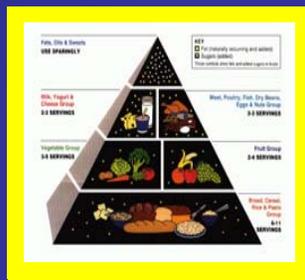


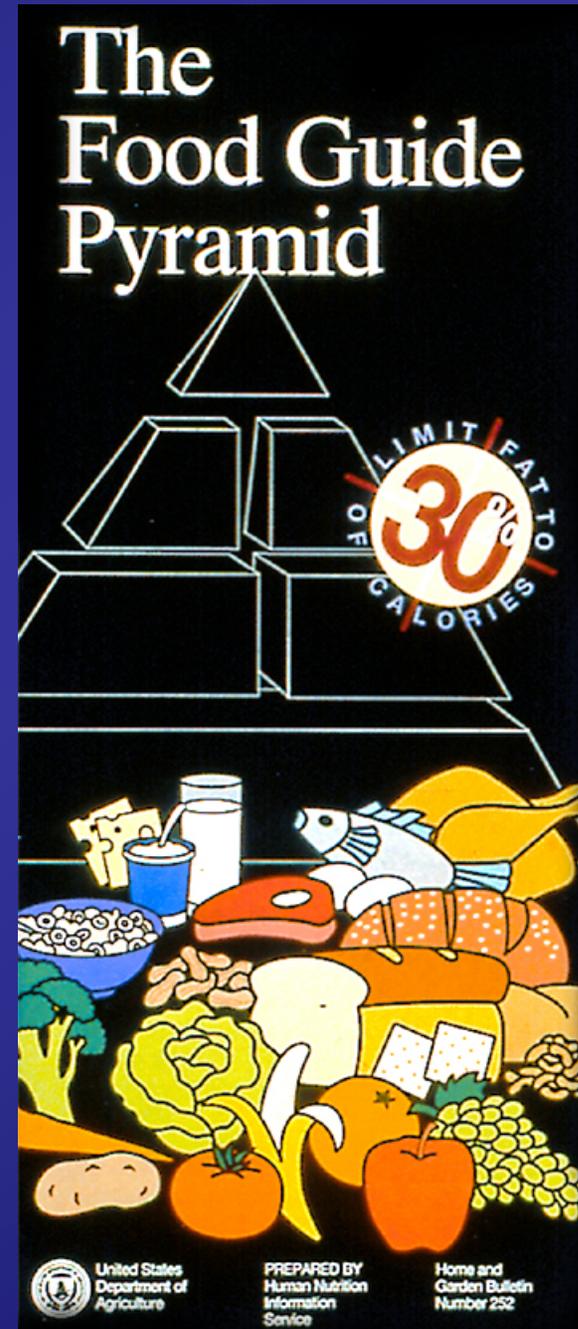
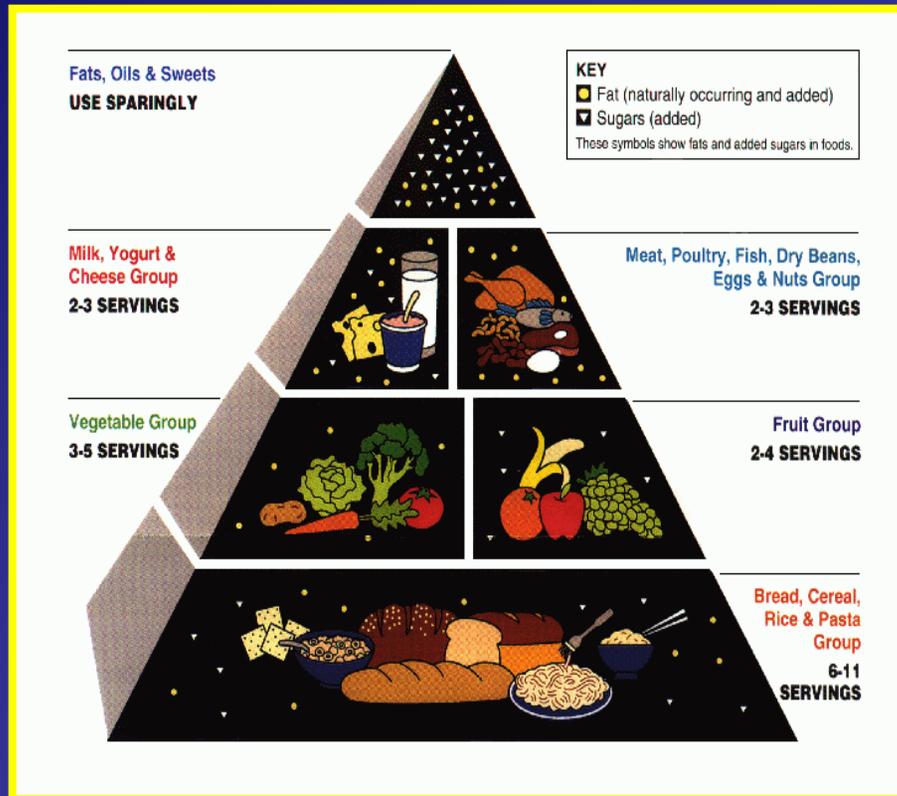
Food Guide Pyramid— the road ahead

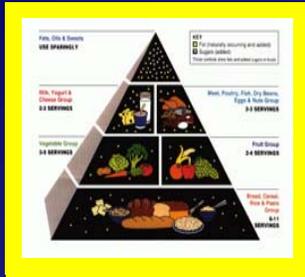
Trish Britten

Center for Nutrition Policy and Promotion
USDA



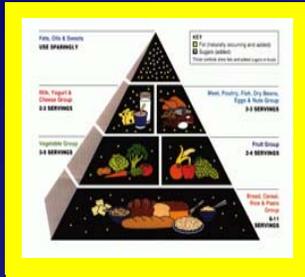
1992





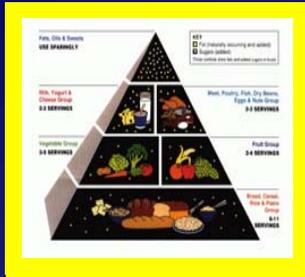
2000—Reassessment plans

- Pyramid almost 10 years old
- New nutritional recommendations
 - Dietary Guidelines
 - Dietary Reference Intakes (DRI)
- New food consumption information
- Gap between awareness and use



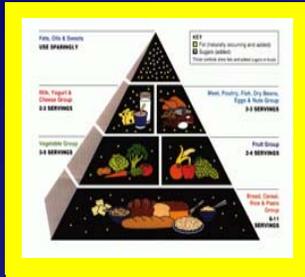
Questions to be answered

- Do Pyramid food patterns meet new
 - Nutrient adequacy goals?
 - Moderation goals?
- Are there new dietary recommendations that should be incorporated?
- Can the Pyramid be made more understandable and useful to consumers?



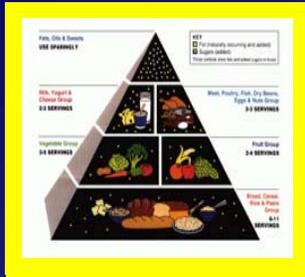
Task one—gather information

- Technical research—nutrition standards and food consumption information
- Consumer research—their understanding and use
- Stakeholder input—gathering the wisdom and experience of professionals



Technical research— New information

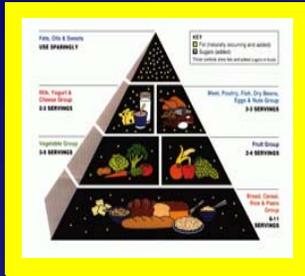
- New nutrient standards (DRI)
 - Vitamins and minerals
 - Macronutrients (energy, fats, protein, fiber, carbohydrates)
- 2000 Dietary Guidelines
 - Emphasis on lowering saturated fat
 - Emphasis on whole grains
 - Addition of physical activity, food safety
- Food consumption data



Nutritional Goals for Pyramid

Adequacy

- Energy to meet Estimated Energy Requirements (EER)



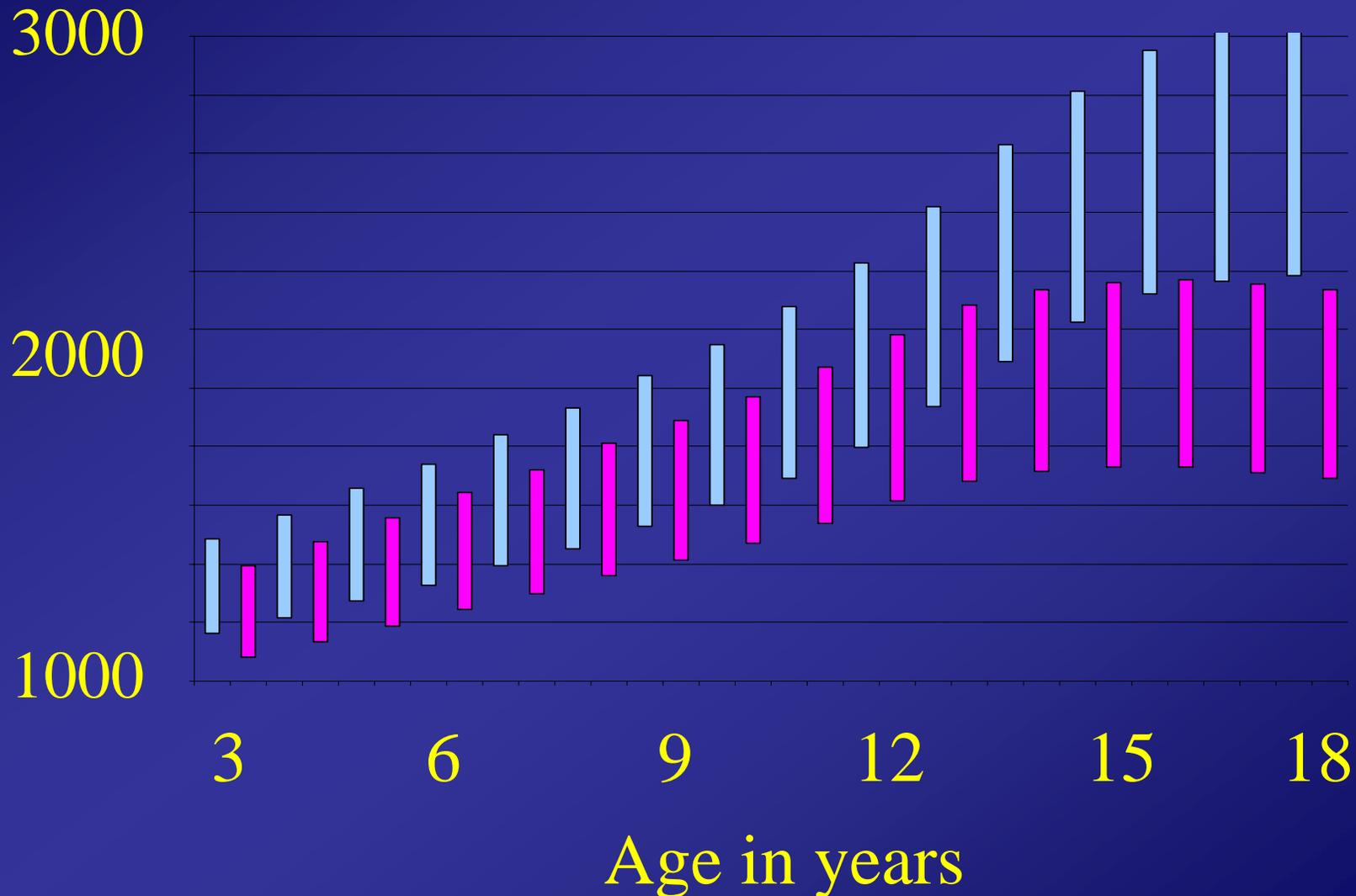
DRI Estimated Energy Requirements (EER)

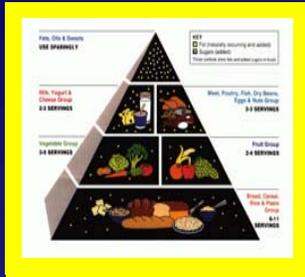
- Average requirements to maintain weight
- Based on
 - Gender
 - Age
 - Height
 - Weight
 - Activity Level

Estimated Energy Requirements (EER) for men and women of reference body size



Estimated Energy Requirements (EER) for children of reference body size

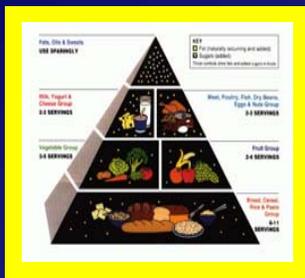




Nutritional Goals for Pyramid

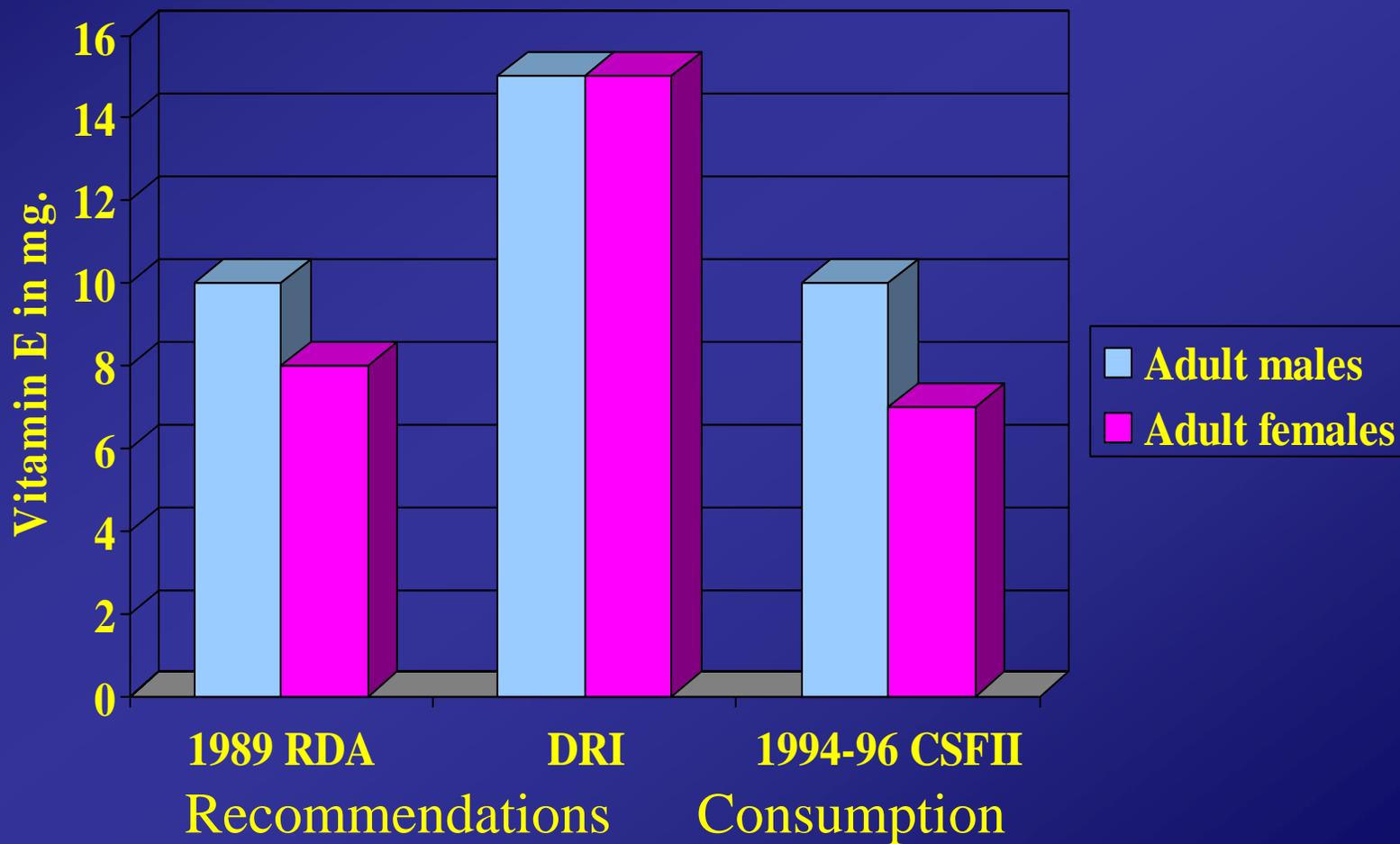
Adequacy

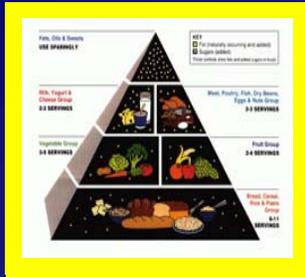
- Energy to meet Estimated Energy Requirements (EER)
- 100% DRI for protein, vitamins, minerals, essential fatty acids, total fiber



Example: Vitamin E

Recommendations & Consumption

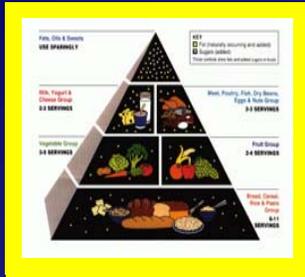




Nutritional Goals for Pyramid

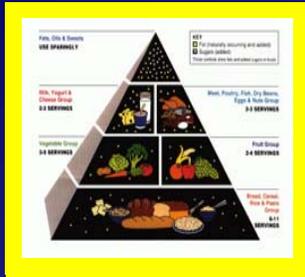
Moderation

- Total fat—30% of calories or less
- Saturated fat—less than 10% of calories
- Cholesterol — 300 mg or less
- Sodium — 2400 mg or less
- Added sugars — to balance calories



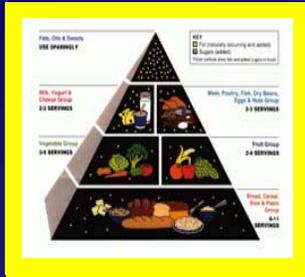
Nutritional Standards

	Dietary Guidelines (2000)	DRI (2002)
Total fat	30% calories	20-35% calories
Saturated fat	<10% calories	Not quantified
Cholesterol	300 mg	Not quantified
Sodium	[2400 mg or less]	NA
Carbohydrate	Not quantified	45-65% calories
Added sugars	Not quantified	<25% calories



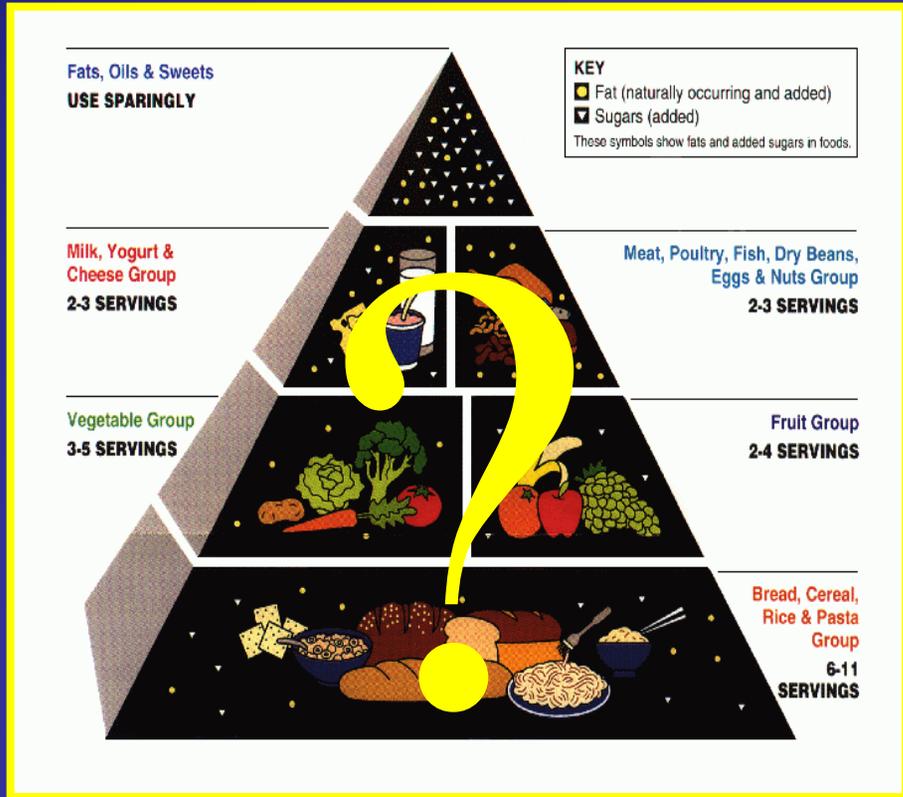
Technical research process

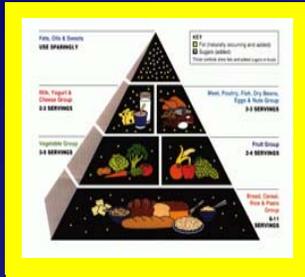
- Update nutrient profiles—use new food consumption information
- Determine appropriate calorie levels—use new energy requirements
- Determine amounts from each food group for each pattern
- Calculate nutrients in proposed patterns and compare results to nutritional goals
- Adjust patterns as needed



Technical research issues

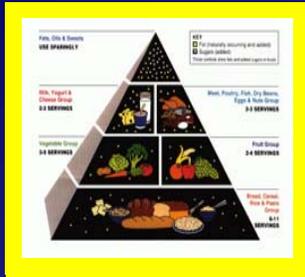
- Determining energy levels to use as targets
- Meeting goals for some nutrients—
Vitamin E
- Determining amounts of some nutrients in
foods—total fiber
- Using fortified foods in nutrient profiles





Initial consumer research—topics

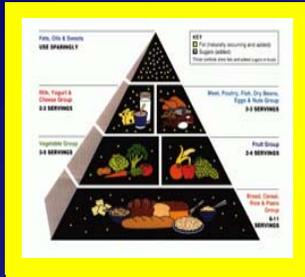
- Perceptions of “healthy eating”
- Awareness and knowledge of Pyramid messages
- Perceptions of “servings” and “portions”
- Consumer use of Pyramid and barriers to use



Consumer research findings

Perceptions of healthy eating

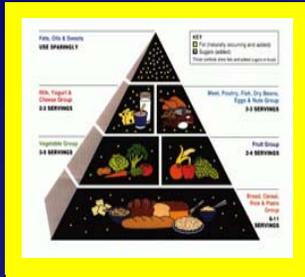
- Fruits and vegetables
- Variety, moderation, proportion
- Avoid or limit fats
- Multiple answers common



Consumer research findings

Awareness and knowledge of Pyramid

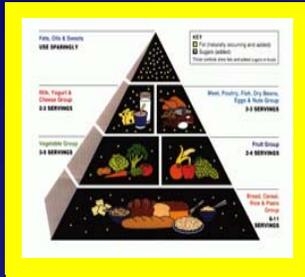
- Most are aware of it
- Many can identify one or more key messages
- Few could place food groups correctly
- Most could identify where mixed dishes fit—into several food groups



Consumer research findings

Perceptions of “servings” and “portions”

- Do not distinguish servings vs. portions
- Did not see relationship of “number of servings recommended” and “serving sizes”

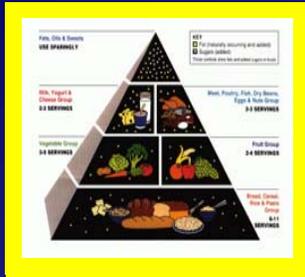


Consumer research findings

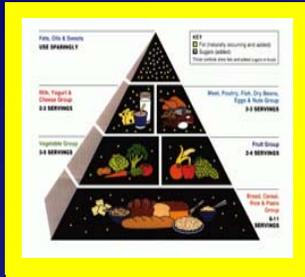
Use of Pyramid

- Few consciously use the Pyramid—some say they use it subconsciously
- Barriers—too many servings, hard to count servings, too much work, time, or self-discipline

Stakeholder input

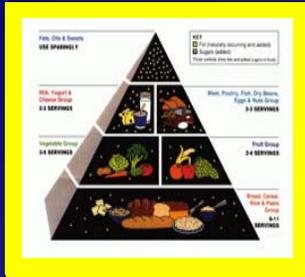


- Forum with professionals
- Presentations at professional meetings
- Article in JADA
- Notices on list-servs



Topics

- Meeting nutritional goals
- Including fortified foods
- Addressing portion and serving sizes
- Dealing with diverse food choices
- Making the messages clear and understandable
- Others?



Down the road...

“Are we there yet?”

Reassessing and updating of the Pyramid is a complex task—it takes time to do it right.



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