

On-Package Child Health and Ingredient Claims

Ranking by average number of health and ingredient claims per box*

Includes packaging for all child and family brands found in the supermarket from October 2008 through March 2009

Most

Least

RANK	Company	Brand	Average claims per box
1	Barbara's Bakery	Organic Wild Puffs	5.0
2	Annie's	Bunnies	4.2
3	General Mills	Lucky Charms	3.8
4	General Mills	Honey Nut Cheerios	3.7
5	General Mills	Golden Grahams	3.5
5 (tie)	General Mills	Cinnamon Toast Crunch	3.5
7	General Mills	Cheerios (excluding Honey Nut)	3.3
8	General Mills	Reese's Puffs	3.3
9	General Mills	Cookie Crisp	3.0
10	General Mills	Trix	2.9
10 (tie)	General Mills	Kix	2.9
12	General Mills	Cocoa Puffs	2.8
13	General Mills	Chex	2.6
14	Kashi	Mighty Bites	2.5
14 (tie)	Nature's Path	EnviroKidz Organic	2.5
16	Quaker	Life	2.3
16 (tie)	Post	Raisin Bran	2.3
18	Barbara's Bakery	Puffins	2.3
19	Cascadian Farm	Cinnamon Crunch	2.0
19 (tie)	Cascadian Farm	Purely O's	2.0
19 (tie)	Kashi	Honey Sunshine	2.0
22	Cascadian Farm	Honey Nut O's	1.7
23	Kellogg	Mini-Wheats	1.1
24	Cascadian Farm	Clifford Crunch	1.0
25	Kellogg	Froot Loops	0.9
26	Kellogg	Frosted Flakes	0.7
27	Kellogg	Honey Smacks	0.7
27 (tie)	Post	Fruity or Cocoa Pebbles	0.7
27 (tie)	Post	Honeycomb	0.7
30	Kellogg	Rice or Cocoa Krispies	0.4
31	Kellogg	Apple Jacks	0.3
31 (tie)	Kellogg	Corn Pops	0.3
33	Quaker	Cap'n Crunch	0.0
33 (tie)	Kellogg	Cookie Crunch	0.0

RANK	Company	Average claims per box
1	Annie's	4.2
2	General Mills	3.2
3	Barbara's Bakery	2.6
4	Nature's Path	2.5
5	Kashi	2.3
6	Cascadian Farm	1.7
7	Quaker	1.2
8	Post	1.1
9	Kellogg	0.7

*Includes ingredient claims, health claims and health-related URLs