



February 9, 2010

Mrs. Obama  
The First Lady of the United States  
The White House

Dear Mrs. Obama

Today's launch of a national campaign to reduce childhood obesity represents a critical step forward in addressing one of the nation's most pressing health challenges. Too many of our children are seriously overweight, and our companies stand ready to work with you to address this health crisis.

As producers of the foods and beverages enjoyed by hundreds of millions of Americans, we are committed to providing parents and children with healthy choices, promoting healthy eating habits, enhancing nutrition knowledge, and supporting new opportunities for physical activity at school, in the workplace, and in our neighborhoods.

We make this commitment confident that we can continue to find new and innovative ways to help support a healthy diet. In recent years, we have changed the way we develop and market more than 10,000 products, reducing fat, trans fat, saturated fat, sugar, salt and calories without sacrificing the convenience and taste consumers demand.

Working with you, leaders in Congress, public health advocates and community leaders nationwide, we pledge to expand these efforts. All of us—businesses, government, teachers, and parents—have a role to play in giving children the opportunity to live healthy lives.

Sincerely,

**Roderick L. Allen**  
Allen's, Inc.

**Jack P. Kelly**  
American Italian Pasta Company

**Timothy Brauer**  
AmeriQual Group, LLC

**Patricia A. Woertz**  
Archer Daniels Midland Company

**David L. Wenner**  
B&G Foods, Inc.

**J.S. "Si" Brown III**  
Bruce Foods Corporation

**Christopher D. Lischewski**  
Bumble Bee Foods, LLC

**Tom Ferriter**  
Bush Brothers & Company

**Pat Mitchell**  
California Natural Products

**Douglas R. Conant**  
Campbell Soup Company

**Gregory R. Page**  
Cargill, Incorporated

**Fernando Aguirre**  
Chiquita/Fresh Express, Inc.

**Paul Harder**  
Cliffstar Corporation

**Muhtar Kent**  
The Coca-Cola Company

**Gary M. Rodkin**  
ConAgra Foods

**Gregg L. Engles**  
Dean Foods Company

**Richard G. Wolford**  
Del Monte Foods Company

**Michael J. Mendes**  
Diamond Foods, Inc.

**Bernard Kreilmann**  
Ferrero USA, Inc.

**George E. Deese**  
Flowers Foods, Inc.

**Kendall J. Powell**  
General Mills, Inc.

**Daniel Servitje**  
Grupo Bimbo, S.A. de C.V.

**David West**  
The Hershey Company

**John Ypma**  
IF Holding Inc.

**Timothy P. Smucker**  
The J.M. Smucker Company

**David Mackay**  
Kellogg Company

**Timothy G. Fallon**  
Kettle Foods, Inc.

**Kenneth E. Guise Jr.**  
Knouse Foods Cooperative, Inc.

**Irene Rosenfeld**  
Kraft Foods, Inc.

**Paul Michaels**  
Mars, Incorporated

**Frank B. Van Schaayk**  
McCain Foods USA, Inc.

**Laurie Gardella**  
My Mom's Foods

**Brad Alford**  
Nestle USA, Inc.

**Randy C. Papadellis**  
Ocean Spray Cranberries, Inc

**Joseph Peterson**  
Oregon Fruit Products Company

**Indra K. Nooyi**  
PepsiCo, Inc.

**William G. Gisel Jr.**  
Rich Products Corporation

**Brenda C. Barnes**  
Sara Lee Corporation

**Barry F. Kriebel**  
Sun-Maid Growers of California

**William B. Cyr**  
Sunny Delight Beverages Company

**Thomas Stokes**  
Tree Top, Inc.

**Jeffrey Goh**  
Two Chefs on a Roll, Inc.

**Bradley C. Irwin**  
Welch Foods, Inc.

**Jeff Dunn**  
Wm Bolthouse Farms

**GROCERY MANUFACTURERS ASSOCIATION**