

**Healthy Food Initiative**

**Background**

We believe that no family should ever have to make a choice between foods they can afford and foods that are healthier for them. Many of our suppliers have made important strides in improving the nutritional quality of the foods they supply, and as a responsible retailer we want to work with our suppliers to further advance that progress. As the nation’s largest grocer, our role is to ensure that a coordinated and consistent effort is taking place among the many companies that supply our stores. Therefore, we are establishing clear and uniform nutrition goals in a specific timeframe that will encourage our suppliers to partner with us—ultimately making the food we sell healthier and making healthier eating more affordable for Americans.

**Key Elements of the Initiative**

Our commitment has five key elements and will roll out in the following areas:

1. **Improving the nutritional quality of food** by working with suppliers to reformulate thousands of packaged food items. Our goal is to decrease nutrients—sodium, added sugar and trans-fats\*—that are major contributors to the epidemic of obesity and chronic diseases in America today, including high blood pressure, diabetes and heart disease. We are beginning by addressing categories of packaged foods that contribute both high levels of these nutrients and whose nutritional quality is less clear. Working with suppliers, by the end of 2015 we plan to:

* **Reduce the sodium in the products we sell by 25 percent**

Sodium categories will initially include grain products such as yeast breads and rolls, dough, cookies, crackers and breakfast pastries, as well as meats such as cold cuts, luncheon meats, hot dogs, bacon, fresh poultry, pork, beef, frozen and canned chicken, beef, and sausage. In the dairy category, processed cheese, cottage cheese, semi- and hard cheese and egg substitutes are included. Salad dressings, mayonnaise, ketchup, barbecue sauce, pasta sauce and snacks such as potato chips, snack mixes, corn chips and cheese puffs will be included as well as soups, canned pastas, boxed dinners, frozen entrees, pizza, pasta, rice, potato sides, frozen potatoes and frozen vegetables in sauce.

* **Reduce added sugars by 10 percent**

Added sugar categories in the first phase of the program include grain products (e.g. sweet breads and rolls, muffins and breakfast pastries, granola, trail mix bars, snack bars, breakfast bars, pancakes, waffles, French toast) as well as dairy products (e.g. yogurt, flavored milk and puddings), condiments and sauces (e.g. salad dressing, ketchup, barbecue sauce, pasta sauces), and fruit drinks and canned fruit.

* **Eliminate all remaining industrially produced trans fats[[1]](#endnote-1)**

Currently, the FDA requires food companies to disclose trans fat on labels when a product has more than .5 grams of trans fat per serving, which can lead our customers to believe they aren’t consuming trans fats. We want to aspire to a higher standard, by monitoring ingredient lists to help move the industry to the finish line when it comes to eliminating any remaining industrial trans fats in packaged goods.

1. **Making healthier choices more affordable** by eliminating the price premium on nutritious food and offering consumers the lowest price on fresh produce.
2. **Developing a front-of-package seal** that will help customers to easily identify better-for-you food options, like brown rice or unsweetened canned fruit.
   * We will develop a simple front-of-package seal with input from the Food and Drug Administration (FDA), health organizations and food manufacturers to help customers identify healthier food for their families. The seal will be supported by a nutritious food standard designed to increase vitamins, minerals, whole grains, fruits, and vegetables in food products, while limiting saturated fats, sodium and added sugars.
   * Walmart and Sam’s Club private label brands that meet the criteria will carry the seal, and national food brands will have the option to include the seal on their packages for items that qualify. This seal that will be refined over the next few weks will work in tandem with the fact-based front of package label that is being developed by GMA/FMI.
3. **Providing solutions to address the food desert problem** in underserved communities nationwide that are in need of access to fresh and affordable groceries.
   * There are places all across the country where too many Americans don’t eat well because they don’t have access to healthy foods. We are introducing formats to meet the needs in those communities.
4. **Increasing charitable support for nutrition programs** that help educate consumers about healthier food solutions and choices.
   * We’ve just awarded a $1.5 million grant to Share Our Strength to help fund the expansion of their Cooking Matters program, teaching people in cities across America how to prepare healthy, low-cost meals.

**Accountability**

This initiative is our first step on a journey towards building better health for our customers. Similar to our sustainability initiative, Walmart will engage with you—our suppliers—health organizations, government agencies, dietitians and NGOs, to develop clear and measurable goals. We will develop a scorecard and a report that will help us track our progress on an annual basis. Through this audit we will be able to report our progress in our Global Responsibility Report sent with the Annual Report. Our goal is to make this process as collaborative and transparent as possible.

1. \*Because a small amount of trans fat\* occurs naturally in foods such as beef, veal, lamb, and foods containing milk fat, such as butter, whole milk, cream, cheese and ice cream, Walmart will work with its suppliers to eliminate all “synthetic/ industrial/added/artificial” trans fats in the products it sells. [↑](#endnote-ref-1)