

Industry Progress

An Overview of the Food and Beverage Industry's Progress in the Fight Against Obesity

America's food and beverage companies are committed to providing consumers with the products, tools and information they need to achieve and maintain a healthy diet and an active lifestyle. Facts Up Front is the food and beverage industry's most recent contribution to this initiative and was developed in response to First Lady Michelle Obama's request that the industry move farther, faster in our efforts to help consumers construct a healthy diet for themselves and their families.

But Facts Up Front is not the food and beverage industry's first contribution in the battle against obesity. Below is an overview of our progress to date.

Providing Consumers with Healthier Product Choices

- Food and beverage companies have developed and introduced to the marketplace more than 20,000 healthier product choices between 2002 and 2009.
- These changes have resulted in products with fewer calories and reduced fats, sugar and sodium, as well as more whole grains.
- Through the Healthy Weight Commitment Foundation, food and beverage companies have pledged to remove 1.5 trillion calories from the food supply by 2015.

Responsible Marketing

- In partnership with the Council of Better Business Bureaus, GMA and its member companies launched the Children's Food and Beverage Advertising Initiative (CFBAI). Working through CFBAI, the food and beverage industry voluntarily adopted strict advertising criteria so that today, 100 percent of ads seen during children's programming promote healthier diet choices and better-for-you products.
- Between 2004 and 2010, total advertisements viewed by children on children's television programming fell by more than half.
- In the same term, ads for cookies (99 percent), candy (68 percent), soda (96 percent) and snacks (71 percent) declined dramatically.
- The industry has extended its nutrition standards for marketing to children to include social media, mobile device advertising and video games.

Providing Consumers with the Tools and Information They Need

- Launched in January 2011, the Facts Up Front voluntary front-of-pack nutrition labeling system is designed to help busy consumers—especially parents—make informed decisions when they shop. Developed in consultation with government stakeholders and aligned with the government’s 2010 Dietary Guidelines, the program brings important, fact-based information from the Nutrition Facts Panel on the back of the package to the front in an easy to read and understand format that consumers find helpful.
- The Healthy Weight Commitment Foundation, an innovative partnership of more than 60 major food and beverage manufacturers, retailers and advocacy groups, has committed to a \$20 million multi-year initiative designed to help kids and adults achieve a healthy weight. The centerpiece of the program is a public education campaign aimed at 6–11 year olds and their parents that teaches them about the importance of energy balance (calories in, calories out).

Facts Up Front is an important program in the food and beverage industry's commitment to help consumers achieve a healthy diet and active lifestyle. Through Facts Up Front, and many other innovative nutrition labeling programs in the marketplace, consumers will have access to more nutrition information about their food than ever before—on packages, in stores and online.