



National Lieutenant Governors Association

1 **A RESOLUTION OF THE NATIONAL LIEUTENANT GOVERNORS ASSOCIATION IN**
2 **SUPPORT OF THE BALANCE CALORIES INITIATIVE, A NATIONWIDE CAMPAIGN**
3 **TO HELP FIGHT OBESITY BY ENCOURAGING AMERICANS TO REDUCE BEVERAGE**
4 **CALORIES IN THEIR DIET AND BALANCE WHAT THEY EAT AND DRINK WITH**
5 **WHAT THEY DO.**

6 **WHEREAS**, obesity among persons of all ages continues to be a problem throughout the United States;
7 and

8 **WHEREAS**, the American Beverage Association, representing America's non-alcoholic beverage
9 producers, marketers, bottlers and distributors, is concerned about the public health challenge of obesity
10 in America and is doing its part to find meaningful solutions to reduce and/or prevent it; and

11 **WHEREAS**, obesity is a serious and complex problem that is best addressed by living a balanced lifestyle,
12 consuming a variety of foods and beverages in moderation and getting plenty of exercise and sleep.
13 Overweight and obesity are a result of an imbalance between calories consumed and calories burned; and

14 **WHEREAS**, America's leading beverage companies have set a goal in a Balance Calories Initiative to
15 reduce beverage calories consumed per person nationally 20 percent by 2025. To help achieve this goal,
16 the beverage companies will engage in national and community efforts; and

17 **WHEREAS**, nationally, the beverage companies will: Leverage their marketing, innovation and
18 distribution strengths to increase in and expand access to water, no- and lower-calorie beverages and
19 smaller-portion sizes; and

20 Provide calorie counts, and promote calorie awareness on all beverage company-controlled point-of-sale
21 equipment nationwide; and

22 **WHEREAS**, locally, the beverage companies will: Support local efforts with messaging and resources in
23 communities where there has been less interest in and/or access to options that help consumers reduce
24 their calories with a goal of achieving a 20 percent per person reduction of calories consumed from
25 beverages in those communities in ten years; and

26 The companies will begin this community initiative within Los Angeles, Calif., Little Rock, Ark. and New
27 York City, NY; and

28 To support Iowa Governor Terry Branstad and Lieutenant Governor Kim Reynolds' health policy goals,
29 the Iowa Beverage Association along with its partners the Iowa Grocery Industry Association and the
30 Iowa Games, launched Balance Calories Iowa to bring this initiative to communities across the state; and

31 Local market efforts will include promoting water and no- and lower-calorie beverage consumption and
32 be supported by efforts designed and implemented by each member company that may include, among
33 other things, changes in merchandising, product placement and couponing to provide more information
34 to consumers and drive interest in these choices; and

35 **WHEREAS**, recognizing that schools are unique environments where parents want greater control over
36 their children's food and beverage choices, the beverage industry successfully implemented national

37 School Beverage Guidelines that remove full-calorie soft drinks from all schools and provide for students
38 with a range of lower-calorie, smaller-portion beverage options as part of a broader effort to teach
39 children the importance of a balanced diet and exercise; and



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40 **WHEREAS**, as part of the “Let’s Move” anti-obesity initiative, America’s leading beverage companies
41 made a voluntary commitment to put clear calorie information on the front of every bottle, can and pack
42 they produce, designed to help consumers make the choice that is right for them; and

43 **WHEREAS**, the beverage industry has also made extensive efforts to add calorie labels to vending
44 machines and displayed selection buttons on vending machines and displayed stickers encouraging
45 consumers to “check then choose,” increasing availability of lower-calorie beverages in the machines.

46 **NOW, THEREFORE, BE IT RESOLVED**, that the National Lieutenant Governors Association
47 formally supports the positive benefits of the Balance Calories national and local initiatives by the
48 American Beverage Association in its efforts to promote healthy lifestyle changes; and

49 **BE IT FURTHER RESOLVED**, that this resolution shall take effect immediately upon its adoption by
50 the National Lieutenant Governors Association.

Sponsors: Lt. Governor Kim Reynolds, Iowa; Lt. Governor Ralph Northam, Virginia. Additional Co-
Sponsors: Lt. Governor Shan S. Tsutsui, HI; Lt. Governor Spencer J. Cox, UT; Lt. Governor Kleefisch,
WI; Secretary of State Michele Reagan, AZ; Lt. Governor Dan McKee, RI; Lt. Governor Sue
Ellspermann, IN; Lt. Governor Peter Kinder, MO; Lt. Governor Tim Griffin, AR; Lt. Governor Jeff
Colyer, MD, KS; Lt. Governor Casey Cagle, GA; Lt. Governor Crit Luallen, KY