

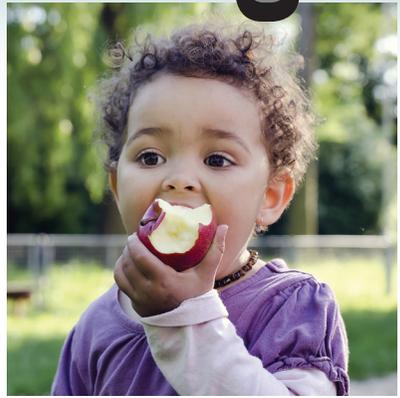
Access to Nutrition

As a subset of its members' work with companies to promote a safe and sustainable food system, ICCR's Access to Nutrition initiative focuses on ensuring equitable access to healthy and affordable food, particularly for children.

795 million people – one in nine – are under-nourished because healthy alternatives are either unaffordable or unavailable. At the same time, childhood obesity, fueled by the consumption of fast, cheap food, is a growing public health threat. According to the Centers for Disease Control and Prevention, some 170 million children worldwide are overweight; childhood obesity has lasting health repercussions, putting children at higher risk for a range of diseases and chronic illnesses.

In recent years, there has been increasing consensus among public health experts that food and beverage marketing is a major factor influencing the diets and health of children and youth. Further, according to the UConn Rudd Center, companies target marketing for nutritionally poor foods directly to black and Hispanic youth, exacerbating health disparities. Working in partnership with groups like MomsRising and the Center for Science in the Public Interest, ICCR's Access to Nutrition initiative closely examines the marketing practices and product portfolios of 22 retailers and food, beverage, and media companies.

Last fall, members of ICCR filed a shareholder resolution with fast food retailer Wendy's, calling on the company to remove sodas from its kids' meals. In a key victory, in January, Wendy's agreed to remove sodas, and to end the marketing of unhealthy foods to children under 12. The company's decision was quickly followed by similar actions at Burger King and Dairy Queen, part of a growing trend toward healthier offerings for



children by fast food retailers.

This year at ICCR's urging, Mondelez adopted its first goals for reducing the sugar, salt, and fat content of its foods and committed to expanding its "Better Choices" product portfolio. In addition, Target formed its first Food Social Responsibility Group in response to investor concerns.

In the coming months, ICCR will also be expanding its campaign to protect children's privacy on the internet and social media channels, a right established by the UN Convention on the Rights of the Child. Facebook has responded to pressure from shareholders and groups like the Center for Digital Democracy by offering assurances that it won't act on publicly reported plans to open its service to children under 13. A coalition of 13 ICCR members is also pressing Google over the company's new ad-supported YouTube Kids' app, which features program-length commercials for products by fast food and candy companies.

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