

**Statement from the Centers for Disease Control and Prevention  
Concerning Agreement by Five U.S. Food Companies  
To Meet Nutritional Guidelines for Food Sold in Schools**

**October 6, 2006  
For Immediate Release**

The Centers for Disease Control and Prevention applauds today's announcement from five major food manufacturers that they will adhere to the Alliance for a Healthier Generation's nutritional guidelines for foods sold in school and pursue product innovations to improve nutritional quality.

This action demonstrates that food and beverage companies can play a role in helping improve the quality of children's diets and in fighting today's epidemic of childhood obesity. Because students have the opportunity to eat a substantial portion of their daily food intake at school, schools are an ideal setting for teaching young people how to adopt and maintain good nutrition practices and establishing environments that help make the right food choices the easy food choices.

The Alliance's nutritional guidelines reflect a number of the recommendations contained in the 2005 Dietary Guidelines for Americans, which encourage most Americans to eat fewer calories, be more active, and make wiser food choices. In particular, the Dietary Guidelines recommend that people consume a variety of nutrient-dense foods and beverages within and among the basic food groups while choosing foods that limit the intake of saturated and *trans* fats, cholesterol, added sugars, salt, and alcohol.

This announcement is consistent with the first recommendation made by the Institute of Medicine in its recent report, *Food Marketing to Children and Youth: Threat Or Opportunity?*: "Food and beverage companies should use their creativity, resources, and full range of marketing practices to promote and support more healthful diets for children and youth." Improving food options sold at school represents an important step forward.

CDC also acknowledges the contribution of the Alliance, a partnership between the Clinton Foundation and the American Heart Association, in achieving this corporate agreement. The work of the Alliance is supporting CDC's goals in obesity prevention by educating children and families and fostering environments that help all young people pursue healthy lifestyles.

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