

Cascadian Farm Company FACTS

Child Brand: *Clifford Crunch*

Family Brands: *Cinnamon Crunch, Honey Nut O's, Purely O's*

Cascadian Farm cereals include one child cereal and three family cereals. Clifford Crunch ranks among the top five cereals for nutrition, whereas the three family cereals are less healthy. Cascadian Farm cereals are all owned by General Mills; however, this is not indicated on their packaging.

Nutrition Facts:

Overall Nutrition Score: 47.4 Ranking: 6 of 9

NUTRITION OVERVIEW*								
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
Cinnamon Crunch	50	30%	11%	389	No	No	----	13
Clifford Crunch	54	20%	17%	533	No	No	----	5
Honey Nut O's	44	27%	7%	833	No	No	----	22
Purely O's	46	3%	10%	933	No	No	----	16

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): None

TELEVISION ADVERTISING

Television advertising exposure: None

INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ads: None

IN-STORE MARKETING*

SHELF SPACE*				
Cereal	Total Share of Shelf	% of Stores Stocking	Avg # Facings Per Store	Ranking
Company: Cascadian Farm	0.5%	71%	3.5	Company: 7 of 9
Brand: Cinnamon Crunch	0.14%	35%	1.5	Brand: 32 of 43
Brand: Clifford Crunch	0.06%	17%	1.4	Brand: 39 of 43
Brand: Honey Nut O's	0.21%	49%	1.6	Brand: 29 of 43
Brand: Purely O's	0.12%	31%	1.4	Brand: 35 of 43

*From 05/09 to 06/09

IN-STORE MARKETING*					
Cereal	Displays		Promotions		Ranking
	% of Stores with Display	Avg # Displays per Store	% Stores with Promotions	Avg # Promotions per Store	
Company: Cascadian Farm	5%	4.0	25%	6.5	Company: 7 of 9
Brand: Cinnamon Crunch	1%	3.0	13%	2.6	Brand: 31 of 43
Brand: Clifford Crunch	0%	0	6%	2.4	Brand: 39 of 43
Brand: Honey Nut O's	5%	2.3	23%	3.3	Brand: 26 of 43
Brand: Purely O's	2%	2.0	14%	2.8	Brand: 34 of 43

*From 05/09 to 06/09

PRODUCT PACKAGING*

HEALTH FEATURES ON THE BOX						
Cereal	Ingredient Claims		Health Claims		Health URLs	
	% of Boxes	Claims per Box	% of Boxes	Claims per Box	% of Boxes	Ranking
Company: Cascadian Farm	100%	1.7	0%	0	0%	Company: 6 of 9
Brand: Cinnamon Crunch	100%	2.0	0%	0	0%	Brand: 19 of 43
Brand: Clifford Crunch	100%	1.0	0%	0	0%	Brand: 24 of 43
Brand: Honey Nut O's	100%	1.7	0%	0	0%	Brand: 22 of 43
Brand: Purely O's	100%	2.0	0%	0	0%	Brand: 19 of 43

CHILD ENGAGEMENT FEATURES ON THE BOX					
Cereal	Child Features		Promotions		Game URLs
	% of Boxes	Features per Box	% of Boxes	% of Boxes	Ranking
Company: Cascadian Farm	29%	1.0	14%	0%	Company: 9 of 9
Brand: Cinnamon Crunch	100%	2.0	0%	0%	Brand: 9 of 43
Brand: Clifford Crunch	100%	1.0	100%	0%	Brand: 9 of 43
Brand: Honey Nut O's	0%	0	0%	0%	Brand: 30 of 43
Brand: Purely O's	0%	0	0%	0%	Brand: 30 of 43

*From 10/08 to 03/09

Key Developments:

- **September 2009** – Cascadian Farm launches its “Click to Give” initiative. The company is donating one dollar to New York State Park trails for every online visitor who clicks a link to support the trails.