

Guidelines for regulating junk food targeted at children

Principles of the guidelines:

- A. Children are not the best judges of their food choices.
- B. Schools are not the right places for promoting junk food.
- C. Benefits of balanced, fresh and traditional food cannot be replaced.

Guidelines

1. Ban the availability of most common junk foods in schools and nearby areas within 500 yards.

Most common junk food items that should be banned in schools and in nearby areas within 500 yards

S. No.	Most common junk foods
1.	Chips, fried packaged foods and similar packaged food items
2.	Carbonated beverages
3.	Sugar sweetened non- carbonated beverages
4.	Instant noodles
5.	Potato fries, burgers
6.	Confectionery items such as chocolates, candies, gums

2. Develop a canteen policy to provide nutritious, wholesome and healthy food at school

Food categorisation for school canteen policy

Green	Always on menu	Vegetables and legumes, fruits, grain and/ or high in fibre, lean meat, egg, fish etc
Yellow	Select carefully Approach should be greening small portion size and reduced frequency	Baked vegetable based snacks, ice creams, milk- based ices and dairy desserts etc
Red	Not on menu Banned from schools as they are high in fat, salt and sugar	Energy drinks, carbonated and other sweetened beverages, fried packaged foods, chocolates, potato fries

3. Regulate and restrict marketing and promotion of junk food targeted at children and adolescents
4. FSSAI to develop and enforce stringent labelling laws to enable disclosure of relevant information on junk foods
5. Establish stringent limits for unhealthy ingredients like trans fatty acids

For details refer to “Junk food targeted at children” ([http://www.cseindia.org/userfiles/Junk Food Targeted at children-book.pdf](http://www.cseindia.org/userfiles/Junk_Food_Targeted_at_children-book.pdf))