



Fact Sheet
Healthy Weight Commitment Foundation
Initiative to Reduce Calories in the Marketplace
May 17, 2010

Today's Announcement

- Healthy Weight Commitment Foundation members today pledged to reduce 1.5 trillion calories by the end of 2015, a decrease HWCF member companies intend to sustain in subsequent years.
 - As an interim goal, HWCF members pledge to reduce calories by 1 trillion by the end of 2012.
 - These calorie reductions are in comparison with what was available in the marketplace in 2008.
- The Healthy Weight Commitment Foundation also announced today it is entering into an agreement with the Partnership for a Healthier America, whose honorary chair is First Lady Michelle Obama.
 - The Partnership for a Healthier America is an independent, non-partisan organization that is working to mobilize the private sector, foundations, thought leaders, media, and local communities to action around the specific goals of the First Lady's *Let's Move!* campaign to curb child obesity within a generation. (www.aHealthierAmerica.org)
- Under the terms of the agreement, the Healthy Weight Commitment Foundation (HWCF) will report annually to the Partnership on the progress that we making toward this pledge.
- The Robert Wood Johnson Foundation, the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, also will support a rigorous, independent evaluation of how the Healthy Weight Commitment Foundation's efforts to reduce calories in the marketplace affect

calories consumed by children and adolescents. RWJF will publicly report its findings.

- Reduced calorie consumption and increased physical activity are both crucial to arresting the problem of obesity. Today, many Americans are consuming more calories than they expend. Experts refer to this imbalance as the “energy gap” and point to it as the cause of America’s obesity epidemic.
 - Many experts conclude that most weight gain can be eliminated with an average reduction of about 100 calories per person, per day, through reduced calorie consumption and increased physical activity.
 - This energy gap varies by age and other factors. For example, the gap is a dozen calories for children, 50 calories for teenagers, and around 100 calories for adults.
 - These are nationwide averages –the gap is greater for some; smaller for others, and zero for those in balance already.
- If all providers of food meet the same goals as set by the Healthy Weight Commitment Foundation members, the combined calorie reduction would subtract half the “energy gap”.
- If, as well, consumers increase their physical activity to expend a comparable number of calories, the nation will close the energy gap, reversing the trend to obesity.
- Healthy Weight Commitment Foundation manufacturing member companies will pursue their calorie-reduction goals by developing and introducing lower-calorie options, changing recipes where possible to lower the calorie content of current products, or reducing portion sizes of existing single-serve products. They will continue to meet the consumers’ needs for taste, convenience and value.

Obesity: A Growing Problem

- 35 percent of Americans are obese, and 70 percent are overweight.
- 20 percent of children in the United States are estimated to be obese.
- About one-third of American kids are overweight.
 - The obesity problem is starting earlier than ever. The obesity rate for children 6-11 has more than quadrupled over the past four decades.
 - Physicians report seeing the development of weight-related diseases, like Type-2 diabetes and high-blood pressure, in adolescents.

Healthy Weight Commitment Foundation

- The Healthy Weight Commitment Foundation is a first-of-its-kind coalition of more than 80 retailers, food and beverage manufacturers, sporting goods and insurance companies, trade associations, and nonprofit organizations aimed at doing their part to help families reduce obesity, especially childhood obesity. The Healthy Weight Commitment Foundation has been working intensively to design initiatives that will help individuals build healthier habits into their daily lives.
- Like the First Lady and her “Let’s Move!” initiative, the Healthy Weight Commitment Foundation recognizes the importance of reducing both the calories people consume and the calories they eliminate through physical activity – calories in and calories out. The Healthy Weight Commitment Foundation focuses its efforts on three critical areas where people spend much of their time:
 - In the marketplace, to provide consumers with healthier, lower calorie food options and nutrition information.
 - In schools, to support nutrition and physical education.
 - In the workplace, to help member corporations’ employees develop and maintain a healthier lifestyle.
- The Healthy Weight Commitment Foundation helps and encourages Americans to achieve energy balance through several initiatives, including:
 - Partnership in websites with Discovery Education and Meredith Media Company, offering free resources to help parents and teachers address child obesity.
 - Partnership in a website with the National Business Group on Health, offering free resources to help small/mid-sized firms provide employee wellness programs.
 - Educational initiatives that promote nutrition and a healthier lifestyle – including providing more information on calories, nutrition and energy balance to consumers, such as offering more than 10,000 healthier recipes on websites and promoting active, healthier living in all media types.
 - Promoting healthier eating and physical activity to the domestic employees of member companies.
 - Participation in the Healthy Schools Partnership, which promotes nutrition and physical education in the schools.

HWCF Manufacturers:

Bumble Bee Foods, LLC
Campbell Soup Company
ConAgra Foods
General Mills, Inc.
Kellogg Company

Kraft Foods, inc.
Mars, Incorporated
McCormick & Company, Inc.
Nestlé USA
PepsiCo, Inc.
Post Foods/Ralston Foods, LLC
Sara Lee Corporation
The Coca-Cola Company
The Hershey Company
The J.M. Smucker Company
Unilever

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