

# Conagra Brands, Inc. Advertising and Marketing to Children Pledge

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## **Our Pledge**

Conagra Brands is committed to responsible marketing and, as such, does not place advertising or marketing messages in any media channel primarily directed to children under age 13\*. Further, Conagra does not engage in product advertising directed to children in elementary and middle schools, Pre-K through 8th grade. Conagra conducts an annual audit, in partnership with a third party, of its advertising activities and uses tools such as digital age-gating to ensure compliance with this commitment. Finally, Conagra adheres to all relevant laws and regulations regarding children's advertising in the countries where it operates, as well as other guidelines such as those established by the Children's Advertising Unit (CARU) of the Better Business Bureaus (BBB).

*\*Conagra Brands defines "primarily directed to children" if children under 13 constitute 30% or more of the audience*

Last Updated: December of 2025