

THE **TIME** abc NEWS
SUMMIT
ON
OBESITY



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America's
Milk
PROCESSORS



new balance foundation

Rebuilding the Food Guide Pyramid



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Time Summit on Obesity



United States Department of Agriculture
Center for Nutrition Policy & Promotion

Topics for Today's Discussion

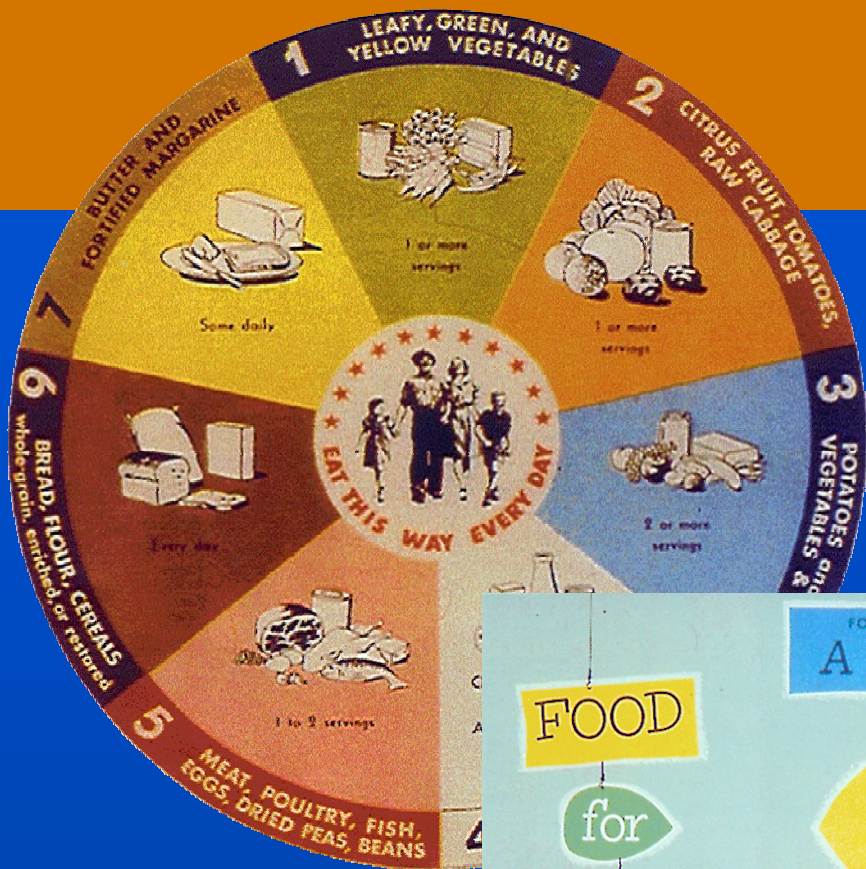
- Food Guidance History
- What and How Consumers Eat
- Rebuilding the Food Guidance System
- Vision

Food Guidance History

Mission:

To improve the health and well-being of Americans – develop & promote dietary guidance linking scientific research to consumer's nutritional needs.

Federal dietary guidance began early in the 20th century, when early symbols focused on avoiding dietary deficiency disease



VEGETABLE & FRUIT GROUP

1 SERVING IS:
1/2 CUP
A SMALL SALAD
A MEDIUM-SIZED POTATO

1/2 CUP ORANGE
1/2 CUP CARROT
1/2 CUP CUCUMBER
1/2 CUP SPINACH
1/2 CUP TOMATO
1/2 CUP BROCCOLI
1/2 CUP CAULIFLOWER
1/2 CUP PEAS
1/2 CUP PINEAPPLE
1/2 CUP SWEET CORN
1/2 CUP ZUCCHINI

BREAD & CEREAL GROUP

1 SERVING IS:
1 SLICE BREAD
1/4 TO 1/2 CUP COOKED CEREAL OR PASTA
1 OUNCE MEDIUM-GRAIN CEREAL

1 CUP CORN
1 CUP RICE
1 CUP WHEAT GERM
1 CUP BUCKWHEAT
1 CUP BARLEY

MILK & CHEESE GROUP

1 SERVING IS:
1 CUP MILK OR YOGURT
1/2 OUNCE CHEESE OR SWISS CHEESE
1 OUNCE PROCESSED OR TABLE FOOD
1/2 CUP ICE CREAM OR ICEBERG
1 CUP SOFT ICE CREAM

1/2 CUP BUTTER
1/2 CUP MARGARINE
1/2 CUP CHEESE SAUCE
1/2 CUP CHEESE SPREAD

MEAT GROUP

2 or more servings

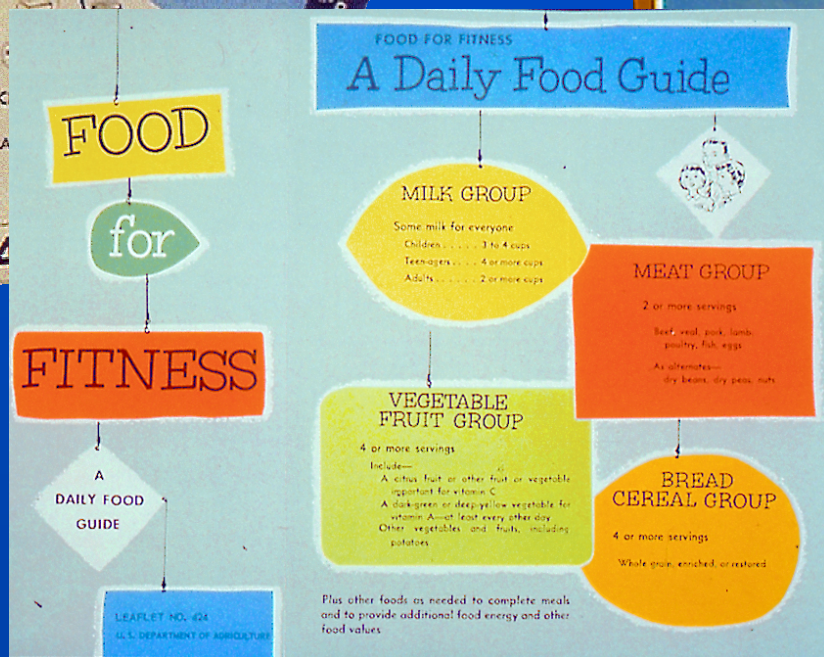
Beef, veal, pork, lamb, poultry, fish, eggs

As alternates—
dry beans, dry peas, nuts

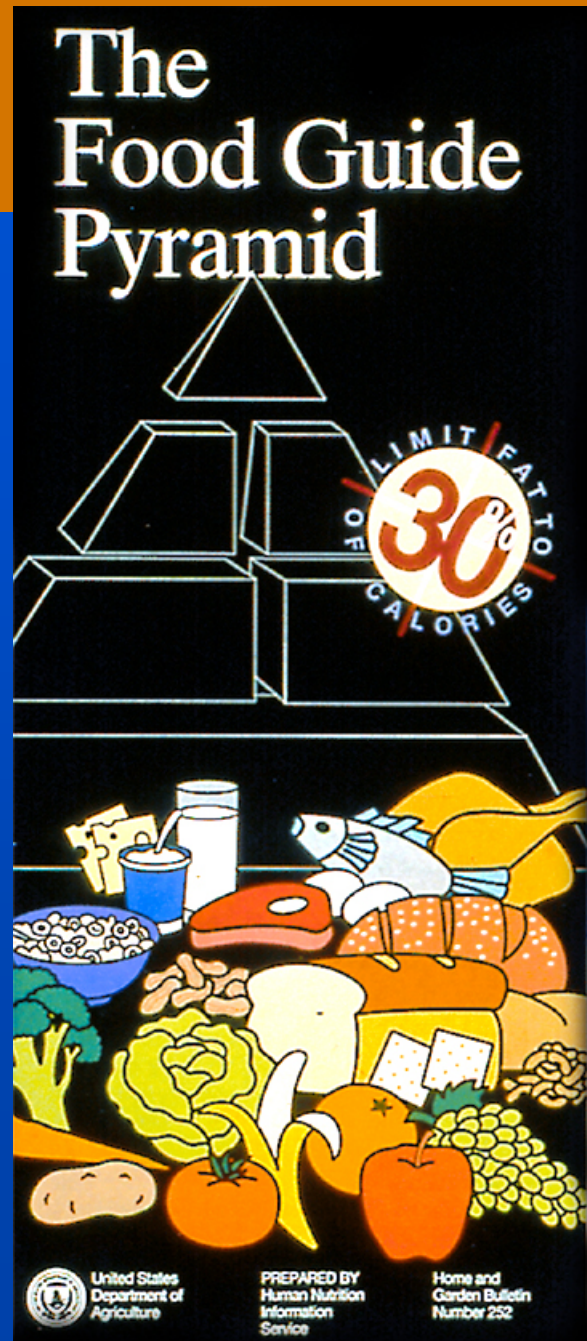
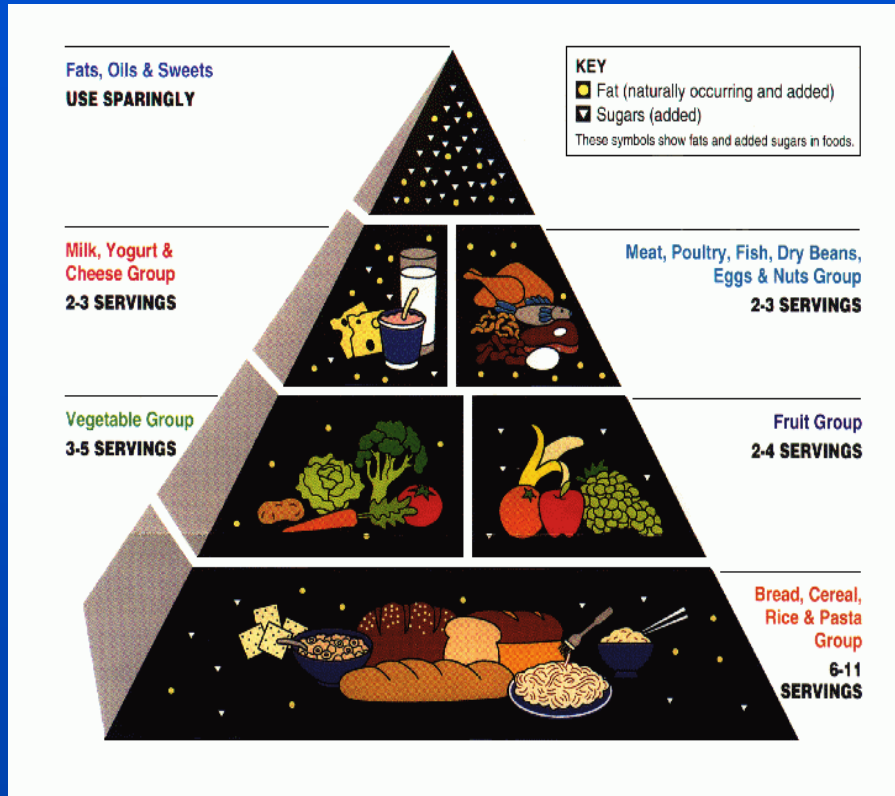
The Hassle-Free DAILY FOOD GUIDE

SWEETS & ALCOHOLS GROUP

1 SERVING IS:
1 TABLESPOON SUGAR
1 TABLESPOON SYRUP
1 TABLESPOON BUTTER
1 TABLESPOON MARGARINE
1 TABLESPOON OIL
1 TABLESPOON SHORTENING
1 TABLESPOON LARD
1 TABLESPOON COCOA
1 TABLESPOON VANILLA
1 TABLESPOON ESSENCE OF VANILLA
1 TABLESPOON LIQUOR
1 TABLESPOON WINE
1 TABLESPOON BEER
1 TABLESPOON SODAS



1992



A USDA Scientist Reports...

“ The evils of overeating may not be felt at once, but sooner or later they are sure to appear – perhaps in an excessive amount of fatty tissue, perhaps in general debility, perhaps in actual disease.”

100 Years Ago...

“Unless care is exercised in selecting food a diet may result which is one-sided or badly balanced – that is, one in which either protein or fuel ingredients are provided in excess.”

— **W.O. Atwater, 1902**

(Director of USDA's 1st Experiment Station
& Pioneer in Human Nutrition Research)

What Are Americans Eating Today?



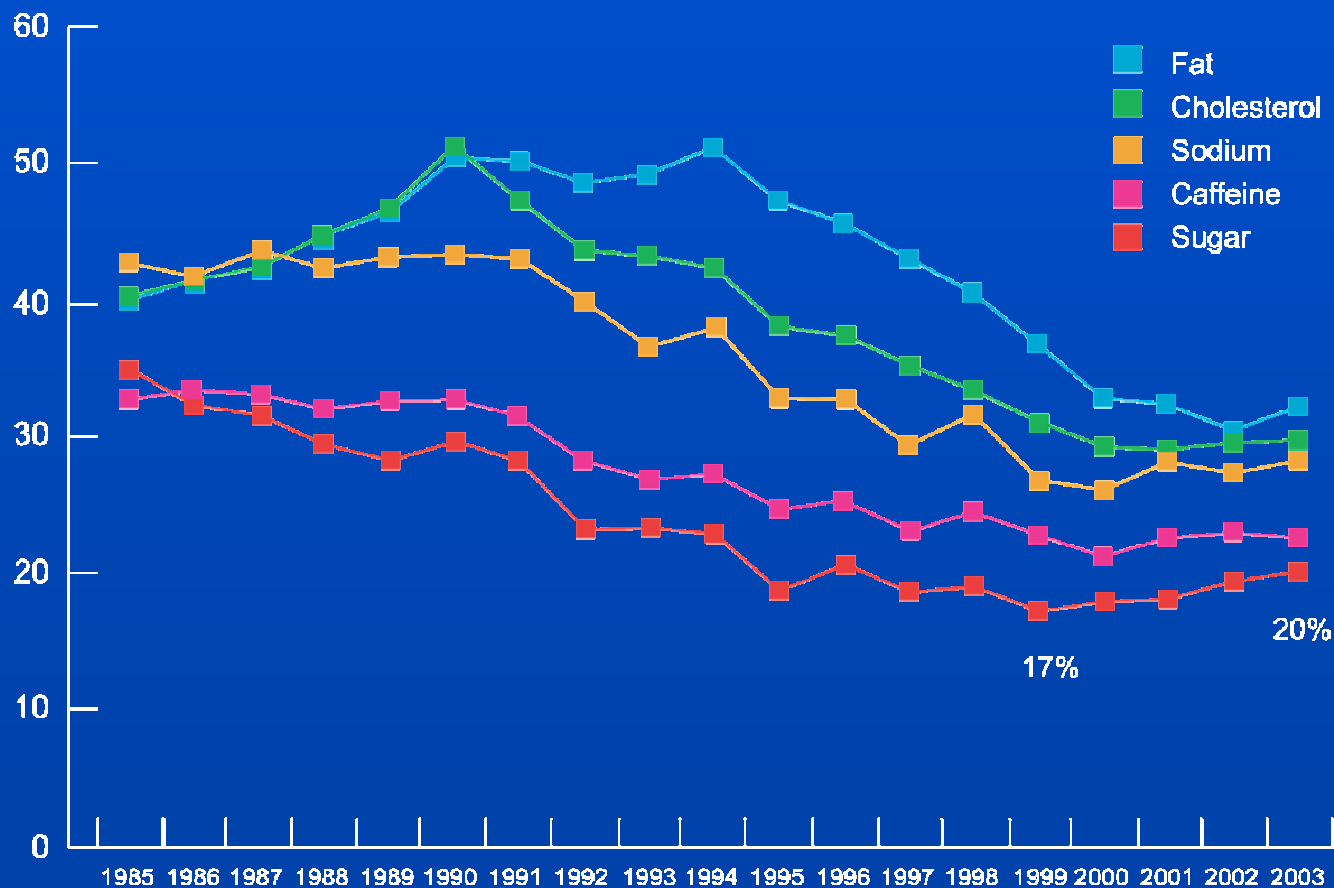
Actual Consumption Pyramid U.S. Total



Are Consumers Confused?

A person should be very cautious in serving foods with...

Percent of Respondents that **Completely Agree** with the Statement



Source: National Eating Trends® Nutrition Survey

Factors that Contribute to the Confusion are Complex

- Changing food habits
- New emerging science
- Increasing media coverage
- Declining physical activity in the home and in schools
- Increasing sedentary habits
- Changes in the physical environment

Food Pyramid Dilemma

What consumers want

Eat anything

Experts recommend

Intake to balance
physical activity

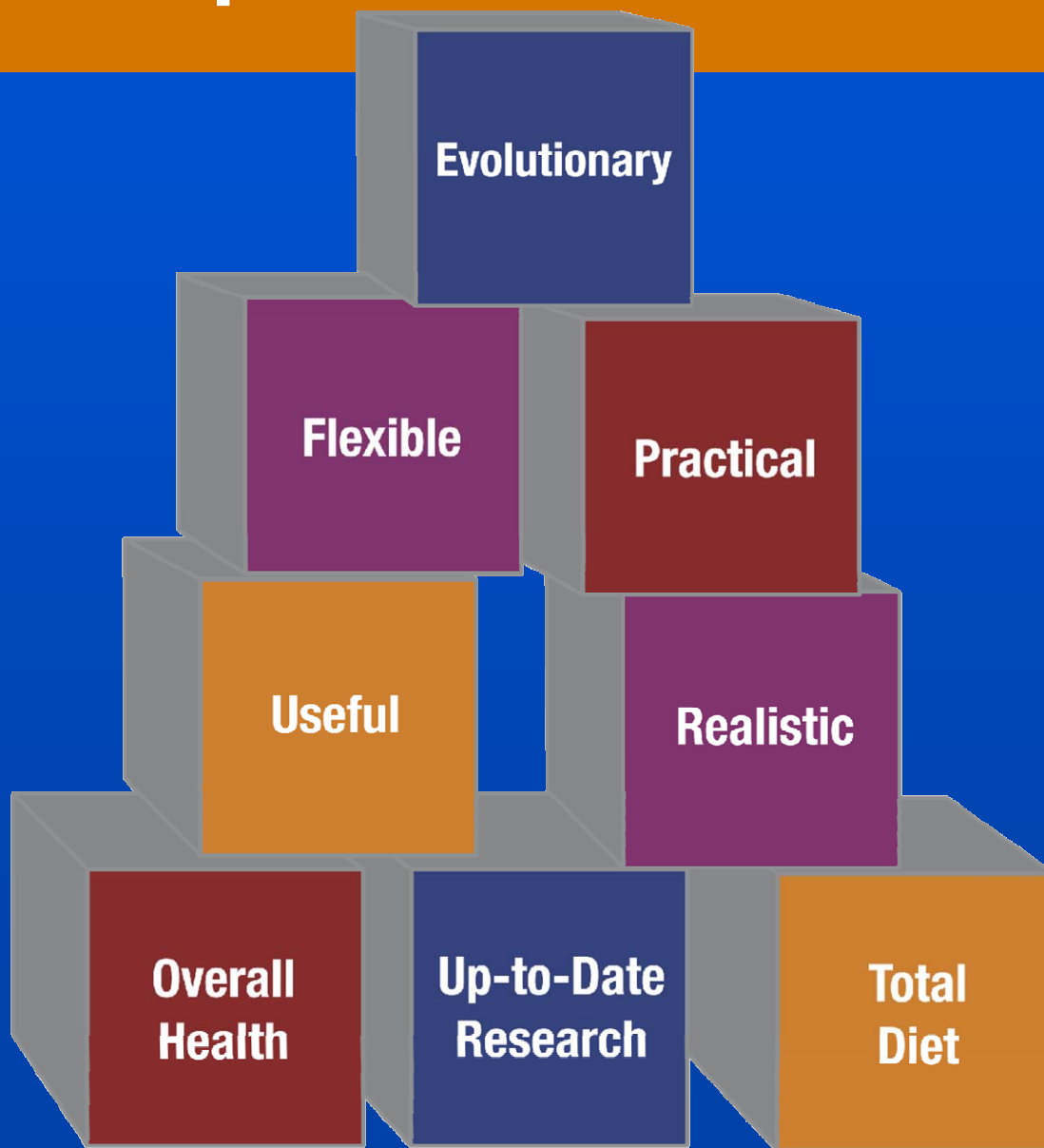
What do we do

???

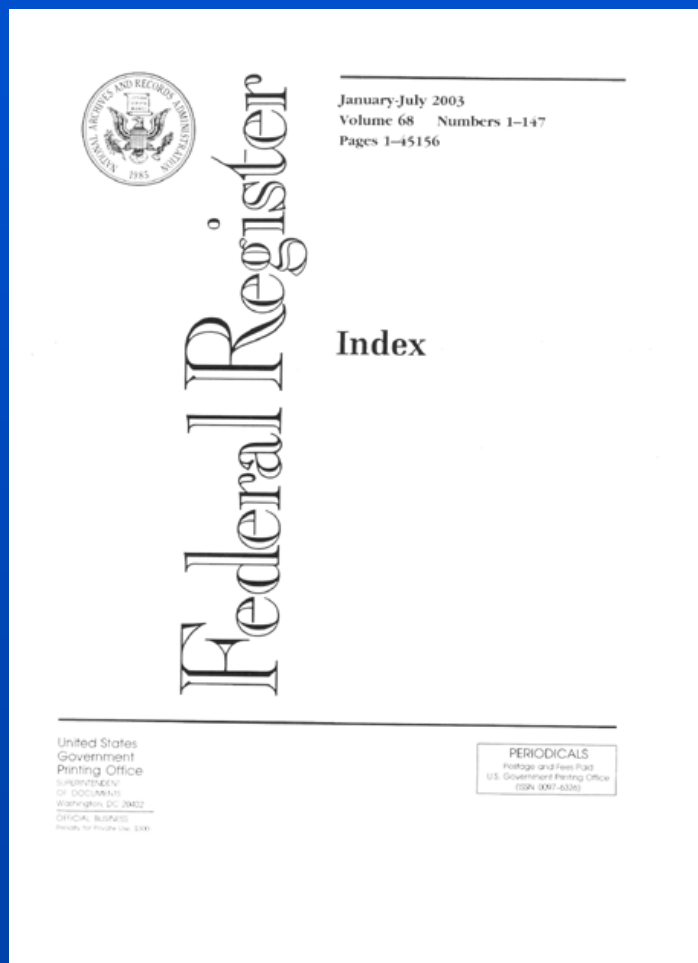
Time to Update the Pyramid

- Pyramid is 10+ years old
- New nutritional standards
 - Dietary Reference Intakes (DRI)
 - Dietary Guidelines
 - 6th edition science report expected 8/04
- New food consumption information
- New food composition data
- New consumer research

Guiding Principles



Public Comments for USDA



September 2003

See comments

[www.cnpp.usda.gov/
pyramid-update/index.html](http://www.cnpp.usda.gov/pyramid-update/index.html)

Here's What We Did

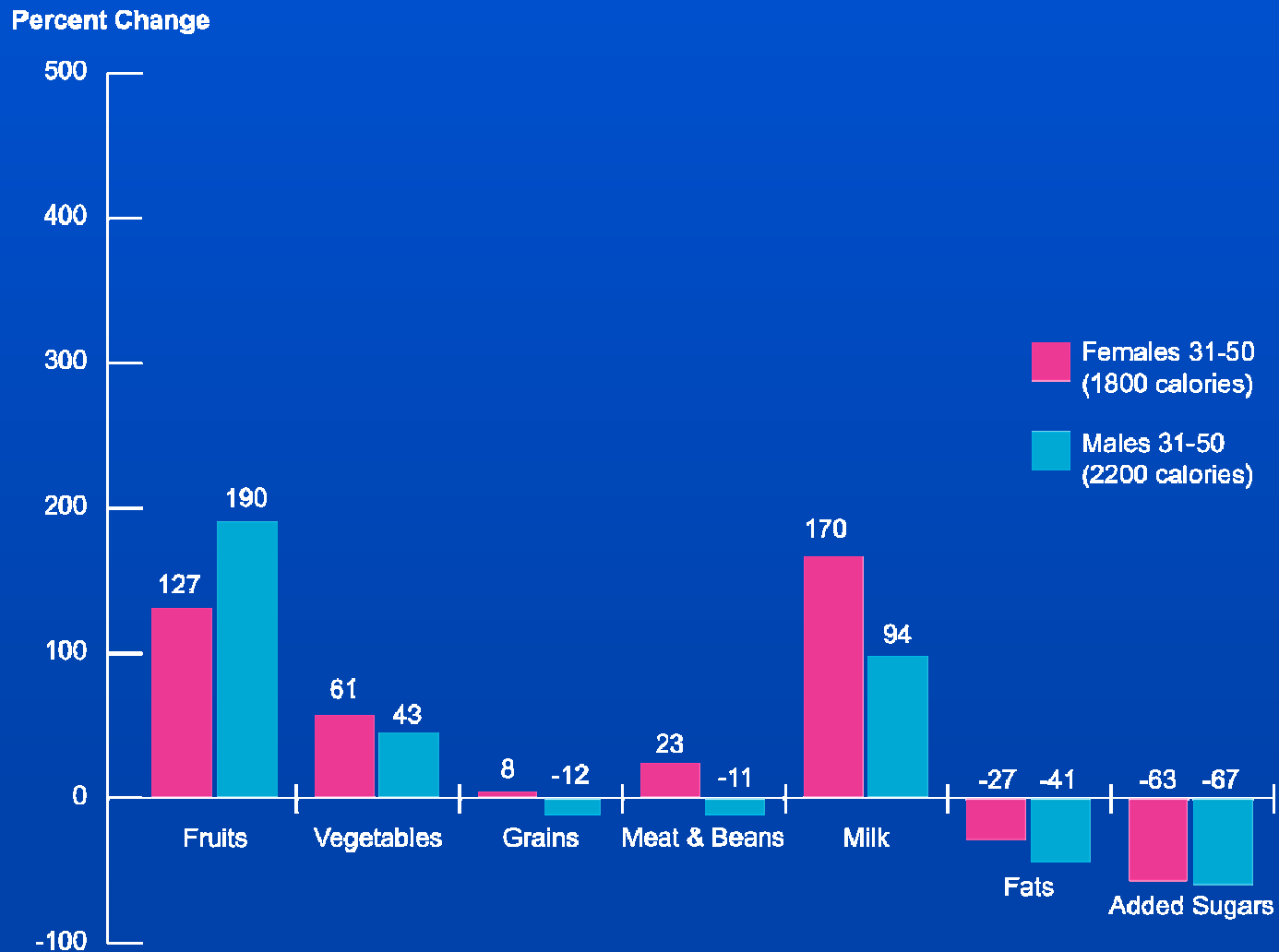
- Created a transparent process, by providing access to proposed science-based recommendations on what and how much to eat

- Asked for input on 5 specific questions
 1. The level of activity on which to base recommendations
 2. The standards and nutritional goals
 3. The food intake patterns
 4. The manner in which we represent the amounts of food (servings/cups?)
 5. The appropriate calorie levels/patterns to use for consumer education

Input from Stakeholders

- Large number of comments
- Wide range of viewpoints expressed
- Areas of agreement on many topics
 - Energy levels
 - Nutritional goals
 - Emphasis on whole grains, unsaturated fats and nutrient dense choices
 - Legumes, dark green vegetables
 - Use of cups and/or ounces for daily intake
- Some areas are still being addressed

Proposed Recommendations vs. Consumption



Proposed Recommendations vs. Consumption



Correction Factors

- Food intake patterns ask consumers for substantial changes
- This guidance imparts high expectations for Americans
- Challenging but doable

Actual Consumption Pyramid U.S. Total



Actual Consumption Pyramid U.S. Total



Communication Strategy

- Actionable and attainable behavior change messages
- Develop framework for nutritional guidance
- Implement a solid science foundation
- *The key = implementation*

Vision



Partnerships with other agencies and health organizations for promotional activities and curricula development

Taking a New Shape?

- Public comments are requested
- Opportunity for input from all stakeholders
- Ultimately develop a system to motivate consumers to chose a healthy diet



How Do We Reach Our Goals?



- Connect with the individual
- Design interactive tools to personalize the food guide

Time Line

Public comments on design: Summer 2004

Consumer research complete: Fall 2004

New Dietary Guidelines: Early 2005

Release of new food guide: Shortly after DG

In Summary, USDA is...

- Committed to an open, transparent process
- Dedicated to using authoritative bodies and credible reports
- Focused on implementation and a new approach to personalize nutrition guidance
- Committed to doing its part in providing the public with guidance based on sound science
- Partnerships are vital to success – everyone must contribute in order to improve diet and health of all Americans

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