



General Assembly

January Session, 2015

Raised Bill No. 6898

LCO No. 4225



Referred to Committee on COMMITTEE ON CHILDREN

Introduced by:
(KID)

AN ACT CONCERNING THE MARKETING OF UNHEALTHY FOODS IN SCHOOLS.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective July 1, 2015*) (a) For purposes of this
2 section, "advertising" means any oral, written or graphic statement or
3 representation intended by a producer, manufacturer, distributor,
4 seller or any other entity having a commercial interest in a product to
5 promote the use or sale of such product; "brand" means any logo,
6 word, name, symbol, mark, image, number or design used to identify a
7 producer, manufacturer, distributor, seller or any other entity, or any
8 goods or services offered by such entities, regardless of whether such
9 logo, word, name, symbol, mark, image, number or design may legally
10 qualify as a trademark; "consumer product" means any article used
11 primarily for personal, family, household or educational purposes; and
12 "public school" means "public school" as defined in section 10-261 of
13 the general statutes.

14 (b) Except as provided in subsection (c) of this section, no local or
15 regional board of education shall permit any public school operating
16 within its jurisdiction to display or otherwise feature any advertising

17 that depicts a brand of food or beverage that does not meet the
18 minimum nutrition standards in the National School Lunch Program
19 and School Breakfast Program: Nutrition Standards for All Foods Sold
20 in School as Required by the Healthy, Hunger-Free Kids Act of 2010, as
21 described in the Federal Register of Friday, February 8, 2013.

22 (c) The provisions of subsection (b) of this section shall not apply to
23 advertising (1) on any broadcast, digital or print media, unless such
24 broadcast, digital or print media is produced or controlled by a local or
25 regional board of education, a public school or the faculty or students
26 of a public school, (2) displayed on clothing, or (3) displayed on
27 consumer product packaging.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>July 1, 2015</i>	New section

KID *Joint Favorable*