

Contact:

Alliance for a Healthier Generation
Megan McIntyre
917-339-5250
megan.mcintyre@HealthierGeneration.org

Groundbreaking Industry Agreements Help Increase Availability of Healthy School Meals

*Thirteen Leading School Meals Manufacturers, Group Purchasing Organizations
and Technology Companies Team Up with the Alliance for a Healthier Generation
to Make Healthier School Lunches Possible for more than 30 Million Students*

(MIAMI) January 21, 2011 – A new multi-industry voluntary agreement announced today by the Alliance for a Healthier Generation brings together leading food manufacturers, group purchasing organizations and technology companies to help America’s schools serve healthier meals at more affordable prices. As a result of these agreements, more than 30 million students across the country will have access to healthier school meals – including at least 14 million students who currently participate in the free and reduced lunch program.

AdvancePierre Foods, Domino’s Pizza, JTM Food Group, McCain Foods USA, Rich Products Corporation, Schwan’s Food Service, Trident Seafoods, HPS, Premier healthcare alliance, Summa/Provista, Interflex, Dole Food Company, Inc., and the National Turkey Federation have joined the effort to combat childhood obesity by agreeing to increase the availability of products that can lead to healthy schools meals. Signatories to these first of their kind agreements brokered by the Alliance for a Healthier Generation, founded by the American Heart Association and the William J. Clinton Foundation, have agreed to develop, market and competitively price products that will lead to healthier school meal options; streamline the ordering process; and make identifying healthy options easier.

“With students consuming up to half of their daily calories at school, healthy school meals are key to winning the fight against childhood obesity,” said President Bill Clinton, founder of the William J. Clinton Foundation. “Building on our agreements that have reduced the number of calories in beverages shipped to schools by 88 percent, the Alliance is now focusing on helping provide more nutritious meal options to more than 30 million school children nationwide.”

Manufacturers including AdvancePierre Foods, Domino’s Pizza, JTM Food Group, McCain Foods USA, Rich Products Corporation, Schwan’s Food Service and Trident Seafoods pledge not to price healthy options out of reach of school cafeterias. Signatories will set prices for healthier items that meet the Alliance for a Healthier Generation’s science-based standards for nutrition at prices no higher than less healthy comparable products. Participating manufacturers have also pledged to increase the sales of compliant products by to least 50 percent of their entire school sales within five years.

Manufacturers have committed to aggressively promote products that align with the Alliance’s Healthy Schools Program standards and will help schools meet or exceed the requirements currently being finalized by the USDA. Product commitments fall in at least one of the following categories within the Alliance’s science-based guidelines for school foods:

- Lean protein products, such as lean red meat, skinless poultry, lean deli meats, fat-free or low-fat cheese, beans, and tofu.
- Low-fat lunch entrées with reduced total fat, saturated fat and sodium levels.
- Whole-grain products, such as bread, pasta and pizza crust.
- Fresh, canned or frozen fruit.

- Non-fried vegetables.
- Zero trans fat cooking oils.

“Increased access and lower prices to purchase healthy meal components makes it easier for schools to offer healthier school meals—a key strategy to help combat childhood obesity and to move students and staff toward ideal cardiovascular health,” said Ralph Sacco, M.D., president of the American Heart Association and chairman, department of neurology Miller School of Medicine University of Miami.

Schools can also save time and gain buying power by joining a group purchasing organization (GPO). With today’s agreement three of the largest GPOs in the U.S. with more than \$70 billion in combined buying power, HPS, Premier healthcare alliance and Summa/Provista, have agreed to offer products that meet the Alliance’s nutritional guidelines. GPOs have been successful at consolidating buying power in other institutional food service settings including hospitals, healthcare facilities and universities. By applying this same model to America’s schools, schools will see a savings of 10 to 20 percent in their food and beverage purchases.

In order to help schools take the first step in changing their purchasing process, the Alliance is collaborating with the technology firm Interflex to create an online tool that streamlines the procurement process by assisting schools with planning, bidding and purchasing healthier products. Dole Food Company, Inc. and the National Turkey Federation have also agreed to leverage their tools and resources to support schools in their implementation of this new approach to school meals.

“Today is just the beginning. The food manufacturer, group purchasing and technology agreements are just three components of the Alliance’s larger healthier school meals strategy with the goal of impacting more than 30 million students within a five year period,” said Ginny Ehrlich, executive director of the Alliance for a Healthier Generation.

Additional components in the Alliance’s school meals strategy to support food service professionals being launched over the next year will include in-person and online training programs, menu planning and cooking techniques and recipes from celebrity chefs to school food service staff.

Last week, the USDA released the proposed rule for the nutrition standards in the National School Lunch and School Breakfast Program. To help schools more easily navigate the Alliance and USDA standards, the Alliance will update their guidelines to meet or exceed the final rule. The Alliance agreement announced today helps alleviate barriers districts will face in serving healthier school meals, and will enhance schools’ ability to meet those updated standards.

Parents, school administrators and food service directors can help the Alliance fight childhood obesity and bring healthier meals to schools across the country by joining the Alliance for a Healthier Generation’s Healthy Schools Program online at www.healthiergeneration.org. There is no cost to join the Healthy Schools Program, and members have access to hundreds of resources, including a variety of free technical tools that enable anyone who makes purchasing decisions about school meals to implement and promote healthier options for students.

About the Alliance for a Healthier Generation

The Alliance for a Healthier Generation works to address one of the nation’s leading public health threats – childhood obesity. The goal of the Alliance is to reduce the nationwide prevalence of childhood obesity by 2015, and to empower kids to make healthy lifestyle choices. Founded in 2005 by the American Heart Association and William J. Clinton Foundation, the Alliance works to positively affect the places that can make a difference to a child’s health: homes, schools, doctor’s offices and communities. To learn more about the Alliance for a Healthier Generation, visit www.HealthierGeneration.org

Statements from Participating and Supporting Companies

AdvancePierre Foods, Inc.

“As a company committed to creating school menu options that contribute to a healthy lifestyle, AdvancePierre Foods is proud to support the Alliance for a Healthier Generation's initiative by offering school meal items that provide nutrition, high quality, taste and value. As a company that serves 90 of the nation's 100 largest school districts, we are dedicated to the Alliance's goal of providing schools with whole grain and reduced sodium, fat and calorie menu options so children across the country can eat more nutritious school meals.”

- Bill Toler, CEO, AdvancePierre Foods, Inc.

Domino's Pizza

“Domino's is taking a brand new approach, and has developed a line of made-to-order, nutritious and great-tasting school lunch pizzas called Domino's Smart Slice. These freshly baked pizzas can help schools meet or exceed nutritional requirements and goals, while appealing to kids with great taste. We're proud to collaborate with the Alliance for a Healthier Generation and make it known that Domino's is, in fact, part of the solution for healthy meal options in schools.”

- J. Patrick Doyle, President and CEO, Domino's Pizza

JTM Food Group

“JTM has been at the forefront of creating healthier, nutritious school meals for more than 20 years for the Food Service segment. Our goal is to create items that kids enjoy, while working to meet the nutritional standards that school food service directors require. We look forward to collaborating with the Alliance for a Healthier Generation to meet our common goal!”

- Brian Hofmeier, Senior Director of School Sales, JTM Food Group

McCain Foods USA

“At McCain Foods we have made significant investments to ensure we are bringing delicious, innovative new potato product offerings to school menus. These innovations fit the needs of today's school kitchens, where 80% of schools bake our fries. McCain has also significantly reduced sodium and total fat in many of our school offerings and we've completely eliminated trans fats. For example, our Farmer's Kitchen roasted potato line is a nutritious choice that fits into the school meals program.”

- Frank Finn, chief operating officer, McCain Foods USA

Rich Product Corporation

“Rich Products Corporation is proud to collaborate with the Alliance for a Healthier Generation to help create healthier school food products for children in the United States. Encouraging health and wellness within our school systems is an essential and worthwhile priority that our company wholeheartedly supports. For the past several years, Rich's has especially been committed to researching and developing products, like our Ultimate Breakfast Round, that mix vital nutritional elements with ingredients that don't compromise on taste. We look forward to tackling this ongoing initiative with the help of the Alliance and other supporting companies.”

- Ray Burke, president, Rich's Foodservice and In-Store Bakery Divisions

Schwan's Food Service Inc.

"For more than 35 years, Schwan's Food Service has been a leader in feeding America's children at school. Today, we're pleased to be collaborating with the Alliance for a Healthier Generation on this exciting new agreement which will directly benefit childhood nutrition in our schools. We're proud of the work we've done at Schwan's Food Service to develop nutritious foods that kids love to eat. We're committed to continuing our leadership role in supporting national efforts to improve childhood nutrition and reduce childhood obesity."

- *Jim Clough, President, Schwan's Food Service Inc.*

Trident Seafoods

"At Trident Seafoods, we seek to provide the very best seafood products to schools and school children across the country. We're proud to partner with Alliance for a Healthier Generation, as together, we strive to offer schools the quality products they need to nourish young minds and bodies."

- *Joe Bundrant, Executive Vice President, Trident Seafoods*

HPS

"As a GPO, HPS' mission is to provide our member organizations with the "right" product at a competitive price. This opportunity to collaborate with the Alliance for a Healthier Generation provides the HPS contracting process the vehicle to move another step closer in helping our nation's schools promote health and wellbeing."

- *Jerry Welsh, President and CEO, HPS*

Premier healthcare alliance

"The best way to prevent obesity in adults – as well as rapidly rising healthcare costs associated with treating obesity-related complications - is to cultivate healthy eating habits in children. Since kids learn early nutrition lessons in schools, a program like this can serve as a building block to lifelong health and wellness. This effort is fully in line with Premier's mission to improve the health of communities, and we're proud to stand alongside these industry and national leaders to bring quality, nutritious food to schoolchildren at an affordable price."

- *Susan DeVore, president and CEO, Premier healthcare alliance*

Summa/Provista

"Schools have two unique challenges: reduce supply costs and improve nutritional value to fight the increasing obesity rates within school foodservice. Supporting the Alliance for a Healthier Generation to assist schools in migrating to healthier alternatives at a lower department cost is a cornerstone of our development plan. Summa Purchasing Group's program, built in partnership with Provista, meets the unique needs of the K12 industry and is supported by a dedicated team of professionals."

- *Stephen Hull, President, Summa Purchasing Group*

Interflex, Inc.

The Interflex team is very excited about collaborating with the Alliance for a Healthier Generation. Interflex has been working with schools, food manufacturers, distributors and food brokers to streamline the food procurement bidding process for over ten years. Interflex technology will support and enable the mission of the Alliance by showcasing healthy bid specifications and product choices for use by schools nationwide. Interflex is launching a web based system called BidAdvantage for school food service personnel which will assist school operators with specification development, bid creation, analysis of vendor responses, and the awarding of bids. The partnership between the Alliance and Interflex will showcase healthy bid specifications and product choices for the schools. It is with great enthusiasm that we enter into this partnership which will utilize the Interflex technology to advance the mission of the Alliance to make a positive difference in the lives of the children of our Nation.

- Jonathan Fleck, President, Interflex Inc.

Dole Food Company, Inc.

"As the industry leader in nutrition education, Dole Food Company is honored to have been recruited by the Alliance for a Healthier Generation to provide resources and training materials to help school food service directors incorporate more fruits and vegetables into the school dining room. In addition to being the world's largest fruit and vegetable provider, Dole brings nearly 20 years of experience in children's nutrition learning, reaching over 145,000 teachers in 48,000 schools -- and millions of students and parents. Created and distributed by the Dole Nutrition Institute, our materials include school curricula, kids' cookbooks and activity books, music, video games and much more. In addition, we're proud to continue our tradition of donating salad bars to public schools across the country."

- Marty Ordman, Vice President, Marketing & Communications, Dole Food Company

National Turkey Federation

"The National Turkey Federation is proud to collaborate with the Alliance for a Healthier Generation's initiative. As school foodservice operators focus on feeding student's nutritious meals, they will find turkey products a great high-protein, low fat choice to improve their menus' nutrition profile."

-Joel Brandenberger, President, National Turkey Federation