

How McDonald's New Happy Meal Standards Line Up Against the Nutrition Standards in Three Toy Giveaway Policies

In 2010, Santa Clara County, Calif., and San Francisco enacted ordinances based on the model developed by the National Policy & Legal Analysis Network (NPLAN) that set nutrition standards for foods served at restaurants when offering toy incentives. On July 26, 2011, McDonald's announced new nutrition standards for its Happy Meals. While the nutrition standards for Happy Meals have improved, they still fall short of the standards set by NPLAN and the city and county ordinances.

Nutrient	NPLAN Model Ordinance	Santa Clara	San Francisco	McDonald's New Happy Meal ¹					
				Chicken McNuggets w/ 1% fat white milk	Hamburger w/ 1% fat white milk	Cheeseburger w/ 1% fat white milk	Chicken McNuggets w/ 0% fat choc. milk	Hamburger w/ 0% fat choc. milk	Cheeseburger w/ 0% fat choc. milk
Total Calories	≤ 550 calories	≤ 485 calories	< 600 calories	410	470	520	440	500	550
Sodium	≤ 640 mg	≤ 600 mg	< 640 mg	560 mg	720 mg	950 mg	600 mg	760 mg	990 mg
Total Fat	≤ 35% calories from fat ²	≤ 35% calories from fat (same exception)	< 35% calories from fat (same exception)	41% (170 calories from fat)	30% (140 calories from fat)	35% (180 calories from fat)	34% (150 calories from fat)	24% (120 calories from fat)	29% (160 calories from fat)
Trans Fat	≤ 0.5 gram	≤ 0.5 gram	< 0.5 gram	0 grams	0.5 gram	1 gram	0 grams	0.5 gram	1 gram
Saturated Fat	≤ 10% calories from saturated fats ³	≤ 10% calories from saturated fats (same exception)	< 10% calories from saturated fats (same exception)	4.5 grams	6 grams	8 grams	3 grams	4 grams	7 grams
Excessive Sugars	≤ 10% of calories from added caloric sweeteners	≤ 10% of calories from added caloric sweeteners	N/A	15 grams sugar ⁴	21 grams sugar	22 grams sugar	25 grams sugar	31 grams sugar	31 grams sugar
Fruits and Vegetables	½ cup or more fruit and ¾ cup or more vegetables ⁵	N/A	½ cup or more fruit and ¾ cup or more vegetables ⁶	¼ cup fruit (apple slices)	¼ cup fruit (apple slices)	¼ cup fruit (apple slices)	¼ cup fruit (apple slices)	¼ cup fruit (apple slices)	¼ cup fruit (apple slices)
Whole Grains	If meal contains a grain product, the product shall contain a whole grain as the first ingredient or no less than 51% by weight of whole grain ingredients.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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¹ Nutrition information is from McDonald's The New Happy Meal Fact Sheet, which was accessed in December 2011 on McDonald's website at: www.aboutmcdonalds.com/etc/medialib/aboutMcDonalds/mediacenter/epk_improved_nutrition.Par.15326.File.tmp/McDonalds_NewHappyMeal_FactSheet.pdf. According to the Fact Sheet, the nutrition analysis was accurate as of September 2011. The Fact Sheet is no longer available on McDonald's website. The document is on file at NPLAN's office.

² Except for fat contained in nuts, seeds, peanut butter or other nut butters, an individually served or packaged egg, or individually served or packaged low-fat or reduced-fat cheese.

³ Except for saturated fat contained in nuts, seeds, peanut butter or other nut butters, an individually served or packaged egg, or individually served or packaged low-fat or reduced-fat cheese.

⁴ McDonald's gives total grams of sugar but does not break down the percentage of calories from added caloric sweeteners.

⁵ Unless the meal is for breakfast. Breakfast must contain 0.5 cups of fruit or vegetables.

⁶ *Id.*