



Walmart Reports Annual Progress on Making Food Healthier and More Affordable

Walmart saves customers \$2.3 billion on fresh fruits and vegetables; opens 86 stores serving food deserts; and makes it easier to identify more than 1,300 healthier food options

At Walmart, we're dedicated to helping our customers save money and live better. For the millions of Americans who shop with us each week, living better means being able to walk into our stores and find foods that will help their families live healthier lives. During the first two years of Walmart's healthier food initiative, the company helped make food healthier, more affordable and available to customers across the country.

Program Overview

In 2011 Walmart committed to make a difference on one of the biggest issues facing American families: how to put healthier, affordable food on the dinner table each night. Our commitment is grounded in the idea that no family should ever have to choose between food that is good for them and food they can afford.

Walmart's Pledge

The five key elements of our commitment include:

1. Reformulate thousands of everyday food, and reduce sodium by 25 percent and added sugars by 10 percent in select Great Value and Marketside products, as well as eliminating all remaining industrially produced trans fat;
2. Save customers \$1 billion a year on fresh produce and reduce price premiums on select healthier food items;
3. Develop a simple front-of-package icon to make it easier to identify healthier food options;
4. Building 275-300 stores in underserved communities in need of fresh and affordable groceries; and
5. Increase charitable support for nutrition programs that educate consumers to make healthier choices.

Walmart's Progress

Walmart has made tremendous progress in all five areas of its commitment to make food healthier and healthier food more affordable. As of January 2013, Walmart:

- Developed and launched the "Great For You" icon as a simple, easy-to-use shopping tool for customers to quickly identify healthier food choices in our stores and build better meals for their families.
- Saved our customers more than \$2.3 billion on fresh fruit and vegetables to date.
- Opened 86 stores in areas serving urban and rural USDA-designated food deserts, bringing healthier food options to more than 264,000 people.
- Worked with suppliers to improve the nutritional quality of food.
 - Walmart and its suppliers reduced sodium across targeted categories by 9 percent. Examples include, but not limited to, salad dressings, lunch meats and frozen entrees. Additionally, examples of reductions in sodium include Great Value ketchup by 15 percent, and commercial bread by 13 percent (products in the bread aisle).
 - Walmart also reduced added sugars across targeted categories including fruit drinks and yogurts by more than 10 percent. For example, in the yogurt category, added sugars declined by more than 12 percent through a combination of reduced added sugars in existing products and the introduction of new, lower sugar options.
- Increased charitable support for nutrition education programs, resulting in \$26 million of total giving, including the funding of important programs from Share Our Strength, the American Heart Association, the National 4-H Council and Alliance for a Healthier Generation.