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Healthy Eating Under Age 2

By

Susan Pac

Healthy Eating Under Age 2



Susan Pac, MS, RD Gerber Products Company



A Collaboration between ADA and Gerber in response to the growing epidemic of childhood obesity and based on science and education to: Educate consumers Teach parents Shape industry Close Nutrition Gaps

There is significant evidence that eating habits are formed early

Early food preferences and habits can track into later childhood and adulthood.

Children's food preferences do not change significantly between ages 2-3 and age 8 (Skinner, 2002)

Many of children's food preferences are formed as early as age 2-3 years

The strongest predictors of fruit and vegetable intake in adults is whether they like the taste, being in the habit since childhood, number of servings they thought they should consume (Krebs-Smith)

Children fed a variety of foods in the first 2 years will likely accept more new foods later

Development of flavor preferences begins very early in life (Mennella)

- Breastfed infants consumed more infant cereal when mixed with their mother's milk than with water or formula
- Infants fed a variety of foods are more likely to accept a novel food

It can take up to 10 exposures for infants to accept a new food (Birch)

Start Healthy Initiatives 2003-2004

Feeding Infants and Toddlers Study

ADA Annual Meeting, October, 2003

Supplement to ADA Journal, January, 2004

Scientific Symposium: "From Pregnancy to Preschool A National Conference on Preventing Childhood Obesity"

December 8, 2003, Washington, DC

Feeding Guidelines for Infants and Toddlers

Journal of the American Dietetic Association, March, 2004

Children Under Two Need 5 A Day



Feeding Infants and Toddlers Study (FITS) Acknowledgement of Authors

Ronette Briefel Betty Ruth Carruth Nancy Clusen Barbara Devaney Johanna Dwyer Mary Kay Fox Anne Gordon Kristy Hendricks Linda Jankowski Laura Kalb Vatsala Karwe Susan Pac Michael Ponza Kathleen Reidy Jean Skinner Carol Suitor Cathie Squatrito Theresa Zavitsky-Novak Paula Ziegler

Supplement to the Journal of the American Dietetic Assoc. January 2004

Gerber Feeding Infants and Toddlers Study

What is FITS?

Dietary intake survey of 3,000 infants and toddlers

• Random, nationally representative sample

Snapshot of what American infants and toddlers are eating

Eating patterns and nutrient intake

Why FITS?

Response to the growing epidemic of childhood obesity Fill the gap in information about early eating habits Educate health care professionals and parents

Sample Size

Dietary recalls completed for 3,022 infants and toddlers

Months of Age	Sample size
4 to 6	862
7 to 8	483
9 to 11	679
12 to 14	374
15 to 18	308
19 to 24	316

Breastfeeding rates are below public health recommendations

	Recommendation Healthy People 2010	FITS 2002
Early post-partum	75%	76%
At 6 months	50%	30%
At 12 months	25%	16%



Some Recommendations Are Not Being Met

29% of infants consumed solid foods before the recommended age range of 4-6 months

17% of infants consumed juices before 6 months

20% of infants consumed cow's milk before 12 months; some consumed reduced fat milk

Two Nutrients of Some Concern: Iron and Fiber

Iron

7.5% of Infants 7-11 Months Have Inadequate Iron Intakes

Fiber Toddler intakes 8 grams vs. recommendation of 19 grams

• Virtually no toddlers meet the recommendation



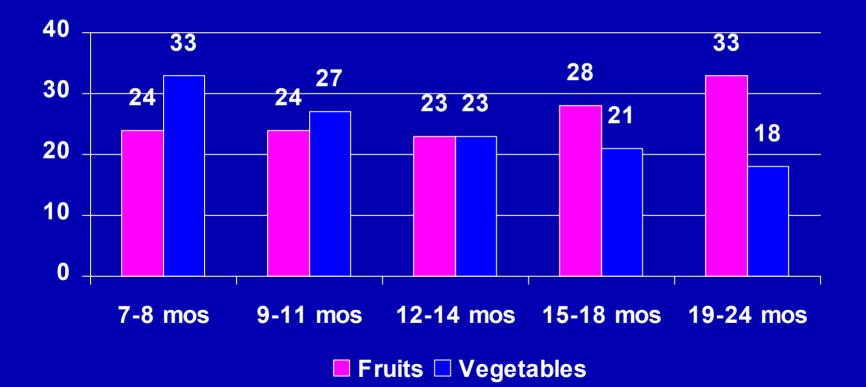
Energy Intakes Exceed Estimated Requirements

Age	EER	Mean Intake	Median Intake
	kcal	kcal	kcal
4 to 6 Months	629	693	670
7 to 11 Months	739	905	884
1 to 2 Years	950	1,244	1,220

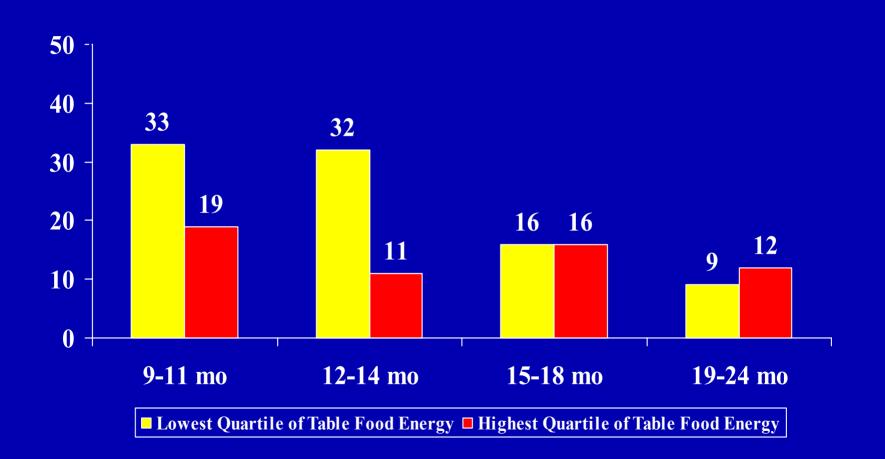
Fruits and Vegetables

Substantial numbers of infants and toddlers did not eat any!

Percent of children not consuming any fruit or vegetable in a day

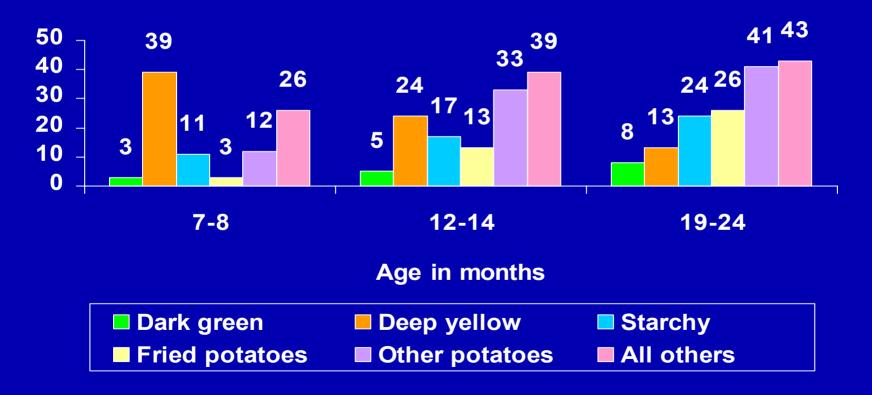


Vegetables: Consumption of deep yellow vegetables declines as children transition onto table foods



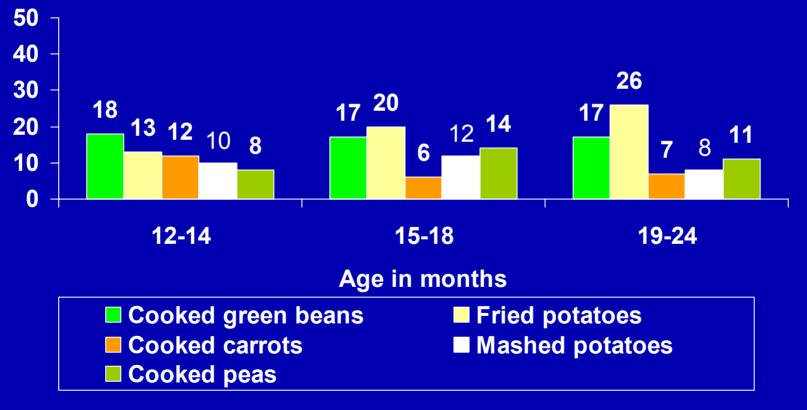
Vegetables: Dark-green and deep-yellow vegetables were not widely consumed

Percent of infants/toddlers consuming at least once per day

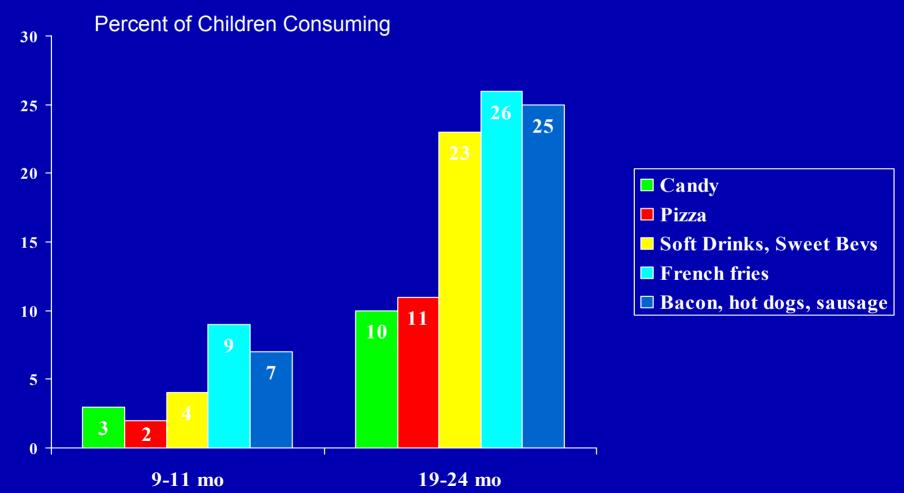


Vegetables: By 15-18 months, fried potatoes were the most commonly consumed vegetable

Percent of infants/toddlers consuming at least once per day



High Calorie, Low Nutrient Foods Enter Children's Diets Early



Summary of Key Findings from FITS

Generally children are meeting their requirements for vitamins and minerals

Infants and toddlers are consuming more calories than they need

On a given day 25% of children are not consuming fruits and 25% are not consuming any vegetables

Inappropriate foods are entering the diets of children at very early ages

By age 15 months French Fries are the most often consumed "vegetable"



The Challenge: Teach Healthy Eating Habits Early

Food choices of infants and toddlers transition rapidly

By 24 months patterns look startlingly similar to some of the "problematic" American dietary patterns



Children Under Two Need 5 A Day

Initiative in collaboration with Produce for Better Health Foundation/5 A Day Program to start the healthy habit of eating fruits and vegetables early in life.

Messages to dietitians, pediatricians and consumers:

Instill healthy habits early

Introduce a wide variety of fruits and vegetables early when

preferences are being formed.

Repeated exposure is important to help children learn to accept new

foods. – try, try again!

•Build to 5 servings a day for older baby (2 1/2 jars)

ADA Journal: Educating the Dietitian and the Consumer



CHILDREN UNDER TWO NEED

Five A Day

Older bahies and toddless who routinely experience builts and vegetables in a wide variety of flavors, colors, shapes, and textures are establishing a foundation for ibelong, healthy eating bahits.

Children indeed learn what they live.

Theselore, parents need

to be sure that the entire

tunity-not just their

Infante-folicies the 5 A Day suiting patients.

EAT CA DAY

 Approximate log-The structure for factor sample residences the test loss of the institutes used for expendent 2 a data institutes for

14 Jay we destrike the UDA marillable lynesis, the hashester to takely using Many detray recommendations meant for adults-endous farinitials, inclusing their initials—and on strary to secontainitial energy for thinks. Infinite result a concentrated source of calciers line, long that efficiently funds for apply growth of initiancy. With the mergerism of meaning assume construments, a high dilate, for a radium due to not recommended during the first recovering line.

One dictory recommendation, however, has universal application across the age spectrum—the National Gausse Jostone's (NG) 5 A Day for Jorne Hashik.

The NCE 5.4 Day Program approaches handscass with a simple, positive monoger list 5 or more servings of finite and regardlene a day its boxes bestte if white slight excellination, applying the soundson punciple right from the start can belp oblet induces and young rightness enablish buildly using pursers that provide metricion bound is today, so will as long-source back builds built in the.

WHY 5 A DAY FROM THE START?

The goal of infant combines during the first two years of kin in provide developmentally appropriate, autitions modifian expetioners, so that an infant care.

- a). Achieve anomal growth and development
- b). Leasts to accept and enjoy a variety of autidates loods, and
- Make a smooth transition from dependent to independent exting.¹

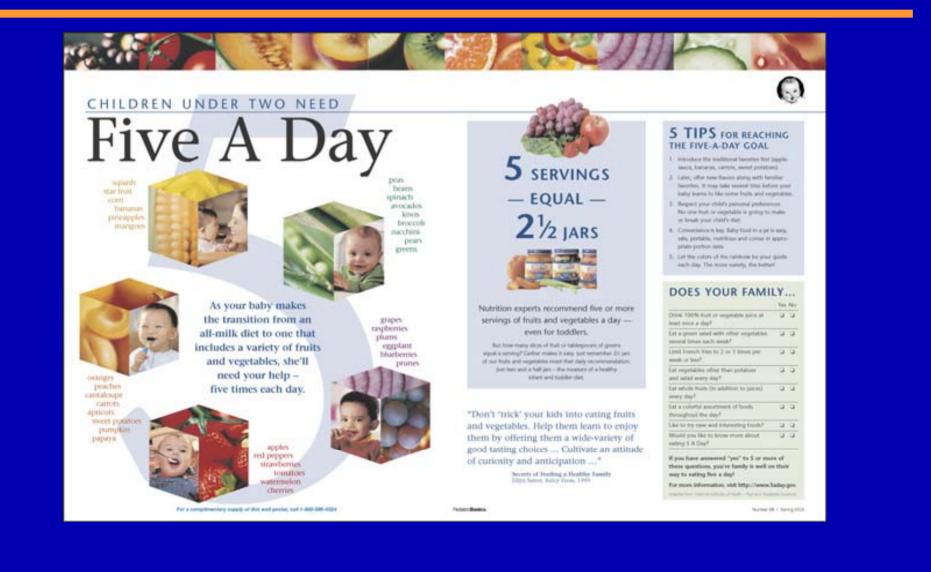
This goal is borrmer by slowly building from an all-milk dist during early infinity to one that includes a variety of mentious foods with varying flavors and instance.

As infant georch slowe during the second year of kin, the used for marge-dense leads decrement and complex cathofrythates increases. The addition of firstly and segurables helps bring



Gerber

Pediatric Basics: Educating the Pediatrician and the Consumer



Advertising Directly to the Consumer:

5= $2\frac{1}{2}$ is an easy, actionable consumer message

