



FIFA  
FIFA-Strasse 20  
P.O. Box 8044 Zurich  
Switzerland  
Att: FIFA Executive Committee  
Att: Marketing and Television Advisory Board

Copenhagen 30.06.2006

### **Marketing Obesity among children at the World Cup**

Football is a great game and the FIFA World Cup is a spectacular sporting event inspiring many youngsters to get evolved in sports like football.

That is why we think it is must unfortunate that FIFA and that the FIFA World Cup actively promotes unhealthy food and thus connects football with unhealthy living.

Obesity is becoming a bigger and bigger problem all around the world, and in the Western world it is specifically a growing problem for children.

In connection with this years FIFA World Cup Nestle has introduced a FIFA-Nestle "Official Licensed Breakfast Cereal" specially for children. The problem is that the product de facto is candy and not a breakfast cereal since it contains 35,4% sugar and has a energy contend of 1676 KJ (395 KCAL)/100g.

Luring children to eat candy for breakfast is one of the great contributors to the obesity of children. A new study from Institute of Medicine, Washington DC, "Food Marketing to Children and Youth: Threat or Opportunity" shows a clear link between marketing to children and the problems with obesity of children. The study was requested by the US Congress and sponsored by the US Centre for Disease Control and Prevention (CDC). A short article on the study from The New England Journal of Medicine, June 15 2006 is included with this letter.

As this is a product officially licensed by FIFA bearing your name an logo, the product is actively recommended by your organisation.

Of course FIFA sets its own goals. But in our opinion Football, FIFA and the FIFA World Cup should be associated with healthy lifestyle and especially inspiring children to live healthy. At this FIFA World Cup you actively promotes the opposite. This specific "licensed " product together with

the intense marketing from your official sponsors from the food- and beverage industry makes this years FIFA World Cup a massive marketing machine promoting obesity among children. Thus FIFA is making a profit by making children more obese.

We think that you should seriously consider the health impact for children in connection with the marketing during event like the FIFA World Cup. And especially reconsider which children products should be wearing your organisations name and logo.

ASECO asks that you change your policy with regards to the products you licence and we look forward to hear your thoughts and initiatives on this issue before September 1<sup>st</sup>. 2006.

Best regards

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ASECO steering committee

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ASECO - Alliance for Social and Ecological Consumer Organizations is a network of 12 consumer organizations from the EU and candidate countries working together to promote sustainable consumption in Europe. [www.ASECO.net.org](http://www.ASECO.net.org)

ASECO has the following 12 member organizations:

- ACU - Associazione Consumatori Utenti ONLUS (Italy)
- Active Consumers (Denmark)
- Association for Food Safety and Consumer Protection (Czech Republic)
- BNCA Bulgarian National Consumers Association (Bulgaria)
- Die Verbraucher Initiative (Germany)
- E.KAT.O. Hellenic Consumer Organisation (Greece)
- Goede Waar & Co (The Netherlands)
- LNCF - Lithuanian National Consumers Federation (Lithuania)
- Swedish Consumer Coalition (Sweden)
- The Food Commission (UK)
- The Swedish Martha Association in Finland (Finland)
- VELT Vereniging voor Ecologische Leef- en Teeltwijze (Belgium)