Five Year Progress Report Highlights

McDonald’s and the Alliance for a Healthier Generation worked together to increase customers’ access to fruits, vegetables, low-fat dairy and water.

In 2013, McDonald’s committed to:

1. Feature only water, milk and juice as the beverages on Happy Meal menu boards and ads directed to children.
2. Offer a side salad, fruit or vegetable option as a substitute for fries in value meals.
3. Offer a new fruit, vegetable, low-fat dairy or water option in the Happy Meal or use new packaging innovations to generate excitement for these options.
4. Dedicate one panel of Happy Meal boxes or bags to communicate a fun nutrition or children’s well-being message four times annually.
5. Include a fun nutrition or children’s well-being message in 100% of external ads directed to children.

These changes have made a difference around the world.

Across 20 major markets, since September 2013,

- **6.4+ BILLION** fruit, vegetable, low-fat dairy, and water items were served in Happy Meals.
- **12** percentage point increase in the share of Happy Meals served with milk, water or juice.
- **43** NEW fruit, vegetable, low-fat dairy, and water options added to Happy Meal menus resulting in 161 total options.
- **15** percentage point increase in the share of Happy Meals served with milk, water or juice from September 2013-2018.
- **3.4+ billion** fruit, low-fat dairy, and water items have been served in U.S. Happy Meals since 2013.
- **250+ million** sides of apple slices served in the U.S. in 2018.

Read more about the report at [www.healthiergeneration.org/fiveyearreport](http://www.healthiergeneration.org/fiveyearreport)

*The 20 participating major markets represent nearly 85 percent of McDonald’s System’s global sales, and include: U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan, and Australia.*