

## ***Let's Move! Advocates a Moving Message for Retailers***

Last month, First Lady Michelle Obama launched her campaign, *Let's Move!*, committing to combat the epidemic of childhood obesity within one generation. Although the program is in its initial stage, the nationwide initiative could offer retailers many opportunities to promote fresh mushrooms.

With an estimated one in five children ages 6 through 17 considered overweight, the Obama administration is striving to bring healthier food options to what Michelle Obama terms the country's "[food deserts](#)," or areas with low accessibility to healthy foods. In fact, the government has earmarked \$400 million to open more grocery stores and healthy food outlets in underserved urban and rural areas over the next seven years.

Retailers have an opportunity as part of the *Let's Move!* campaign to ensure current stores and expansions offer a variety of healthful foods such as fresh mushrooms, which her campaign suggests experience limited supply and higher cost in underserved areas.

A recent survey by Rose Research found that mushrooms rank as consumers' third favorite vegetable. And as consumers increasingly recognize the health benefits of mushrooms, growers and retailers can work together to ensure this superfood is more widely available in food stores everywhere.

Beyond accessibility of healthful foods, other elements of the First Lady's campaign include:

- Healthy choices – providing access to simple tools, support and information to help parents make healthier choices for their family
- Healthier schools – ensuring kids have access to healthy meals and nutrition education in schools
- Physical activity - increasing opportunities for kids to be physically active, both in and out of school and creating new opportunities for families to be moving together

For additional information on *Let's Move!*, please click [here](#).