



## National Lieutenant Governors Association

1 **Resolution in Support of the Non-Alcoholic Beverage Industry’s National Efforts to**  
2 **Reduce Sugar and Calories Consumed from Beverages and Encourage Americans to**  
3 **Balance What They Eat, Drink and Do**

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

6 **WHEREAS**, the American Beverage Association, representing America’s leading beverage companies,  
7 recognizes that obesity is a serious and complex public health challenge facing our nation and is doing  
8 its part to help combat obesity; and

9 **WHEREAS**, obesity and overweight is multifactorial and can be impacted by diet, physical activity,  
10 genetics, metabolism, environment, behavior and culture; and

11 **WHEREAS**, America’s leading beverage companies are working together to support families in their  
12 efforts to reduce sugar in their family’s diet and, working with the public health partner the Alliance for  
13 a Healthier Generation, have set a goal to reduce beverage calories consumed per person nationally by  
14 20 percent by 2025; and

15 **WHEREAS**, nationally, the beverage companies are: Leveraging their marketing, innovation and  
16 distribution strengths to increase interest in and expand access to beverage options with less sugar or no  
17 sugar at all, as well as smaller-portion sizes; and

18 **WHEREAS**, providing clear calorie counts, and promoting calorie awareness on all beverage company-  
19 controlled point-of-sale equipment nationwide; and

20 **WHEREAS**, recognizing that schools are unique environments where parents want greater control over  
21 their children’s food and beverage choices, the beverage industry successfully implemented national  
22 School Beverage Guidelines that removed more than 90 percent of full-calorie soft drinks from schools  
23 and provided a wider range of lower-calorie, smaller-portion beverage options, forming the basis of the  
24 beverage component of the U.S.D.A.’s Smart Snacks regulations; and

25 **WHEREAS**, as part of the “Let’s Move” anti-obesity initiative, America’s leading beverage companies  
26 voluntarily placed clear calorie information on the front of every bottle, can and pack they produce to  
27 help consumers make the choice that is right for them.

28 **NOW, BE IT THEREFORE RESOLVED** that the National Lieutenant Governors Association  
29 formally supports the positive benefits of the national efforts by the American Beverage Association and  
30 its leading member companies to drive consumer behavior change and promote balanced lifestyles; and



## National Lieutenant Governors Association

- 31 **BE IT FURTHER RESOLVED** that this resolution shall take effect immediately upon its adoption by  
32 the National Lieutenant Governors Association.
- 33 **BE IT FURTHER RESOLVED** that the expiration of this resolution occurs three years from the time  
34 of passage at the next regularly scheduled meeting during which resolutions can be passed.

ADOPTED, this day, the 29<sup>th</sup> of June, 2018.

Sponsors: Lt. Governor Brian Calley (R – Michigan), Lt. Governor Doug Chin (D – Hawaii), Lt. Governor Suzanne Crouch (R – Indiana), Lt. Governor Mike Cooney (D – Montana), Lt. Governor Spencer Cox (R – Utah), Lt. Governor Justin Fairfax (D – Virginia), Lt. Governor Michelle Fischbach (R – Minnesota), Lt. Governor Adam Gregg (R – Iowa), Lt. Governor Tim Griffin (R – Arkansas), Lt. Governor Bethany Hall-Long (D – Delaware), Lt. Governor Rebecca Kleefisch (R – Wisconsin), Lt. Governor Tracey Mann (R – Kansas), Lt. Governor Dan McKee (D – Rhode Island), Lt. Governor Randy McNally (R – Tennessee), Lt. Governor Matt Michels (R – South Dakota), Lt. Governor Tate Reeves (R – Mississippi), Lt. Governor John Sanchez (R – New Mexico), Lt. Gov. Nancy Wyman (D – Connecticut)