

HEALTHY WEIGHT COMMITMENT FOUNDATION™

The Healthy Weight Commitment Foundation would like to thank the First Lady for taking a leadership role in the fight against childhood obesity.

Please know that we stand ready to support those efforts.

The Healthy Weight Commitment Foundation is a first-of-its-kind coalition of more than 60 retailers, food and beverage manufacturers and NGOs committed to reducing obesity—especially childhood obesity—by 2015.

Our members have mounted a campaign to teach families and their children the concept of energy balance—balancing a healthy diet with physical activity. A multi-million-dollar national public education campaign will soon follow.

We are also committing to modifying our products, packaging and labeling to make it easier for consumers to manage calories, while preserving or enhancing nutrition. A rigorous, independent evaluation of this marketplace initiative will be supported by the Robert Wood Johnson Foundation and the results will be publicly reported.

The Healthy Weight Commitment Foundation pledges its support in this important national effort.

Signed,



DAVID MACKAY
Chair,
Healthy Weight Commitment Foundation
and President & Chief Executive Officer,
Kellogg Company



INDRA NOOYI
Vice Chair,
Healthy Weight Commitment Foundation
and Chairman & Chief Executive Officer,
PepsiCo, Inc.



RIC JURGENS
Vice Chair,
Healthy Weight Commitment Foundation
and Chairman & Chief Executive Officer,
Hy-Vee, Inc.

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The Healthy Weight Commitment Foundation

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Join us in promoting healthy weight initiatives in the schools, the workplace and the marketplace.

Go to www.healthyweightcommit.org