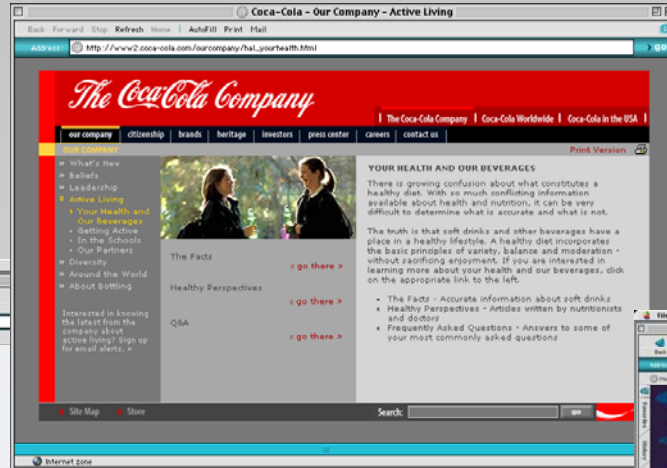
Marketing to Children

- Longstanding policy regarding marketing CSDs to children under 12, recently updated to apply to all Coca-Cola beverages.
- While our beverages are appropriate for people of all ages, we believe that decisions about the beverages that children drink belong to those most responsible for their care.

Promoting Fun and Physical Activity



Supporting Nutrition Education





*The Beverage Institute
For Health & Wellness*

Coca-Cola

Mission

The Beverage Institute for Health and Wellness is being established to ... “Help people all over the world lead healthier lives ... through beverages”

Coca-Cola

Guiding Principles

- **Focus Is Global**
 - Address global wellness issues...developing and developed world
 - Ensure representation and application to all regions of the world
- **Independence**
 - Maintain the highest standards of scientific integrity
 - Operate independently
- **Disease Prevention**
 - Focus on activities that prevent disease and maintain and improve health
- **Beverage Application**
 - Utilize Institute finding for beverage application by TCCC
 - Turns research into reality through beverage application
- **Balance**
 - Focus on the natural goodness of food, as well as food science and fortification
 - Focus on nutrition and exercise, Focus on Malnutrition
 - Represent the balance we seek through advisors and partners

Strategic Areas of Focus

- Consumer Understanding
- Research
- Education
- Health Advocacy
- Outreach

Advisory Board

Comprised of global thought leaders from diversified areas of expertise:

- Nutrition Science
- Exercise Physiology
- Medicine
- Consumer Research
- Culinary
- Retail

Coca-Cola