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Food and Beverage Companies Have Introduced More than 20,000 Healthier Product Choices
Since 2002

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GMA 2010 Health & Wellness Survey Shows Consumers Have Access to More Products with
Reduced Calories, Fats, Sugar, Sodium than Ever Before

(Washington, D.C.) The Grocery Manufacturers Association (GMA) today released the results of its 2010 Health & Wellness Survey that showed that from 2002 to 2009, food and beverage companies have developed and introduced to the marketplace over 20,000 healthier product choices. These new choices have doubled in just the last three years. "This data is a reflection of what consumers already know," said GMA president and CEO, Pamela G. Bailey. "Food and beverage companies are responding to consumer needs by providing thousands of healthier product choices that make it easier for shoppers to build a healthy diet for them and their families."

The 2010 GMA Health & Wellness Survey data was collected and analyzed by Georgetown Economic Services. Fifty-seven companies, representing approximately half of U.S. food and beverage sales, have shared data for the survey since 2002.

Through the Survey, food and beverage companies revealed that they collectively have:

- Eliminated or reduced trans fat in over 10,000 product choices
- Eliminated or reduced saturated fat in over 6,600 product choices
- Reduced sugar/carbohydrates in over 3,700 product choices
- Reduced the calorie content of over 3,500 product choices
- Reduced sodium in over 3,000 product choices

Additional survey highlights:

- 93% of participant companies are developing, introducing and marketing healthier products
- 91% of participant companies actively promote healthy lifestyles in the marketplace
- 52% of participant companies have created child-specific product sizes
- 49% of participant companies have introduced single-serve packaging (e.g. 100-calorie packs)
- Since 2002 food and beverage companies have spent more than \$130 million in nutrition and health-related activities and grants to communities.
- 98% of participant companies have workplace wellness programs for their employees

“GMA and its member companies fully support First Lady Michelle Obama’s goal of solving childhood obesity within a generation, and these results show that our industry is committed to helping Americans lead healthier lives. We are providing consumers with the products, tools and information they need to construct a healthy diet and lead a more active lifestyle,” concluded Ms. Bailey.

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Based in Washington, D.C., the Grocery Manufacturers Association is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe.

Founded in 1908, GMA is an active, vocal advocate for its member companies and a trusted source of information about the industry and the products consumers rely on and enjoy every day. The association and its member companies are committed to meeting the needs of consumers through product innovation, responsible business practices and effective public policy solutions developed through a genuine partnership with policymakers and other stakeholders.

In keeping with its founding principles, GMA helps its members produce safe products through a strong and ongoing commitment to scientific research, testing and evaluation and to providing consumers with the products, tools and information they need to achieve a healthy diet and an active lifestyle. The food, beverage and consumer packaged goods industry in the United States generates sales of \$2.1 trillion annually, employs 14 million workers and contributes \$1 trillion in added value to the economy every year.