

## Child obesity campaigners in row over new report's lack of teeth

Centre for Social Justice accused of omitting key recommendations to the benefit of the food industry over the health of youngsters

A row has broken out over publication of a major report into child obesity, which campaigners claim has been 5 derailed<sup>1</sup> by the food industry after it dropped tough controls on the advertising of junk food.

Representatives of four food and obesity campaign groups refused to sign up to the final version of the Centre for Social Justice report, which was funded by the supermarket chain Asda and formula milk company Danone.

In a letter published in *The Guardian*, the four complain that the CSJ "allowed this to become a report for the 10 industry, by the industry and at the expense of the health of our children".

Those who quit were Rosie Boycott, chair of the London Food Board, Myles Bremner, former director of the School Food Plan, Anna Taylor, executive director of the Food Foundation and Dan Parker, founder of Living Loud.

They say recommendations in the draft would have included a ban on the advertising of junk food on 15 television before 9pm, a ban on the use of cartoon characters in advertising and the end of sports sponsorship, as happened with McDonald's at the London Olympics.

All are measures backed by obesity campaigners which were not included in the government's obesity plan last year.

Asda is a subsidiary of Walmart, which makes it "the largest retailer of high-fat, sugar and salt products in the 20 world with revenues of \$482bn", they write in their letter. Danone is the largest supplier of infant formula<sup>2</sup> in the UK and sells infant milks globally in 130 markets, they point out, and is frequently involved in controversy over the WHO code of marketing\_of breastmilk substitutes, it is claimed.

Parker, who abandoned a career in food marketing to found the charity Living Loud, said the restrictions he and other campaigners wanted were "woefully lacking"<sup>3</sup> in the government's obesity plan. "Over the final 25 draft, we had a series of strong recommendations," he said, "such as the 9pm watershed and changing the nature of promotions."

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350 mots)

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<sup>1</sup> derailed = obstructed

<sup>2</sup> instant formula = artificial milk for babies

<sup>3</sup> woefully lacking = sadly absent