

Rules to limit marketing unhealthy food in schools

25 February 2014, by Mary Clare Jalonick

(AP)—Moving beyond the lunch line, new rules expected to be proposed by the White House and the Agriculture Department would limit marketing of unhealthy foods in schools.

The rules would phase out the advertising of [sugary drinks](#) and junk foods around campuses and ensure that other promotions in schools are in line with health standards that apply to school foods.

School scoreboards, vending machines, cups, posters and menu boards could all be subject to the new rules.

The proposed rules are scheduled to be announced Tuesday as a part of first lady Michelle Obama's Let's Move initiative to combat child obesity. The initiative is celebrating its fourth anniversary this week.

Mrs. Obama and Agriculture Secretary Tom Vilsack were to announce the new rules at a White House event.

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