



What Others Are Saying About Walmart's Healthier Foods Initiative

"And today, with this announcement, the largest corporation in America is launching a new initiative that has the potential to transform the marketplace and to help American families put healthier food on their tables every single day."

- ***Michelle Obama, First Lady of the United States***

"As I have said for many years now, obesity is the single greatest health threat facing our country. There is nothing political about this issue; it affects Americans in all states from all walks of life. Walmart is taking some very real steps to make it easier for hard working families to identify and purchase healthier food. It will take the leadership of Michelle Obama and companies like Walmart if we are going to make real progress in this area. A much needed first step is eliminating the price premium on healthier foods."

- ***Mike Huckabee, former Governor of Arkansas***

"A healthy diet is sound economics. Walmart's healthier groceries will not only encourage better living but healthy human beings, which saves taxpayers money. That makes all the sense in the world, particularly in these tough economic times. Improving health saves lives and saves money."

- ***Newt Gingrich, former U.S. House Speaker and founder of the Center for Health Transformation***

"I applaud Walmart for moving the food industry in a healthier direction. Walmart's action should virtually eliminate artificial trans fat and significantly reduce salt in packaged foods, and, most importantly, prevent thousands of fatal heart attacks and strokes each year."

- ***Michael F. Jacobsen, Executive Director, Center for Science in the Public Interest***

"The American Heart Association applauds Walmart for understanding the important role that food manufacturers and retailers need to play in helping all Americans make healthier choices. Good nutrition is essential for ideal cardiovascular health, and while making healthy food options more affordable and accessible, Walmart is breaking down a large barrier for all Americans to live a healthier lifestyle."

- ***Frank Sacks, M.D., Professor of Cardiovascular Disease Prevention, Harvard School of Public Health and Chair of the American Heart Association's Nutrition Committee***

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"Obesity, malnutrition, hunger and numerous chronic diseases are the obvious negative consequences of limited nutritious food choices, lack of affordability and food deserts. There are also adverse emotional consequences when parents are unable to provide nutritious meals for their children. We are also seeing these deleterious effects on inner city African American women. We applaud Walmart for choosing to use its resources to improve access to food that is nutritious and healthy for children and families who are most in need."

- ***Marilyn Hughes Gaston, MD, former U.S Asst. Surgeon General and Co-Director, The Gaston & Porter Health Improvement Center***

"As an organization we know that the work to help families raise healthy children means both educating parents about healthy food choices, and also helping them change deeply embedded family eating habits. Who better to support these changes and make them easier to achieve than their neighborhood Walmart!"

- ***Dr. Carol Brunson Day, President & CEO, National Black Child Development Institute***

"Every day we see Hispanic communities suffering from disproportionately high rates of illnesses, such as diabetes and heart disease, due to their limited access to fresh, nutritious foods. I believe Walmart's initiative can have a tremendous impact on underserved families - especially those in food deserts - and in alleviating child hunger. I'm hopeful that other companies will follow their lead by promoting widespread access to healthy foods and nutrition education in the communities that so desperately need it."

- ***Rev. Luis Cortés, Jr., President of Esperanza***

"At a time when poverty is on the rise and access to nutritious food is difficult for many Americans, Walmart is expanding in food deserts and providing charitable support for nutrition education and healthier foods. We applaud Walmart for making it easier for consumers to make the right choices for themselves and their families and we are very proud to be one of their charitable partners."

- ***Vicki Escarra, President and CEO of Feeding America***

"Our Meals On Wheels programs across the country serve nutritious meals each day to hundreds of thousands of seniors either in their homes or in senior centers. Many of these seniors must maintain low sodium or low sugar diets to remain healthy, so we know how important being able to access healthy food choices is. We applaud Walmart, our partner in promoting healthy nutrition, for undertaking an initiative that will make nutritious foods affordable and available throughout the U.S."

- ***Enid Borden, President and CEO, Meals On Wheels Association of America***

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"If we hope to end childhood hunger in the United States, it is crucial that we give families at risk of hunger the skills and knowledge to cook healthy and affordable meals. Share Our Strength's 'Cooking Matters' program is doing just that, and Walmart's commitment to expanding the program and helping Americans eat healthier in general is critical."

- **Bill Shore, Executive Director, Share Our Strength**

"Access to healthy and affordable food is a particularly daunting challenge for low-income consumers who have limited budgets and limited grocery options in their neighborhoods. This is one major contributor to both the hunger and obesity problems facing this country. FRAC applauds Walmart's efforts to address these challenges through its new Healthier Foods Initiative. Strategies like making healthier choices more affordable and making it a business priority to address the problem of food deserts will be particularly important to improve the food security and health of the many millions of people in this country struggling with limited access and affordability, food insecurity and unhealthy choices."

- **James Weill, President, Food Research and Action Center**

"Walmart's initiative could not only transform the marketplace, making healthier food a more readily available and affordable choice, not only at Walmart – but everywhere."

- **Mari Gallagher, expert on food deserts, diet-related disease and retail markets, Mari Gallagher Research and Consulting Group**

"The launch of this program is exciting because it provides a unique opportunity for moms to improve the nutrition and health of their families with smart, easy to understand information and options. As the largest media company that speaks to millions of moms, we support this effort to help families live healthier lifestyles."

- **Sally Lee, NY Editorial Director, Meredith Corporation, publisher of Family Circle, Fitness, Parents and Ladies' Home Journal**

"Walmart's new program is nothing short of revolutionary, and shows extraordinary leadership on what is arguably the most pressing health issue in America today: how to make eating more healthfully easier and more affordable... Walmart's program addresses all the roadblocks – food content, cost and packaging —that have stood in people's way in their effort to eat better. It's a smart, sensitive and super consumer friendly initiative with the potential to immediately improve so many lives. We at Prevention are inspired by Walmart's bold move and hope it will inspire the same level of commitment by other companies everywhere."

- **Diane Salvatore, Editor-in-Chief, Prevention**



"I'm really pleased that Walmart has stepped up to make it easier for Americans to choose fresh foods. By giving people access to fresh and keeping the prices low, they are giving families a much-needed and real chance to move away from processed and start cooking. It couldn't be better timed. As the Food Revolution's educational campaign kicks off across America this spring, families will get the skills they need to turn these great ingredients into quick, delicious and healthy meals."

- ***Jamie Oliver, Jamie Oliver's Food Revolution***