

## **FEATURE – WISE EATING IN THE NEW YEAR**

**INTRO:** Keeping that New Year's resolution to lose weight and be healthier can be tough because it can be easy to eat poorly. The USDA's Bob Ellison has more. (1:34) (refeed)

**MOST PEOPLE KNOW THAT EATING HEALTHY FOODS IS GOOD FOR THEM, BUT THE PROBLEM IS THAT IT'S OFTEN EASIER TO EAT WHAT IS LESS HEALTHY. DOCTOR BRYAN WANSINK IS EXECUTIVE DIRECTOR OF THE U-S DEPARTMENT OF AGRICULTURE'S CENTER FOR NUTRITION POLICY AND PROMOTION. WANSINK SAYS THE TWO BIGGEST DRIVERS OF WHAT WE EAT ARE TASTE AND CONVENIENCE.**

Dr. Bryan Wansink, Exec. Dir. USDA CNPP: Most people have the discretionary income to afford to eat healthy and to afford to eat a lot of really good food, but the problem is the whole power of convenience is leading us to eat a whole lot worse than we typically have.

**WANSINK SAYS ONE OF THE BARRIERS TO HEALTHIER EATING IS DIETS THAT DEPRIVE PEOPLE OF WHAT THEY ENJOY.**

Wansink: One of the things we find is why diets fail is that they end up being deprivation diets. Deprivation diets fail because they force you to make this incredible transformation that you don't want to make like giving up pizza or French fries forever.

**WANSINK SAYS THE KEY TO EATING HEALTHIER FOOD AND LOSING WEIGHT IS TO AVOID MINDLESS EATING.**

Wansink: Being a nation of mindless eaters we realize there are things we can do to eat a whole lot better and eat a whole lot less.

We can get rid of that candy bowl and bring in that fruit bowl. We can buy not so many chips.

Because if you come up with two one hundred calorie changes every day you're going to weigh twenty pounds less than you otherwise would.

**FOR MORE INFORMATION ON HEALTHIER EATING, GO TO W-W-W DOT MY PYRAMID DOT GOV. I'M BOB ELLISON FOR THE U-S DEPARTMENT OF AGRICULTURE IN WASHINGTON.**