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Campaign to End Obesity Encouraged by Steps from Food Manufacturers to Enhance Nutrition Labeling and Promote Nutrition Awareness

Industry-Government Collaboration is a Step in the Right Direction

(Washington, DC) Today, the Campaign to End Obesity Action Fund acknowledges the efforts by food manufacturers to provide consumers with additional tools to make decisions about the nutritional value of food they buy.

This initiative, announced by the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI), involves manufacturers placing some key nutritional information from the Nutritional Facts Panel on the front of packaged products. The groups also announced they would fund a consumer education campaign to build public awareness and understanding about the new front-of-pack facts and healthy food purchasing.

In a statement, Penny Lee, Executive Director of the Campaign to End Obesity Action Fund said:

“Americans can't build healthier diets without clear information about the amount of calories, sugar, sodium and saturated fat in our food. The Campaign to End Obesity is encouraged that food manufacturers and sellers will place important information on the front of food packages and invest in a much-needed consumer nutrition education campaign. More information about the nutritional content of our food and a heightened understanding of what we need to know to eat healthfully are key ingredients to addressing America's obesity epidemic.”

Lee added: “We hope that this industry initiative will be independently evaluated to ensure that these efforts are effective and have the intended effect on consumer awareness and behavior. We look forward to hearing more about the impact of the measure.”

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About the Campaign to End Obesity Action Fund

The Campaign to End Obesity Action Fund is dedicated to federal policy changes that can reverse one of America's costliest diseases. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for measures to reverse the obesity epidemic and promote healthy weight in children and adults.