SIFTER SOLUTIONS

SIFTER BY THE NUMBERS

SIFTER SUPPORTS WHITE HOUSE CALL TO ACTION TO IMPROVE NUTRITION & HEALTH

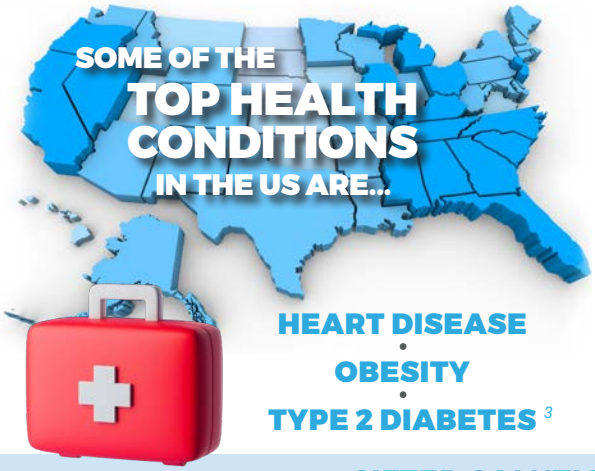
Sifter supports the **Biden-Harris Administration National Strategy on Hunger, Nutrition, and Health** by offering technology solutions that make it easier for people to *Shop By Diet*. The public health crisis demands that digital technology help with grocery shopping to address the personal health conditions of individuals.

THE COMPLEX STATE OF OF DIET-RELATED DISEASE

MORE THAN HALF OF U.S. ADULTS HAVE ONE OR MORE **DIET-RELATED** CHRONIC DISEASES[1]

THE TOTAL COST OF **CHRONIC DISEASE** reaches **$4.1 TRILLION** A YEAR[2]

In order to meet the White House goal to increase healthy eating by 2030, **Americans need help finding foods to manage their diet-related diseases, as well as food allergies and other medical conditions.** Sifter technology is designed to help food retailers and health providers build a "shop by diet" program that meets their customers' complex dietary and health needs.



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SHOP BY DIET

* Sources: *1 Dietary Guidelines for Americans 2020-2025, USDA*
2 National Health Expenditures Fact Sheet, Centers for Medicare & Medicaid Services, 2020
3 National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), CDC, 2022