



## **World Heart Federation Statement on PepsiCo's Announcement of its New Policy on Soft Drink Sales in Schools**

**Geneva, 16 March, 2010** -- The World Heart Federation has been leading discussions over the past year with the soft drinks industry aimed at removing full-sugar soft drinks from schools worldwide and at ensuring that the only beverages available in schools are those that meet children's nutritional needs.

The World Heart Federation welcomes the announcement made by Indra Nooyi, PepsiCo Chairman and Chief Executive Officer that the company will be launching a new global policy on the sales of beverages to schools. Through its new policy, PepsiCo has committed to work towards ensuring that full-sugar carbonated soft drinks are no longer offered for sale in all schools.

"Healthy school environments play a key role in shaping the health of our children" commented Pekka Puska, President of the World Heart Federation. "The soft drinks industry has voluntarily removed full-calorie carbonated beverages from schools in certain countries. The World Heart Federation has been leading discussion with industry for such a policy at a global level and is pleased that PepsiCo is leading the way within the beverage industry."

The International Diabetes Federation and the International Association of Consumer Food Organizations also welcome this development.

The World Heart Federation also acknowledges The Coca-Cola Company's Global School Beverage Guidelines to withdraw beverages from primary schools. However, it urges all beverage companies to commit to withdrawing beverages that contain added sugar from all schools up to age 18. The World Heart Federation is willing to help companies identify local partners that will assist in the implementation of this new policy at a local level.

"The challenge of obesity prevention among youth is great worldwide, and this is only one of the steps needed" says Pekka Puska. "The World Heart Federation calls on national governments to develop policies aimed at creating an environment conducive to active healthy living, and asks its national member organizations to support such policies and to assist in their implementation and monitoring."