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American Frozen Food Institute Lauds Effort by First Lady, Retail Community to Improve Access to Healthy Food

McLean, VA – [American Frozen Food Institute](#) (AFFI) President and CEO Kraig R. Naasz issued the following statement commending efforts by First Lady Michelle Obama and the food retail community to bring improved access to healthy, affordable food to underserved communities.

In an announcement made today, national and regional supermarket and drug store chains pledged to establish more than 1,500 locations in low-income areas that lack stores to sell affordable and nutritious foods. The effort supports the First Lady's [Let's Move](#) campaign, and works to achieve the campaign's goal to eliminate food deserts across the U.S.

"AFFI commends the steps taken by the food retail community to bring nutritious food options to communities where they have historically not been available. Improved access to fruits, vegetables and nutritious prepared offerings is an important step toward realizing the laudable goal of reducing obesity, especially in youth and children.

"Against a backdrop of a weakened economy and rising food prices, it is especially important to note the nutritional and economic value of [frozen fruits and vegetables](#) in this initiative.

"Frozen fruits and vegetables are increasingly recognized by the health community for their nutritional value relative to their fresh counterparts. Frozen fruits and vegetables are picked at their peak freshness and frozen within hours of harvest, thereby locking in their nutrients until they're ready to be consumed.

"Frozen fruits and vegetables also offer consumers the convenience and versatility they seek in preparing healthy meals for their families. Because of their longer shelf life, frozen fruits and vegetables also reduce waste, further increasing their economic value.

"We look forward to working with the White House and the food retail community to further educate consumers about the value of [frozen fruits and vegetables](#)."

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.com.