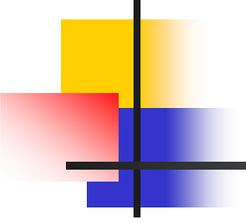


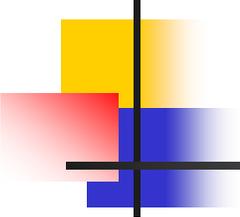
GMA Company Health & Wellness Initiatives Survey

*Collier Shannon Scott
Georgetown Economic Services, LLC
July 2005*



Methodology

- **43 Companies** completed GMA's survey on industry health and wellness initiatives during 2004 and 2005
- Representing about **\$250 billion in annual U.S. sales**
- Approximately half of the U.S. food and beverage industry sales



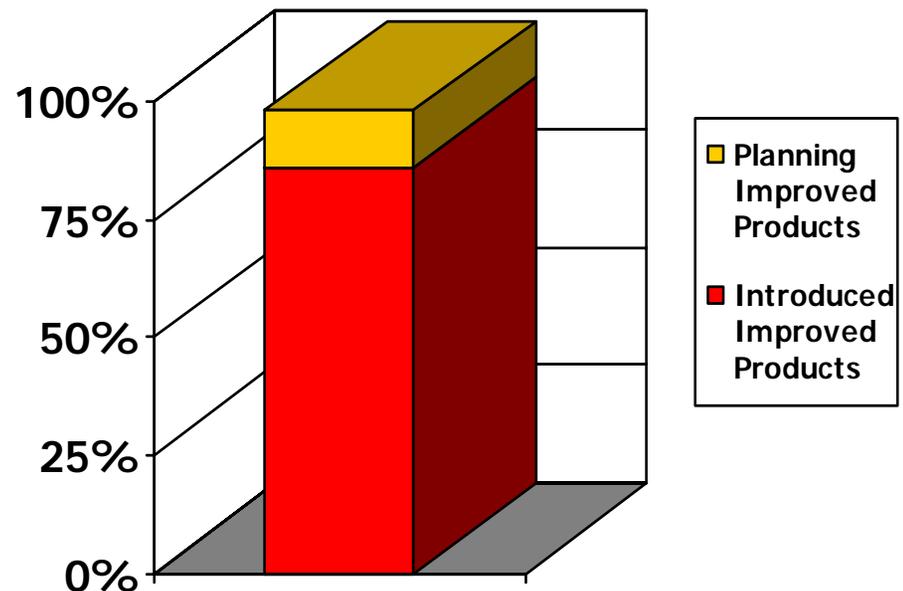
Subjects Surveyed

- Product Development
- Product Package Improvements
- Promoting Improved Products and Healthy Lifestyles
- Providing Consumer Information Resources
- Public Health Initiatives
- Employee Wellness Initiatives

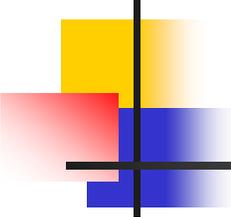
98% of Companies Are Reformulating and Introducing New Products

- Virtually all companies are enhancing nutritional choices
- **86%** of respondents have introduced or reformulated products and sizes*
- **Another 12%** are planning new or reformulated products

Respondents Offering New and Improved Products



*42 companies reported



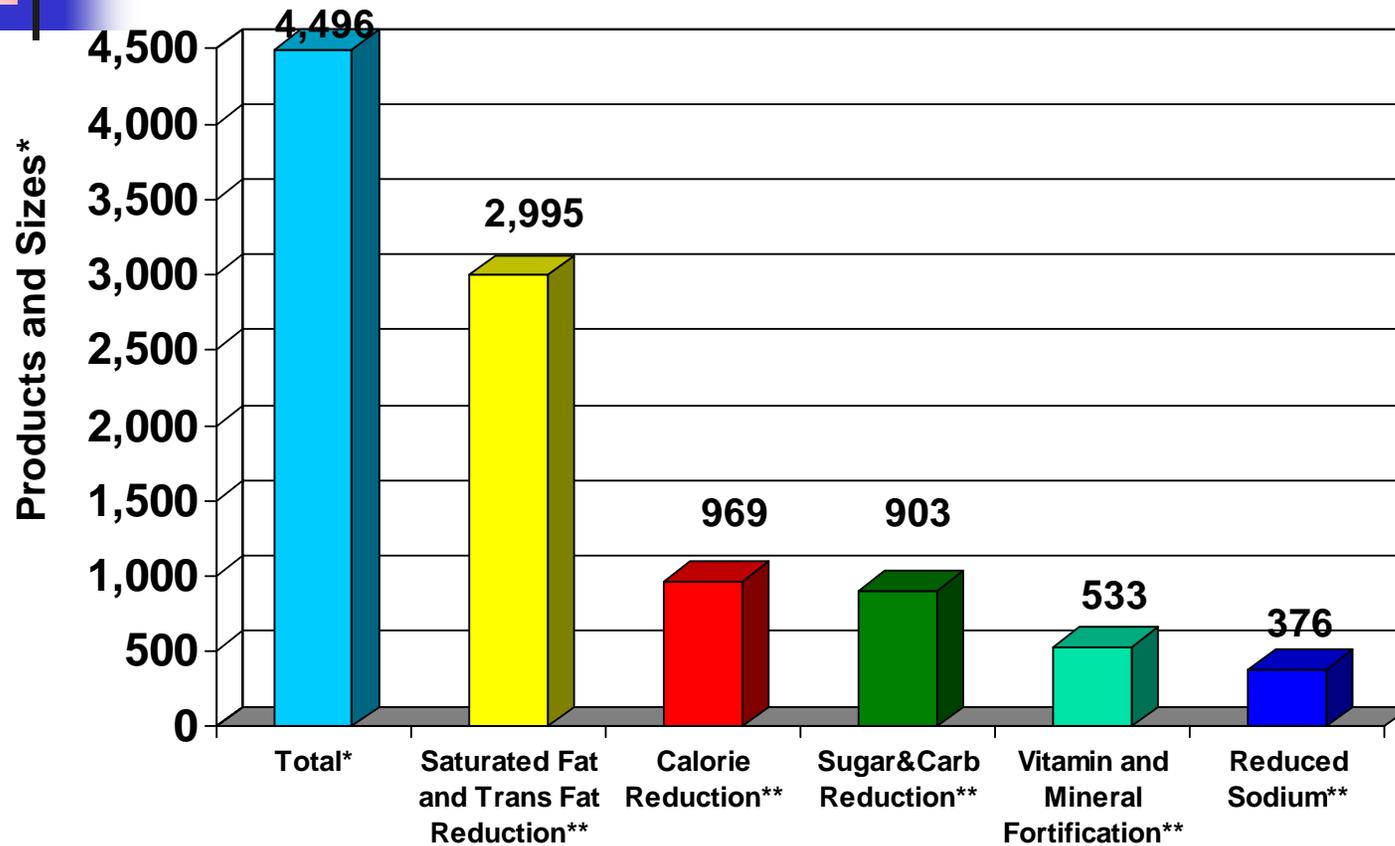
4,500 New and Reformulated Products Offer Many Nutritional Improvements

- Respondents have introduced nutritional improvements in about **4,500 Products and Sizes** since 2002*
 - **28%** are new products
 - **72%** reformulated products
- These represent about **30%** of food and beverage SKUs in the average supermarket
- Major Changes:
 - Saturated fat and trans-fat reduced or eliminated in about **3,000** products and sizes**
 - Calorie reduction in **969** products and sizes
 - Sugar and carb reduction in **903** products and sizes
 - Vitamin and mineral fortification in **533** products and sizes

*42 companies reported; products counted by SKUs

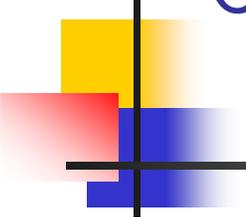
**38 companies reported; products counted by SKUs

New Nutritional Choices



*42 companies reported; products counted by SKUs

**38 companies reported; products counted by SKUs



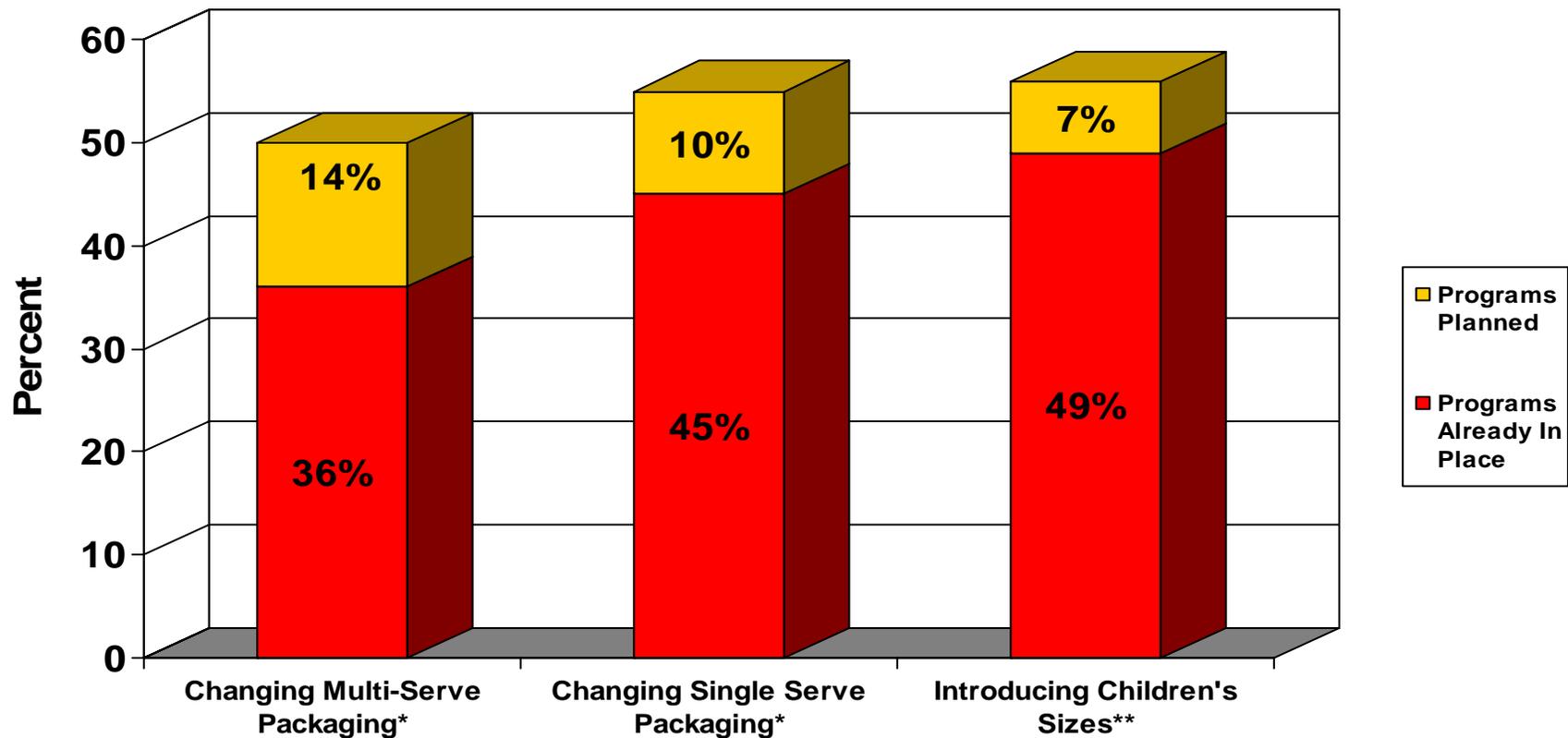
Companies Are Helping Consumers Manage Intake

- **50%** have changed multi-serve packaging or are in the process*
 - **over 200 products** and sizes changed
- **55%** have changed single-serve packaging or are in the process*
 - **over 250 products** and sizes changed
- **56%** have created sizes for kids or are in the process**
 - **over 350 products** and sizes changed

*42 companies reported; products counted by SKUs

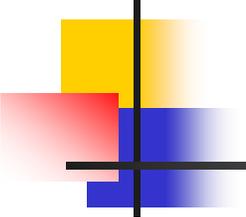
**41 companies reported; products counted by SKUs

Companies Changing Product Packaging



*42 companies reported

**41 companies reported



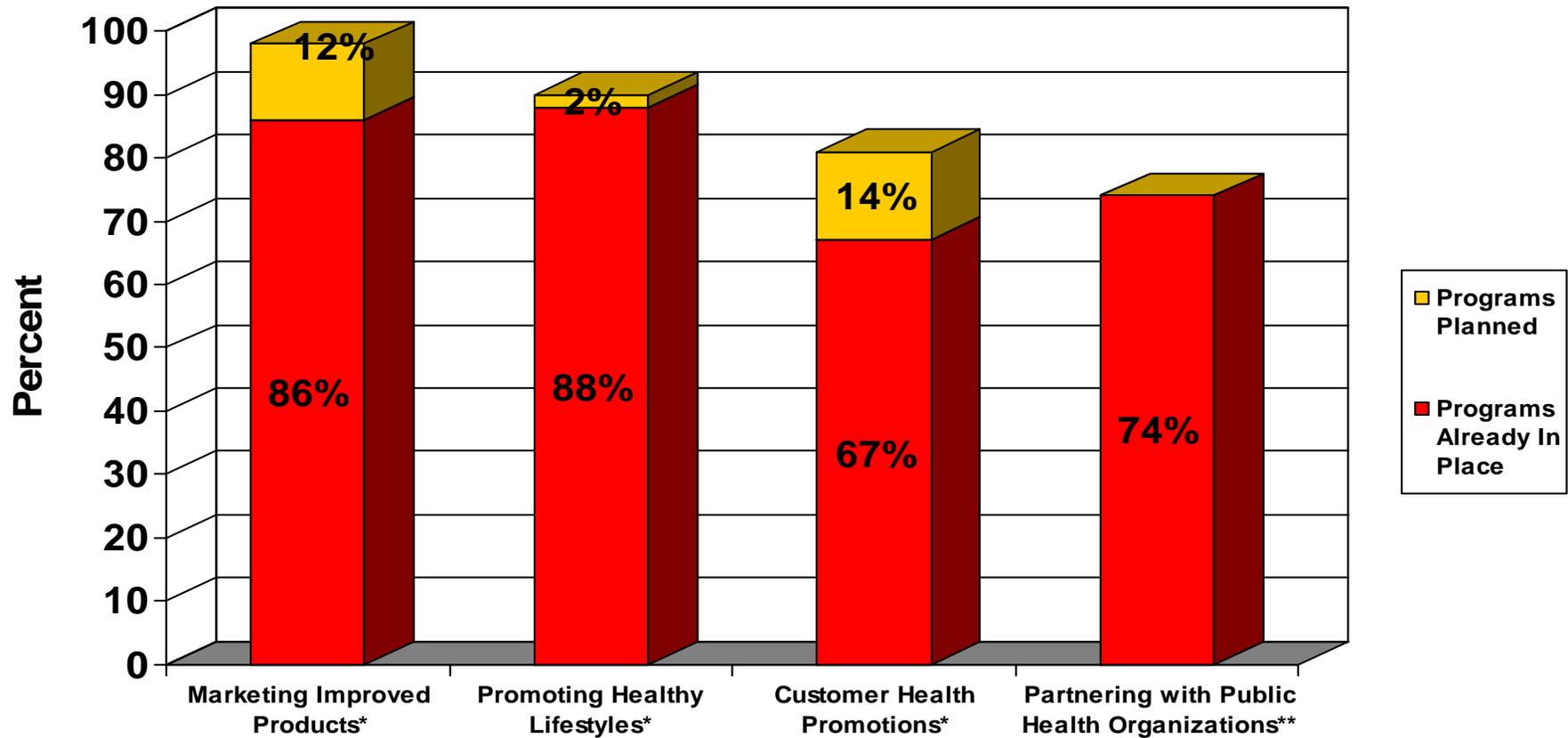
Companies Are Promoting Nutrition and Health in Many Ways

- **98%** of respondents are marketing or planning to market improved products*
- **90%** of respondents are conducting and planning healthy lifestyle promotions*
- **81%** of respondents are conducting and planning customer health promotions in communities*
- **74%** of respondents are partnering with public health organizations**

*42 companies reported

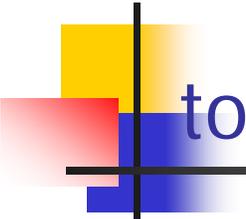
**38 companies reported

Advertising and Promoting Nutrition and Health



*42 companies reported

**38 companies reported



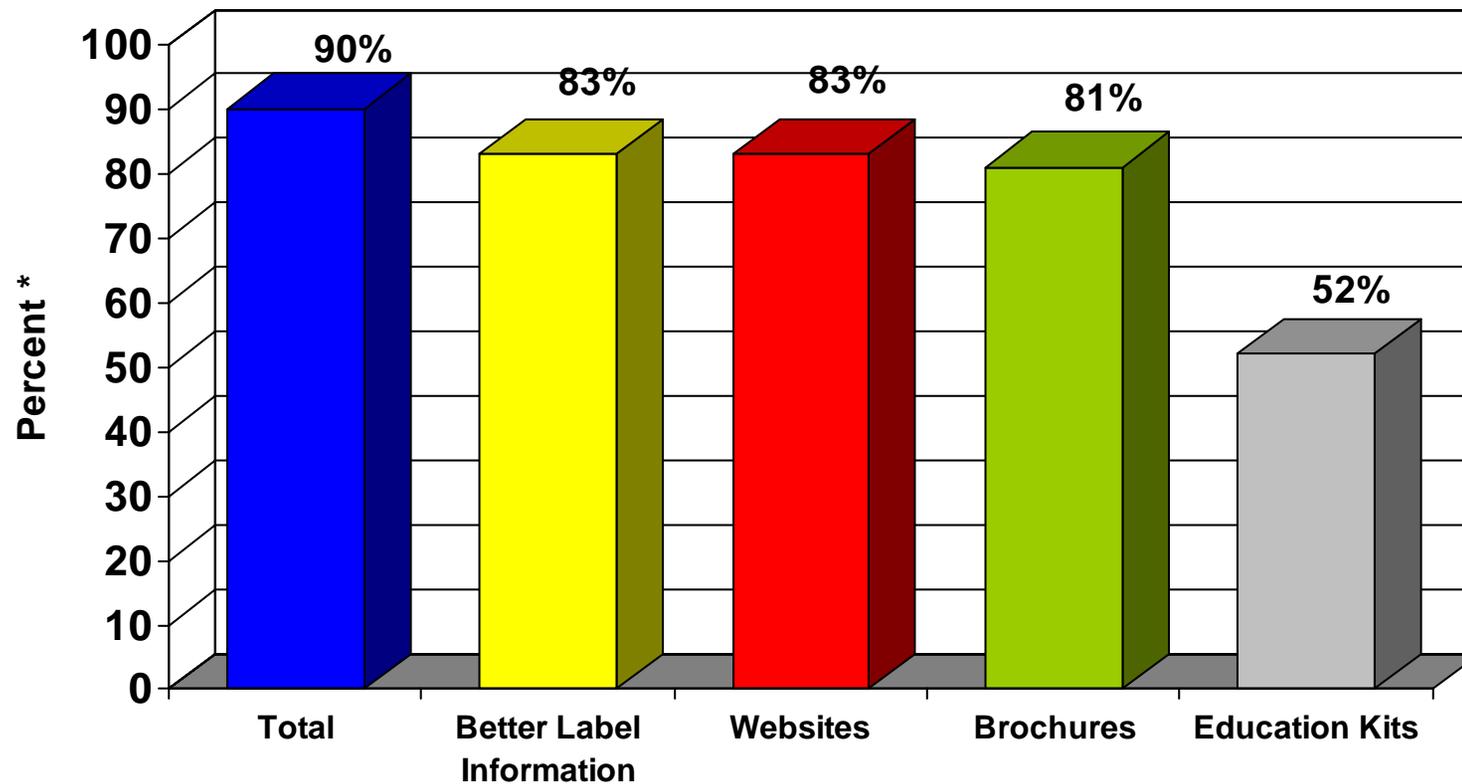
90% of Companies Use Many Media to Communicate Healthy Lifestyle Messages

- **83%** of companies have already enhanced label information*
 - **2,749** products and sizes offer more nutrition information on the label

- **83%** communicate through websites*
- **81%** communicate through brochures*
- **52%** offer education kits for children, parents and/or schools*

*42 companies reported

90% of Companies Use Multiple Media to Communicate Healthy Lifestyle Messages



*42 companies reported

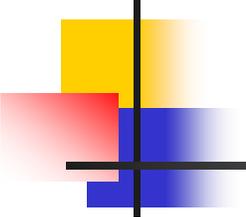
73% of Companies Are Planning to Use MyPyramid to Promote Healthy Lifestyle Messages

The pyramid will appear in:

- Educational initiatives of 55% of respondents*
- Marketing of 52% of respondents*
- Promotion of 42% of respondents*
- Product labeling of 27% of respondents*



*33 companies reported

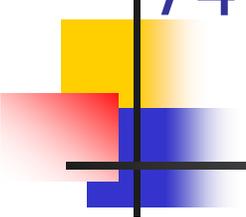


Companies Spend \$40 Million per Year on Nutrition and Health-Related Activities and Grants to Communities

- **86% sponsor nutrition and health initiatives***
 - **Kellogg's** "Earn Your Stripes™" Program: initiative to encourage kids to get physically fit, eat right and work hard
 - **Gerber** sponsors "Start Healthy, Stay Healthy" Nutrition Workshops and "Baby Showers" for expectant moms that include nutrition awareness messages, conducted in the communities in which they operate
 - **Hormel** sponsors local youth soccer, baseball, football, and basketball associations and park and recreation departments, and others
- **73% provide grants to communities****
 - **Coca-Cola** and **PepsiCo** sponsor "PE4Life" program inspires active, healthy living by advancing the development of quality, daily physical education programs for all children
 - **Kraft** sponsors "Salsa, Sabor y Salud" - A healthy lifestyles program for Latino children ages 3-12 and their families
 - **General Mills** sponsors The Champions program awarding 50 grants of \$10,000 each to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle

*37 companies reported

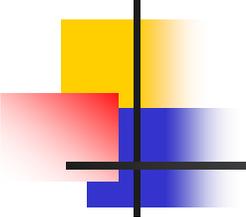
**33 companies reported



74% of Companies Have Specific Policies on Advertising to Kids

- **35%** of respondents report advertising to children under 12 years of age*
- **41%** support CARU's operations*
- **74%** have specific internal policies governing advertising to kids*

*34 companies reported

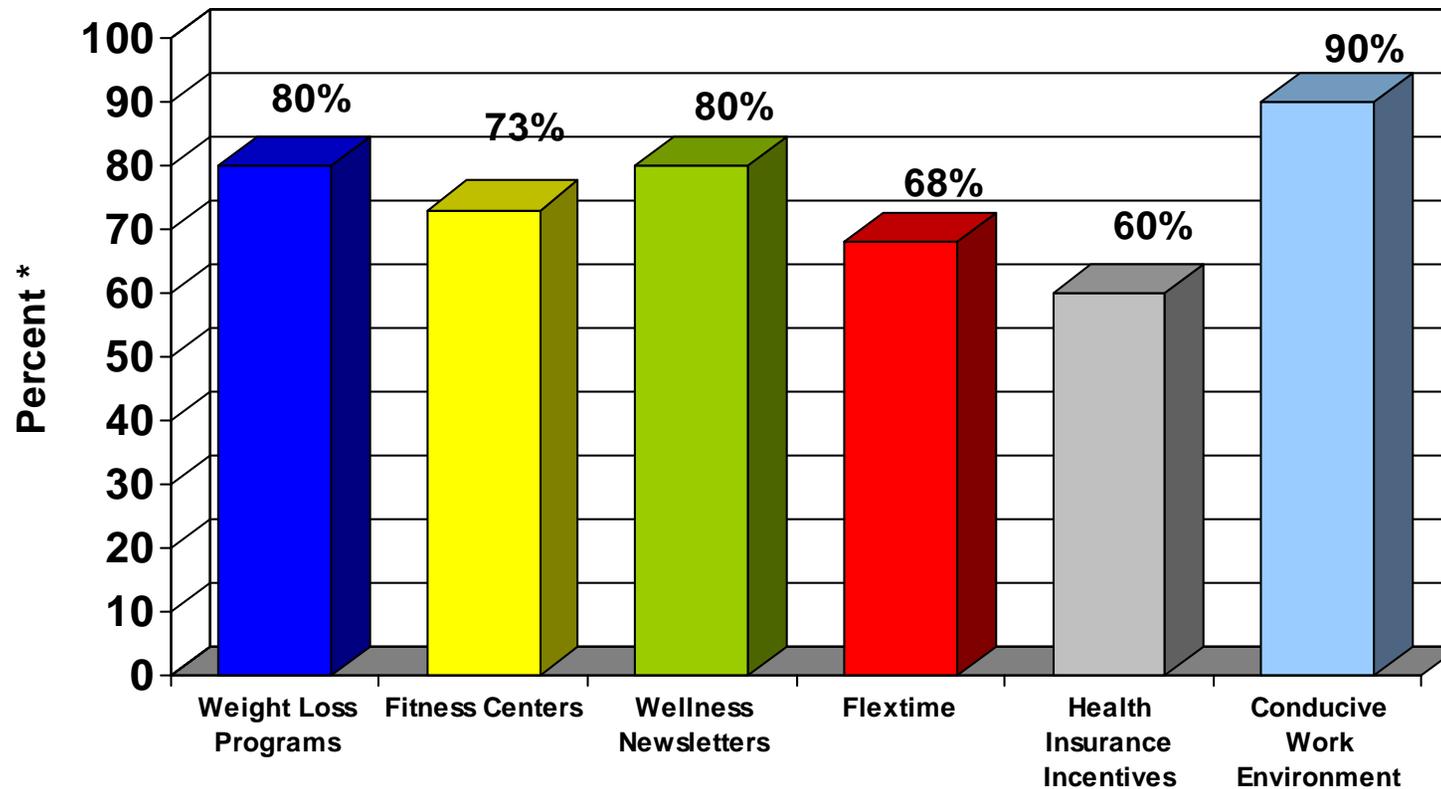


Companies Provide Employee Wellness Programs

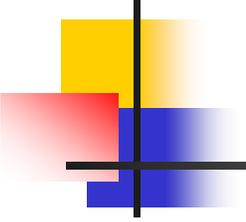
- **80%** of respondents provide on-site weight loss programs and/or nutritional counseling*
- **73%** offer on-site fitness centers and/or recreation areas*
- **80%** offer wellness newsletters*
- **90%** ensure a work environment conducive to regular, daily activity*

*40 companies reported

Companies Provide Employee Wellness Programs



*40 companies reported



Conclusion

- Thousands of New Products are on the Shelves or in the Pipeline
- Companies Are Changing Package and Portions Sizes
- Companies Are Communicating Healthy Lifestyle Messages
- Companies Are Helping Their Communities Become Healthier
- Companies Are Helping Their Employees Improve Their Health