

First lady hosts summit on food marketing to kids

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First lady Michelle Obama pauses during an event about food marketing to children in the State Dining Room of the White House on Wednesday, Sept. 18, 2013, in Washington. Obama wants food makers and entertainment companies to spend less time advertising sweet and salty foods to kids and more time promoting healthier options. (AP Photo/ Evan Vucci)

(AP)—Michelle Obama is urging food makers and television broadcasters to do more to promote healthier foods to children—and to do it faster.

She says the country is doing a better job of offering healthier food options.

The first lady says the proof is in the kale salads now being served in restaurants and in the salad bars in many school lunchrooms.

But she says more positive change is needed.

Mrs. Obama encouraged promotion of healthier foods and urged companies to use characters popular with kids to persuade them to eat their veggies.

The first lady held a White House summit on the issue Wednesday with representatives from food and media companies, government agencies and advocacy, health and consumer groups.

She leads a White House initiative aimed at reducing childhood obesity.

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