Grocery Association Fights Back Against Demonizing Documentary

WASHINGTON, DC—The Grocery Manufacturers Association today released the following statement from President and CEO Pamela G. Bailey in response to the film "Fed Up [1]:"

"Our companies have been trusted by generations of families to provide products that are safe, nutritious, affordable, time-saving and well-balanced. This is a responsibility that we take seriously and will never forget.

"We are encouraged by the fact that, earlier this year, CDC studies found childhood obesity had been reduced by as much as 43 percent. But we are constantly focused on moving forward and creating more healthful, affordable options that allow all consumers to make food choices that are right for their children and families.

"Unfortunately, "Fed Up [2]" provides an inaccurate view of the packaged food industry. Rather than identifying successful policies or ongoing efforts to find real and practical solutions to obesity, it adopts a short-sighted, confrontational and misleading approach by cherry-picking facts to fit a narrative, getting the facts wrong, and simply ignoring the progress that has been made over the last decade in providing families with healthier options at home and at school.

"Reducing obesity requires everyone to do their part. For the food and beverage industry, this means constantly working to provide consumers—especially parents—with healthier options and the information they need to make choices that are right for their families.

"We will continue working across the food industry and with all stakeholders to provide America's families with food products that are safe, nutritious, affordable, time-saving and well-balanced."

Source URL (retrieved on *07/28/2014 - 7:45pm*):
http://www.foodmanufacturing.com/news/2014/05/grocery-association-fights-back-against-demonizing-film

Links:
[1] http://www.foodmanufacturing.com/videos/2014/04/fed-preview-blames-food-manufacturers-obesity-epidemic
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