

NAMA | FACT SHEET

NAMA's PUBLIC HEALTH COMMITMENT

About the Commitment

"NAMA regards this initiative as a bold, ambitious, and meaningful step to meet the growing consumer demand for healthier choices."

Carla Balakgie, President and CEO, NAMA

- NAMA has adopted a public health commitment to substantially increase the percentage of 'better for you' offerings to 33% in the nation's vending machines.
- The commitment, implemented over the next three years, represents a nearly 40% increase over current levels of 'better for you' offerings – those that meet at least two public health standards from the following organizations:
 - American Heart Association
 - Center for Disease Control
 - Center for Science in the Public Interest
 - Partnership for a Healthier America
 - USDA
- Highly respected public health organizations, Partnership for a Healthier America and Alliance for a Healthier Generation, have offered their support for the initiative.
- The commitment is the latest and most comprehensive effort by the industry directed at public health. Beginning in 2005 with a launch of FitPick, a 'better for you' labelling program, the industry has worked collaboratively with industry members and national public health organizations to be part of the solution.

About the Industry and NAMA

- Convenience services is a \$26 billion industry including vending, micro markets and coffee, tea and water for the workplace.
- There are nearly 4,000,000 vending machines in the United States, serving millions of Americans food and beverages 365 days a year, 24/7 – everywhere consumers work, play and live.

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