



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

U.S. Department of Agriculture
Agricultural Outlook Forum 2005
February 25, 2005

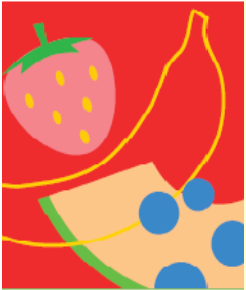
DIETARY GUIDELINES FOR AMERICANS 2005

Eric J. Hentges, PhD
Executive Director
Center for Nutrition Policy & Promotion
U.S. Dept. of Agriculture



Dietary Guidelines For Americans 2005

Eric J. Hentges, PhD
Executive Director
Center for Nutrition Policy & Promotion
U.S. Dept. of Agriculture



What We'll Cover...

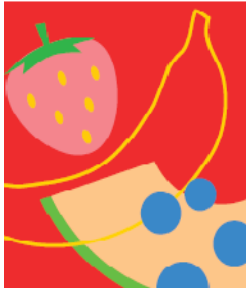
- Dietary Guidelines Process Overview
- Dietary Guidelines Components
- Major Focus Areas and Key Recommendations



What are the Dietary Guidelines?

- Science-based advice for ages 2+
 - Promote health
 - Prevent chronic disease
- Federal nutrition policy/programs
- Vehicle to speak with one voice
- HHS/USDA
- Gold Standard

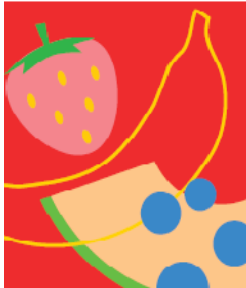




Overview of DG Process

- Scientific Advisory Panel
- 13-members
- Began deliberations in 2003
 - Open process of nominations
 - Federal Register Notice
 - Transparency; public comments accepted throughout process...
- Evidence-based review approach





Components of the DGA 2005

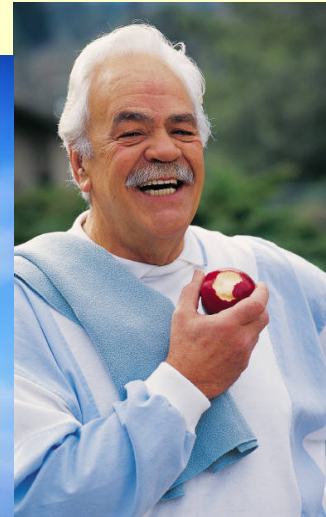
- DGAC Technical Report
- DGA 2005 (Policy Document)
- Consumer Booklet
- Communications Tools (in progress)
- Website www.healthierus.gov/dietaryguidelines
- Partnerships



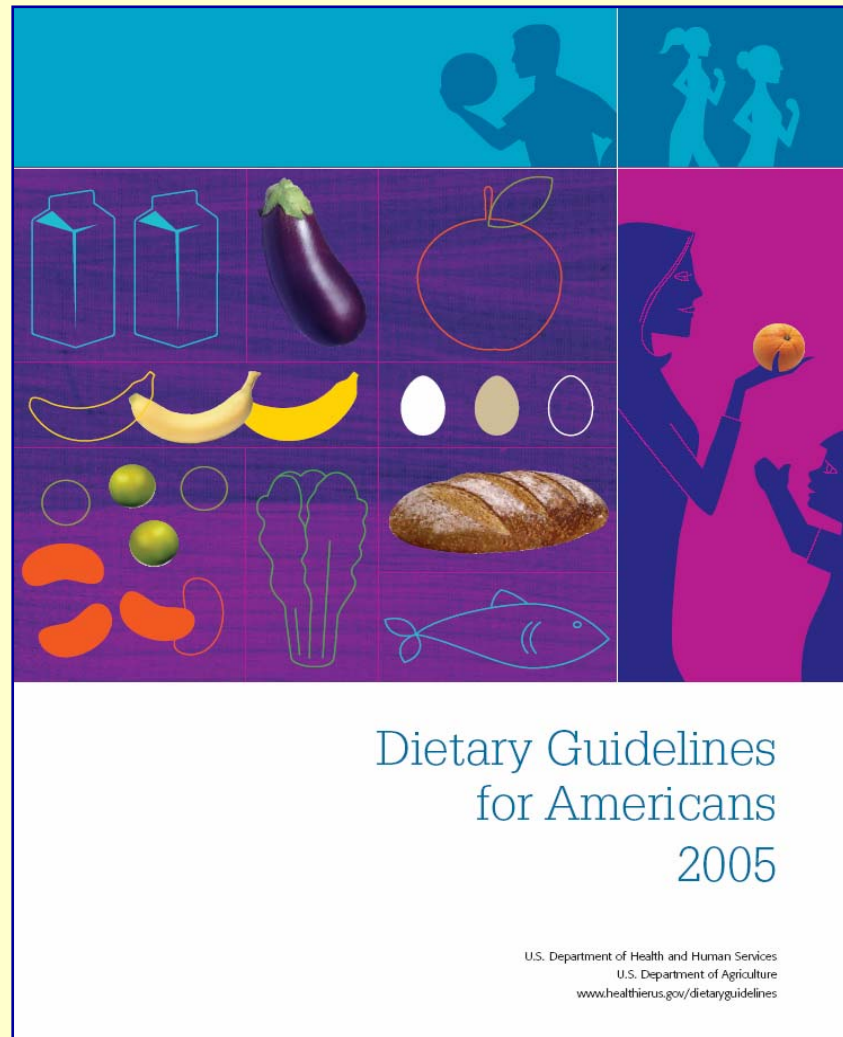


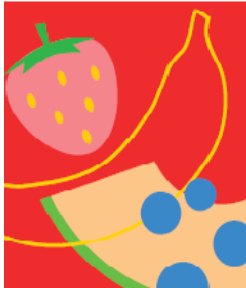
Implementation

- A set of integrated messages that should be implemented together
- Encourages most Americans to eat fewer calories, be more physically active, and make wiser food choices



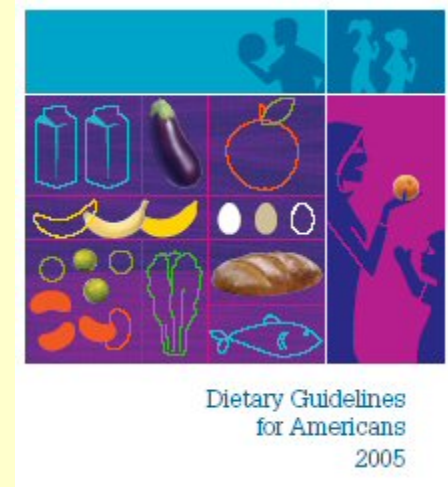
Policy Document

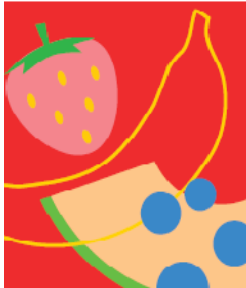




Policy Document

- Aimed at policymakers, healthcare providers, and nutrition educators
- Not targeted to general public
- Based on the DGAC's detailed, evidence-based, technical report
- Recommendations for eating patterns that can easily be adopted

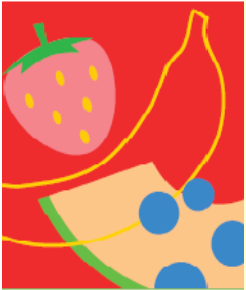




2005 Dietary Guidelines

- **9** focus areas
- **23** specific recommendations for the general public
- **18** additional recommendations for specific population groups





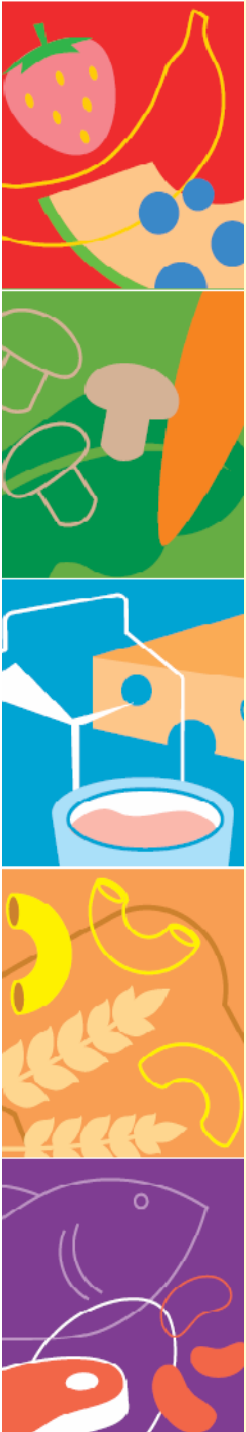
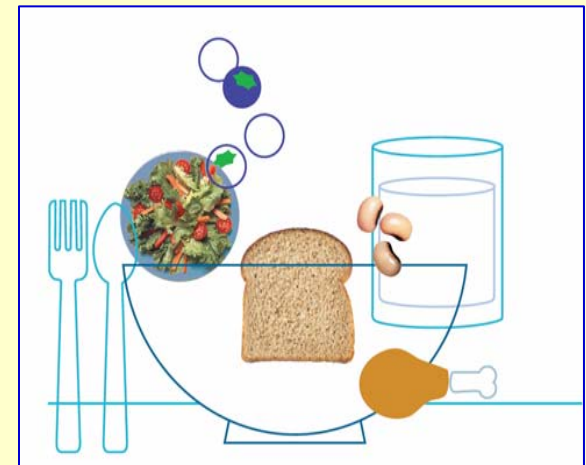
Nine Focus Areas

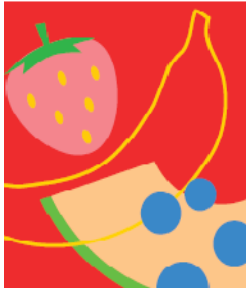
- Adequate Nutrients Within Calorie Needs
- Weight Management
- Physical Activity
- Food Groups To Encourage
- Fats
- Carbohydrates
- Sodium and Potassium
- Alcoholic Beverages
- Food Safety

Adequate Nutrients Within Calorie Needs

Key points...

- Balance intake with energy needs
- Consume variety within & among food groups
- Limit sat- and *trans* fats, cholesterol, added sugars, salt, and alcohol
- Adopt a balanced eating pattern

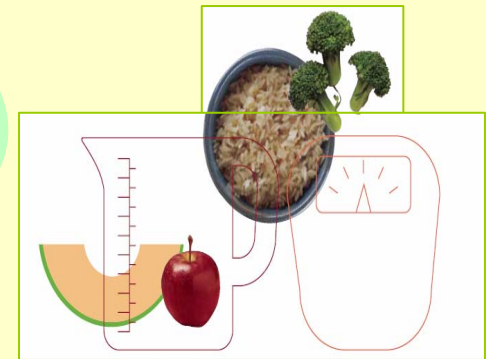


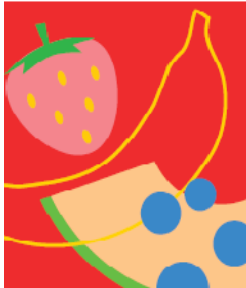


Weight Management

Key points...

- To maintain weight, balance intake and output
- To prevent gradual weight gain, decrease calories and increase physical activity



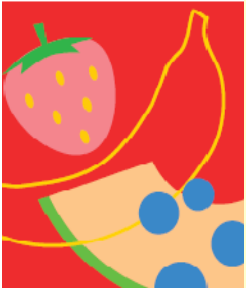


Physical Activity

Key points...

- Engage in regular physical activity
- Cardio conditioning, stretching and resistance
- Daily physical activity
 - 30-minutes to reduce risk
 - 60-minutes to prevent wt. gain
 - 90-minutes to sustain wt. loss



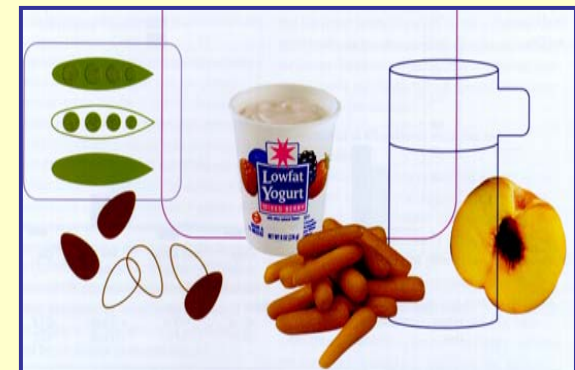


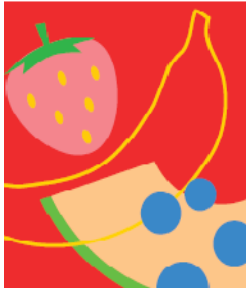
Food Groups To Encourage



Key points...

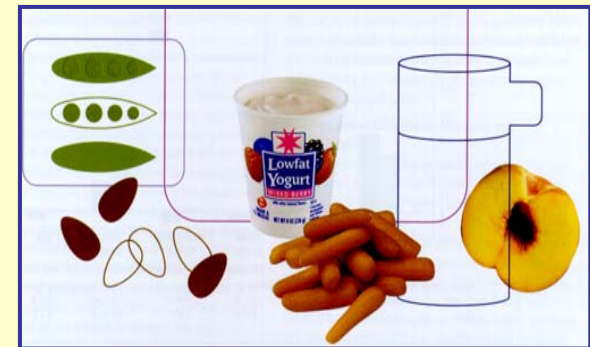
- Consume sufficient amts. of fruits & vegetables
- Stay within energy needs
- For 2000 calories: 2 cups of fruit, 2½ cups of vegetables (select from all five vegetable subgroups)

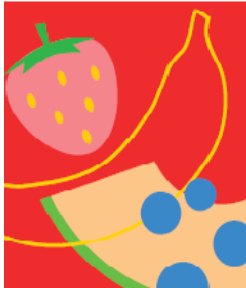




Food Groups To Encourage (cont)

- In general, at least half the grains should come from whole grains
- Consume 3 oz. equivalents of whole grains daily
- Consume 3 cups per day of fat-free or low-fat milk or the equivalents

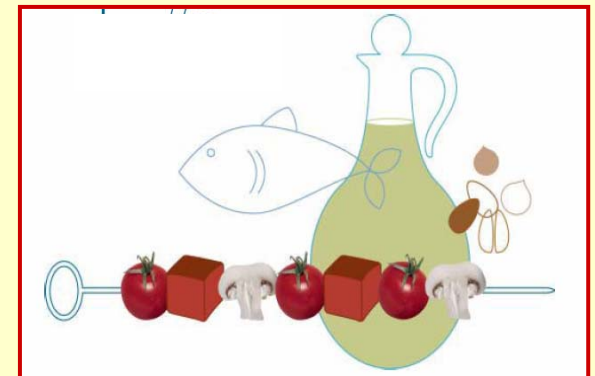


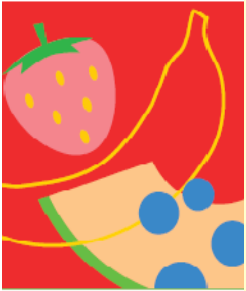


Fats

Key points...

- <10 % from saturates
- < 300 mg/day of cholesterol
- Trans fatty acids as low as possible
- Total fat between 20 to 35 %
- Include sources of polys and monos (fish, nuts, and vegetable oils)
- Choose lean, low-fat, or fat-free
- Limit intake of fats and oils high in saturated and/or trans fatty acids



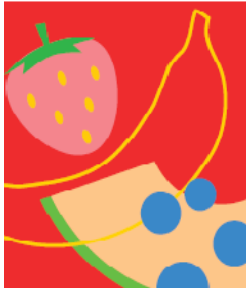


Carbohydrates

Key points...

- Choose fiber-rich fruits & vegetables, whole grains
- Choose little added sugars or caloric sweeteners
- Consume sugar- and starch-containing foods and beverages less frequently to reduce caries

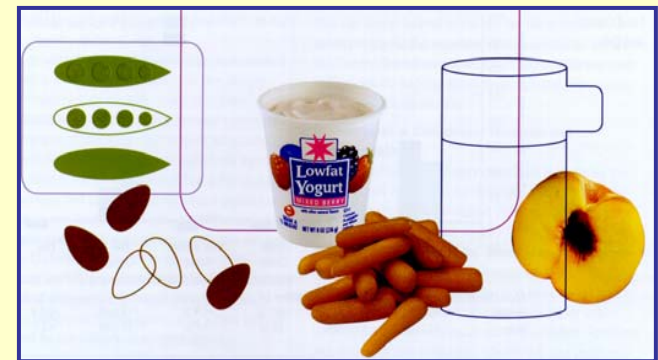




Sodium and Potassium

Key points...

- < 2,300 mg (~1 tsp. salt) of sodium per day
- Choose and prepare foods with little salt, consume potassium-rich foods



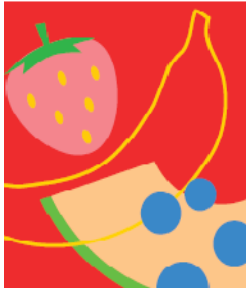


Alcoholic Beverages



Key points...

- If you drink, do so sensibly and in moderation
 - Up to 1 drink/d for women
 - Up to 2 drinks/d for men
- Some should not drink (those who cannot restrict intake, pregnant and lactating women, children and adolescents, individuals taking medications, etc.)
- Individuals engaging in activities requiring attention, skill, or coordination, should also avoid drinking

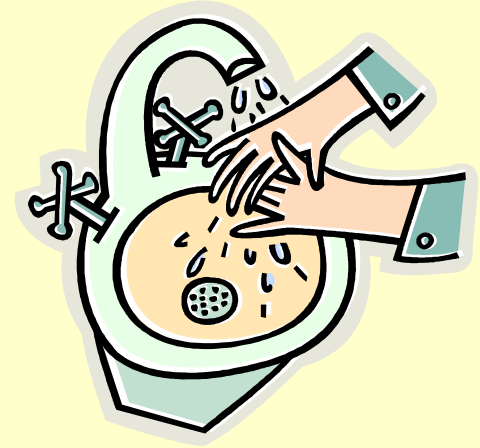


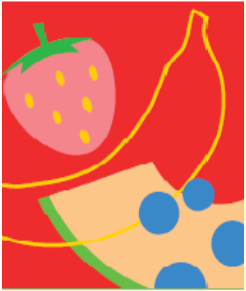
Food Safety

Key points...

To avoid microbial foodborne illness:

- *Clean, Separate, Cook, Chill*
- Avoid raw (unpasteurized) milk or any products made from unpasteurized milk, raw or partially cooked eggs or foods containing raw eggs, or raw or undercooked meat and poultry, unpasteurized juices, and raw sprouts





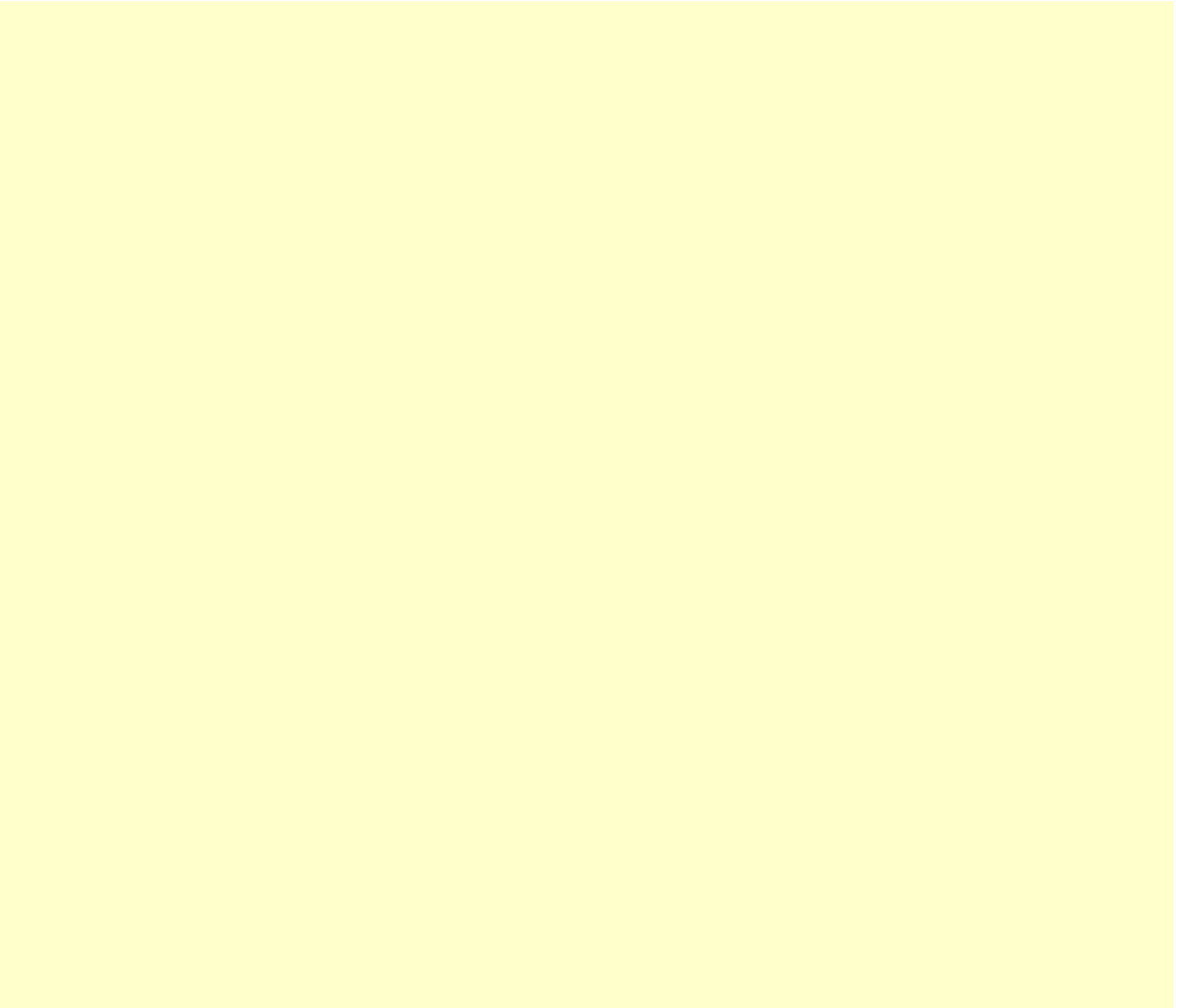
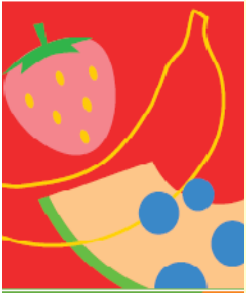
How do we get there?

- Develop a framework for nutritional guidance (new food guidance system)
- Create actionable and attainable behavior change messages



In Summary

- Food industry and health professionals can help consumers translate the *Guidelines* into practical, easy-to-understand messages for eating well and staying healthy
- Implementation is key!

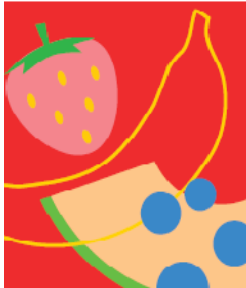




Legislated Mandate

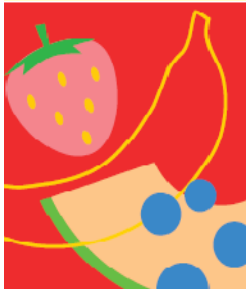
- Public Law 101-445, Title III, 7 U.S.Code 301
- *Guidelines* must be issued at least every 5 years
- Dietary guidance from Federal government, reviewed by the Secretaries of Agriculture and Health and Human Services
- The Sixth Edition of *Dietary Guidelines for Americans* was released on January 12, 2005





What the *Guidelines* do...

- Provide dietary advice to consumers
- Set policy for food assistance programs
- Establish overarching goals for
 - ▲ National health objectives
 - ▲ Nutrition monitoring
 - ▲ Nutrition research
- Set framework for standards in
 - ▲ Food labeling/ fortification
 - ▲ Food product development



Communications Activities

- Separating technical from consumer materials
- Brochure messages tested with focus groups
- Messages and slogans that relate to USDA Food Guide also tested
- Food Guidance System messages will mirror those of DGA
- Speaking with one voice

