

A young girl with blonde hair in two braids, wearing a purple patterned shirt, is reaching up with her right arm towards a purple object on a shelf in a store. The background is blurred, showing other shelves and products.

Marketing Food To Children

Challenges and Opportunities

INNOVATION IN
NUTRITION
EDUCATION

BC DAIRY ASSOCIATION



**Eyes in the Aisles :
Why is Cap'n Crunch
Looking Down at My Child?**

<https://www.youtube.com/watch?v=8u6xdGClq6o>