Healthy Weight Commitment Foundation Introduced

WASHINGTON - A food and beverage industry coalition formed to battle obesity is set to launch here this morning.

Called the Healthy Weight Commitment Foundation, its objective is to reduce obesity, especially in children aged 6 to 11, by 2015.

The foundation is made up of 40 companies including retailers like United Supermarkets, manufacturers including Kellogg Co. and PepsiCo, non-profit organizations and trade associations. Members have committed $20 million to the effort.

It will promote ways to help people achieve a healthy weight through energy balance, while focusing on the marketplace, the workplace and schools.

The foundation will partner with organizations like the American Council for Fitness and Nutrition Foundation, the American Dietetic Association Foundation and Girl Scouts of the USA.