

**One Hundred Second Legislature - First Session - 2011**

**Introducer's Statement of Intent**

**LB126**

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**Chairperson: Senator Tom Carlson**

**Committee: Agriculture**

**Date of Hearing: February 01, 2011**

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

Creates the Children's Health and Responsible Corporate Marketing Act. The Act requires that any fast food, full service restaurant or convenience store must meet nutritional standards if it advertises or provides consumer incentive items in childrens packaged meals or breakfast meals. The Act shall be administered by the Department of Agriculture.

**Principal Introducer:** \_\_\_\_\_

**Senator Bill Avery**