

**Summary of Written Testimony of Mary Sophos  
Senior Vice President and Chief Government Affairs Officer  
Grocery Manufacturers/Food Products Association  
Before the House Energy & Commerce Subcommittee on Telecommunications and the  
Internet  
“Images Kids See on the Screen”  
June 22, 2007**

**INTRODUCTION**

Reducing childhood obesity and encouraging healthy lifestyles is a top priority for the food and beverage industry. The solution requires a comprehensive approach to incorporating sound nutrition, increased physical activity, consumer education and community support.

Collaborations and partnerships with stakeholders across the spectrum of government, academia, the public health community, the private sector, schools, non-profits, and parents are critical if we are to succeed. The industry is providing a wider range of nutritious product choices and marketing these choices in ways that promote healthy lifestyles.

**PRODUCT INNOVATION AND REFORMULATION**

The food and beverage industry has introduced 10,000 new and reformulated products over the past five years. Individual companies are making meaningful nutrition enhancements in their broad product portfolios with products that offer reduced calories, reduced saturated and *trans* fat, reduced sodium and sugar, and with added whole grains, fiber and micronutrients.

**ADVERTISING, MARKETING AND MEDIA**

GMA/FPA is a proud supporter of the CBBB’s Children’s Advertising Review Unit (CARU) voluntary system of self-regulation and participated in the recent modernization and strengthening of the CARU guidelines.

Food and beverage advertisers accounting for over two-thirds of all TV advertising to children under 12 have announced their commitment to devote the majority of their messages to healthy choices and lifestyles. The Children’s Food and Beverage Advertising Initiative is designed to shift the mix of advertising messages to children to encourage healthier dietary choices and healthy lifestyles.

**COLLABORATIONS, PARTNERSHIPS AND COMMUNITY INITIATIVES**

Nearly 90% of fifty GMA/FPA companies surveyed support national or local health and wellness initiatives. In the last three years, GMA/FPA members have contributed over 100 million dollars for nutrition and health-related activities and grants to communities representing over 30% of total charitable contributions.

**CONCLUSION**

Multiple strategies and the commitment of many stakeholders will be necessary to address this important public health issue. The food and beverage industry has responded, and we remain committed to the task.