

# Nature's Path Company FACTS

Child Brand: *EnviroKidz Organic*

Nature's Path EnviroKidz includes five cereals that are advertised on its child-targeted website, EnviroKidz.com. Nature's Path ranks second for on-package child engagement features. One percent of the company's profits go to habitat conservation, endangered species and environmental education for children.

## Nutrition Facts:

Overall Nutrition Score:

Nature's Path: 50.8 . . . . . **Company Ranking: 4 of 9**

EnviroKidz: 50.8 . . . . . **Brand Ranking: 11 of 43**

### NUTRITION OVERVIEW\*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Amazon Frosted Flakes	56	20%	7%	383	No	No	----
Gorilla Munch	54	27%	7%	367	No	No	----
Koala Crisp	44	37%	7%	333	No	No	----
Leapin Lemurs	54	27%	7%	383	No	No	----
Peanut Butter Panda Puffs	50	23%	7%	433	No	No	----

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000):

Nature's Path: \$1,109.51 . . . . . **Company Ranking: 5 of 9**

EnviroKidz: \$251.5 . . . . . **Brand Ranking: 21 of 43**

## TELEVISION ADVERTISING

Television advertising exposure: None

## INTERNET MARKETING

Child-targeted website: EnviroKidz.com\*

Child-targeted banner ads: None

\*Due to low volume, no exposure data available

## IN-STORE MARKETING\*

### SHELF SPACE\*

Cereal	Total Share of Shelf	% of Stores Stocking	Avg # Facings Per Store	Ranking
Company: Nature's Path	0.61%	41%	7.3	<b>Company: 6 of 9</b>
Brand: EnviroKidz	0.61%	41%	7.3	<b>Brand: 24 of 43</b>

\*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: Nature's Path	6%	5.2	15%	2.8	<b>Company: 6 of 9</b>
Brand: EnviroKidz	6%	5.2	15%	2.8	<b>Brand: 29 of 43</b>

\*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: Nature's Path	100%	2.5	0%	0	0%	<b>Company: 4 of 9</b>
Brand: EnviroKidz	100%	2.5	0%	0	0%	<b>Brand: 14 of 43</b>

### CHILD ENGAGEMENT FEATURES ON THE BOX

Cereal	Child Features		Promotions		Game URLs	
	% of Boxes	Features per Box	% of Boxes	% of Boxes	Ranking	
Company: Nature's Path	70%	1.0	100%	0%	<b>Company: 2 of 9</b>	
Brand: EnviroKidz	70%	1.0	100%	0%	<b>Brand: 15 of 43</b>	

\*From 10/08 to 03/09