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Joining us now is Tracy Fox. In the year 2000 Ms. Fox founded Food Nutrition and Policy Consultant. Her company specializes in food and nutrition policy and programs at the federal, state, and local levels. Including nutrition assistance, and feeding programs, child nutrition, obesity, and school and community health problems.

Today Tracy speaks to us on behalf of the Produce for Better Health Foundation, which is non-profit consumer education foundation whose purpose is to motivate people to eat more fruits and vegetables to improve public health. The foundation achieves success through nutrition policy efforts, industry and government collaboration, and a variety of nutrition education programs such as the national Five A Day Program.

After Jim’s revealing that mother’s are to blame for everything, that’s great, with two teens that’s all they need to hear tonight. They already blame me for everything imaginable and most of which I really don’t think I’m responsible for. But it’s great to be here. This is a nice venue. I’m used to talking to nutrition folks and policy folks so it’s really nice to have this venue to talk to farm women. It’s actually pretty cool. When I was looking on your website I was very impressed so thanks for inviting me.

I’m mainly going to run through very quickly the Produce for Better Health Foundation issues and information and about the organization. I really want to get to some of the policy initiatives we’re working on. I hear some of the questions being raised. What are the action steps, what can we do next to try to shift from where we are today to where we need to be in terms of consuming more of the good things like low fat dairy, whole grains and fruits and vegetables?

So I’m going to talk a little bit about PBH, some of our research initiatives, some of the programs we have, marketing and outreach, and then policy advocacy. You can see the first four or five things I’m going to fly through. But you have the slides and you also have our website. You can contact me as well.

First of all the vision of the Produce for Better Health Foundation is to help people enthusiastically eat an abundant daily variety of fruits and vegetables, therefore enjoying better health. I think enthusiastically is important because so many times we hear eat this, eat that, do this, do that, we really want it to be a pleasant positive experience. We want consumers to want and to seek fruits and vegetables.

PBH’s mission to how we are going to try to do that to lead the way to achieving increased intake. Is to leverage both public and private sector resources, and I will tell you a little bit more about that. Influenced policy makers, and that’s a key role in part of what I do for the foundation is here in Washington. I’m located here; PBH is actually located in Wilmington, Delaware. But I mainly do a lot of their policy work, along with a number of other fruit and vegetable oriented organizations. To motivate key consumer influencers and consumer influencers with the

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organizations like the American heart association, American cancer society, possible agricultural organizations.

Those of new and other organizations that are in contact with consumers. Then obviously directly to consumers PBH also influences.

I think before I get into the PBH stuff I think it's important to step back and take a look at why are we even here? Why should we worry about fruits and vegetables? Well, the obvious. They really are good for you and that's been proven out in a number of research studies. That data is growing as well to show the link between fruits and vegetables and reduced risk of cardiovascular disease, its better.

This is going to be a little game. On the left side you see these numbers and I basically want you to tell me what you think the numbers mean: 20% just tell me what you think that 20% means, anybody. Twenty percent is the average percentage of Americans who eat 5 or more fruits and vegetables. What about 3.6? What do you think that 3.6 servings per day? That's basically that 20%, that's what the average American eat. What about 3.5? That's what the average child eats in terms of servings of fruits and vegetables. Thirteen percent of families with kids meet the five or plus servings a day. We generally see, and Jim probably knows this very well as well, that families with kids tend to do a little better nutritionally because there is a little more incentive. But we see on the fruit and vegetable front it's pretty dismal.

How about french fries? Number one vegetable, guess for what age group? The 15-24 months, infant – toddler. There was a toddler study done by Gerber the baby food company. They found that french fries are the number one choice of vegetable for infants of that age. I look at that and I think as a mother I did not give my kids french fries. I did a lot of things; sure we all go to McDonald's once in awhile. But to have that be the main vegetable of choice at an age where we really do have pretty much total control.

Believe me with teens you have negative control. But with the 15-24 month old you have a little more control. On any given day 45% of kids eat no fruit, so we do have an issue, we do have a problem. But on the other side of the equation we see the positive attributes of fruits and vegetables play.

Produce for Better Health Foundation members include pretty much everybody and everything from the supply chain from the grower and the farmer like you are all the way through to the consumer. So, supermarkets, growers, shippers, processors, food service distributors, commodity boards, also health care professionals, everybody.

Our national partners, which I think are also really important, include the centers for disease and control prevention, the national cancer institute; California Department of Health Services is on there specifically. We have a number of State Department of Health Services that are very much a partner. But California was actually the first state to receive money for the NCI back in the late

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80's, early 90's, to start the National Five A Day Program. So they had it in California then it went national.

The Produce for Better Health Foundation partnered with National Cancer Institute to form the public private partnership that we have today. Then we have all these other national partners like the American Cancer Society, Produce Marketing Association, United Fresh Fruit and Vegetable Association, a very strong advocate on the go here in Washington for fruit and vegetable issues, the Diabetes Association, Heart Association. Now we have a really nice national partnership that helps basically PBH managing one, its operation.

Some of the research that PBH is involved in, research really helps provide strong under pitting that helps PBH then go on and advocate for policies to change fruit and vegetable policies to increase consumption. You can always go on Capitol Hill and talk to members of congress or USDA can talk to administration officials and say we need more fruits and vegetables. It just is the right thing to do but just doesn't cut it. We need the research behind what you are saying and what you are doing. Some of those statistics we just went through in terms of the low consumption rates. We need that to show why we need more funding to promote fruits and vegetables.

We need the health statistics to show why people don't consume fruits and vegetables will get chronic disease, and will basically cost the economy a lot of money. PBH does a lot of research. If you are interested I do have a number of the actual reports that PBH does. They are also all available on our website. PBH takes pride in making sure that their research is user-friendly. Not that the government research documents aren't, but we do try to make it a little more user-friendly and very colorful. We also do the types of research that government agencies really can't do.

We also do a lot of work in the food service arena. Jim talked about some of their initiatives with McDonald's. We are also working with McDonald's and Wendy's to try to promote more fruits and vegetables. Hopefully seeing a little more than the McDonald's Asian salad. Guess how many cups of fruits and vegetables are in it? There are 3 ½ cups! If you ate a McDonald's Asian salad without a lot of the dressing on it, or at least ask for low fat because they always have low fat, you'll get close to 7 servings a day at 3 ½ cups which is great. That's about what most of us need now, about 7 to 9 servings a day. We need about 4 ½ cups of fruits and vegetables a day. That's a lot different from the previous recommendation of just 5 servings, which is about 3 ½ to 4 cups.

We are doing a lot of work with schools as well. Produce for Better Health Foundation had a nice pilot project in Florida where we went into four school districts down there and really did sort of an infusion of fruit and vegetable initiatives working with the Food Service Operators and the Nutrition Educators working in the cafeteria. This proved very successful. Of course we didn't have the funding to carry it on to more districts but we are working on that.

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Then the Culinary Institute America, PBH is also working with major shops in the country to get them to put more produce on the menu. This was a recent publication that Produce for Better Health Foundation just issued called Produce First, American Menus Initiatives. A really nice collaboration with the CIA. I love that because every time you say CIA in this town is like What!?! The Culinary Institute of America, the other CIA.

Marketing and communication, this has always been an active area, but PBH is going to be even more active. I kind of mentioned PBH and it's actually now the Centers for Disease Control, run the National Five A Day program. What's wrong with that story? What's wrong with that term, five a day? It really doesn't apply anymore, other than for 2 to 3 year old kids. Because the serving sizes and the recommendations for fruits and vegetables is now about 7 to 9 servings for most Americans. It ranges from 5 to 13 servings depending on how active you are, how old you are, etc. So Five A Day is really a thing of the past. PBH is in the process of developing a new brand if you will, to really capture the essence of the increased recommendations. And hopefully to continue to appeal to a broader audience. Hopefully those of you certainly in the fruit and vegetable industry will see a lot more coming out of PBH and others in terms of basic re-branding the message.

Some other communication vehicles that we use include a number of newsletters that any of you are welcome to subscribe to. We have the PBH website. We have two websites, pbhfoundation.org and 5aday.org. You can get to them through each other, so, if you get to one you will be able to get to the other. But the 5aday.org is a little more consumer oriented. It has recipes; it has fun activity sheets for kids and those types of things. The PBH foundation one is more for policy officials, health care professionals and educators. It is more tied to some of our research is going to be on there, as well as action plans, action steps to take action to increase fruits and vegetables. These are some other tools for outreach to health care professionals. PBH has a great catalog with a nice variety of materials for all the audiences that we serve, from retailers and suppliers to consumers to health educators, etc. and on our two websites as well.

PBH has really done a lot of work lately working with retailers and suppliers in really trying to get the message out. It is also geared towards moms and kids. So we have a nice collaboration with Rimway on the carrots and tying it into Sponge Bob. I was talking to a friend of mine, whose daughter swears that those baby carrots taste better than all the others. Fine, if that's what she says, that's her reality that's great. Have her tell her friends so that they'll all buy them.

We also have a really nice program called “There's A Rainbow On My Plate”, which really builds on variety and trying to get kids to consume a variety of colorful fruits and vegetables. It comes with a curriculum, the coloring books, activity guides. It's now in over 5,000 retail establishments, grocery stores, supermarkets, etc., so it's really taken off. Some of the other materials down there are again more of the Colorway brochures and materials.

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This is really a nice initiative that focuses on getting consumers to not only to consume five a day but also to consume five different colors a day. Because you really get the benefit of fruits and vegetables through consuming a colorful diet, not just the potatoes. If there are any potato farmers here, that’s great and I’m sure you probably would not want that kid to be eating your product as a french fry eater. We also need to really focus on the variety the reds, the orange, the deep dark greens and those kinds of things. These are just some of the retailers that PBH works with.

Some other cross promotional examples include things like working with Shrek. Working with some of the major suppliers in promoting products that are consistent with, or try to tie into some of the major media things going on. So we have a nice collaboration with suppliers and try to tie into some of the major movies coming out like Shrek, Madagascar, and Curious George. A lot of those movies that are really meant for kids and teens. But I know a lot of children are really connecting with these movies, as well as the fruit and vegetable message.

Then we also have a nice collaboration with Sesame Street. They are doing a whole series this season and some of last season, called Healthy Habits For Life. This is really focusing on a number of habit changing activities that kids can do and a healthy diet is one of them. I think that whenever this was launched there was a big concern that Cookie Monster would no longer just be consuming cookies, and oh my gosh that’s awful because Cookie Monster has always consumed cookies. He still consumed cookies but I think the portion sizes were reduced, and he tried to add a little more variety to his diet. So we didn’t totally take away all his cookies.

In terms of advocacy and public policy, this is kind of where I know you all were in Washington and this is your interest for the meeting. PBH does a lot in this area and PBH is well suited to do some work in this area. Mainly because of our research and scientific underpinning. We work a lot with the United Fresh Fruit and Vegetable Association. They really do a lot of sort of heavy lobbying and advocacy on Capitol Hill.

We work with them on a number of initiatives. We will go to The Hill with United and advocate for fruit and vegetable initiatives. PBH kind of brings the scientific underpinning with a lot of our research. United brings kind of the hardcore lobby to legislatures that we need to get the message in and get the doors open.

We also do work with Produce Marketing Association, and then another organization called the National Alliance for Nutrition and Activity. N.A.N.A. is the acronym for that. They represent over 300 health and physical activity oriented organizations. They have done a lot with increasing CDC’s budget to promote anti-obesity campaigns, etc. So we do a lot of work with them, and again PBH really provides the research base to then come up with a policy recommendations and initiatives that hopefully will sell.

In terms of what we are doing and what some of our priorities are, I will go through some of these and again I will be glad to answer more detailed questions on them. But one of the big

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pushes since the 2002 Farm Bill, is expansion of USDA’s Fresh Fruit and Vegetable Program, it may also be called The Snack Program. It is fourteen states right now and about 100 schools in each state. It is a program where school children get a free fruit or vegetable snack every day. It is not part of their school lunch program, but at another time during the school day. It could be in the morning or it could be in the afternoon. It has been a hugely successful program.

I have visited a couple of the schools that this program is in and it is really amazing to see young kids really digging into a fresh apple. And I mean young kids; some of them are just getting their teeth or missing a whole bunch of teeth. I remember thinking, “Oh, is that really the best choice for this population?” They didn’t care. But it has been hugely successful in really getting kids to think about fruits and vegetables in a very positive way. It has really brought teachers, administrators and parents together to really make sure that this program gets administered affectively. It has been hugely successful and as I stated the program is in fourteen states and three Indian Tribal Organizations funded at about 15 million dollars a year.

The Health Agriculture Committee, Appropriations Committee, just finished up their work about a month ago. They increased funding to about 25 million dollars. This would provide about 500,000 to each state who have enlisted in the program.

United, PBH and others are looking now to the Senate, where they continue their negotiations. They would really like to see a million dollars per state to expand this to 100 schools in each state, versus the 500, 000, which would cut it back a little bit. That would obviously be at about 50 million dollars. So we are lobbying on the Senate side right now to do that. You all can feel free to do the same by logging on to United’s website, which is uffva.org. That will take to the action steps. We really do feel this is important, not only to get kids exposed to fruits and vegetables at a young age. But we hope that will translate to them continuing those habits, and to hopefully decrease in some of the negative health effects we see in people who don’t consume fruits and vegetables.

Another public policy activity that we are working on is the W.I.C. Food Package. The special supplemental program for woman, infants and children, which is called W.I.C. It provides food basically to low income woman and their children up to five years of age. One in four kids born into this country today is born into the W.I.C. Program. It is not an insignificant program. What is insignificant about it is the existing food packages today that include very few fruits and vegetables. In fact I think that breastfeeding woman can get carrots and most kids can get fruit juice. And that is it.

Fortunately, USDA has realized that those packages have not stepped up with the science. They are not consistent with the dietary guidelines. If anything they kind of move against the dietary guidelines. They tend to be higher in fat and higher in nutrients that frankly just aren’t the problem anymore. Therefore the USDA has asked the Institute Of Medicine to take a look at

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how to revise the W.I.C. food packages. The IOM came back and said these are the 20 things that you can do. Probably their strongest recommendation was to increase fruits and vegetables in the package. Of course the fruit and vegetable industry was thrilled and health officials were thrilled.

Now it is back at USDA and they are in the process of issuing a proposed rule. So it is going to be going through the regulatory stages soon we hope. We are not sure when the ruling is going to come out but it is going to be hopefully before 2007. So again, those of you especially who are in the fruits and vegetables area, when that proposed rule comes out it is open for public comment. USDA needs to hear from everybody and they would certainly love to hear from you all as well. If you log on to United's or PBH's website you will see updates on when that proposal is going to come out.

Another initiative is funding for CDC's division of nutrition and physical activity efforts. The CDC is now the federal agency that has oversight for the Five A Day Program. This was acquired by the National Cancer Institute which had oversight for about fifteen years. Which is fine, because we also know that fruit and vegetable research shows that not only are cancer incidence reduced with fruits and vegetables, but as I also mentioned diabetes, cardiovascular disease and some of those other things. CDC is a much more logical federal agency fit. So PBH looks to CDC to administer the National Five A Day Program. Unfortunately, when the program shifted from NCI to CDC there was no funding shift. There was no funding in addition to the responsibility that the CDC had. So again, PBH, The National Alliance for Nutrition and Activity, United, Fresh Fruit and Vegetable, are all going to lobby CDC to increase funding for Five A Day.

What CDC does with that funds is gives it to state health departments to administer anti-obesity programs and hopefully to promote fruits and vegetables. And that is really important. PBH doesn't benefit directly from those funds, but consumers do by getting the program that CDC offers.

Nora talked about the School Wellness Policy and the requirement that every school district have a Wellness Policy in place. PBH has developed and I believe there is a handout that you all have. A nice document that talks about how school districts can increase fruits and vegetables as apart of their wellness policy. That's another area that I think you all can be very active in.

If any of you have kids in the school system in your local district or know kids, or grand kids or nieces or nephews, get involved in the school wellness policy. One of the provisions in the law was that development of the policy needs to include a variety of state quarters. You all are those state quarters that really do have something to say about what is served in your schools.

There are things you can do, to promote your commodities and for lower fat version for non-fruits and vegetables and then certainly fruits and vegetables. So I urge you to find out what's

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going on in your district. Usually it’s just a call to the district Food School Service Director. Who often times is involved in developing the wellness policy. Feel free to show them the Produce for Better Health Foundation Wellness Policy ideas and any other ideas that you have.

Then we’re also doing grassroots advocacy. As part of this whole re-branding effort to shift the Five A Day to something that more appropriately fits the dietary guidelines. We also are going to be reaching out directly to consumers, so consumers can log on to the PBH website and take action. Whether that means notifying their school board about a change or contacting USDA about the W.I.C. food package, etc. So they are going to be expanding that as well.

Since Stephanie did a nice job of talking about the farm bill I want to add a little bit about what the fruit and vegetable industry is doing in terms of the farm bill. Not only do we want to expand the Fresh Fruit and Vegetable Snack Program every year through the appropriations process. That program was actually authorized under the 2002 Farm Bill. So they like to use the next farm bill as an opportunity to kind of continue to expand and secure funding for that, so that’s going to be a big push. We’re doing it now through appropriations; we are going to continue to do it through the farm bill.

Specialty crop block grants were funded I believe in the 2002 Farm Bill, it may have been 2003. But it basically provided funds to state departments of agriculture to promote specialty crops. Specialty crops are generally defined as fruits, vegetables, nuts, and horticulture and some other products. PBH worked with three departments of agriculture in Florida, Arizona, and California where they received the specialty crop funds to promote fruits and vegetables. Part of the development of the Five A Day The Color Way initiative was funded through specialty crop grant funding.

So PBH really worked nicely with the departments of agriculture to promote fruits and vegetables through some of our education efforts. We want to see that program expanded, I think it’s about 15 million now, not much. We would like to see it obviously expanded so more students can benefit from those funds to promote fruits and vegetables. Then market asset programs basically to do a little better job of being able to promote fruits and vegetables. Dairy does it well, pork, beef, a lot of the other commodities. Basically fruits and vegetables have not been at the table when it comes to farm bill negotiations to the degree that row crops and some other commodity groups are.

I hear a lot lately about farm bill discussions and one thing that has been noticed is I do hear a little bit of a shift, and Stephanie spoke of this as well. A shift from traditional Ag policy and those types of things, to really thinking about trying to link Ag policy to nutrition policy. Does our Ag Policy promote healthy diet? And if it doesn’t, how can it?

Now, the fruit and vegetable industry generally has not gotten subsidies and generally my take is they don’t want them. But there are some other things that can happen to level the playing field

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a little more, like market assets programs, like increasing specialty crop block grants, like increasing funding for the Fruit and Vegetable Snack Program in the schools. I think you're going to see a little more discussion about trying to level the playing field and carve out a little more for the fruit and vegetable industry. Because they have been so under funded, if you will, in previous farm bills.

One other thing that I did want to mention, and you do have a copy of this, is the National Action Plan. I put this at the end even though when I was talking to Carol and setting up this talk, I said, “Well I'll talk about the National Action Plan.” But as I was going through the slides it kind of made sense to put it at the end. Because when you think about it a lot of the things that we've just talked about are sort of correlating at least for PBH in this action plan. This action plan really is a combination of policy in large scale strategies that we've talked about. It can really be narrowed down to different settings and what those settings can do.

The National Action Plan really builds on PBH's marketing, research and policy agenda. What it does is identifies ten settings. Those settings are some of the things we've talked about before; food service arena, policy arena, schools, daycares, growers, shippers, processors. We have identified these 10 settings and then we've identified about 80 strategies. About 8 to 12 strategies per setting that we feel those settings can do to start pushing the needle over to increase fruits and vegetables.

It has a little bit for everybody in there. You should be able to pick this up regardless of what sort of fruit and vegetable segment you are in and identify what strategies you can do to help move the needle.

When I looked at the title of today's session and your meeting in terms of nutrition, public policy, and personal responsibility. I really thought about the action plan because it's everything. It is policy but it is also a little bit of personal responsibility in terms of what you can do, or at least what food service establishments can do, to make it easier for people to make the right choices.

I do hope that you take a look at that and really use driving a lot of PBH's actions. We have identified from this about a half a dozen strategies that we really want to focus on. I have talked a little bit about those already. I think that the reason why it is really important, and this statistic I love it and I hate it. It's a disgusting statistic but it also tells you how far we have to go.

At current rates if consumers keep eating and drinking the way they are eating and drinking, we do see the fruit and vegetable rates increasing a little bit every year. But at the rate it's going it's going to take about 128 years to close the gap between fruit and vegetable intake and recommendations. Sadly, this report was done, not the National Action Plan, but the report that this statistic came from was done before the 2005 dietary guidelines, which significantly increased the fruit and vegetable recommendation to 9 to 13 servings. So in 128 years will be lucky if we reach it then. It's going to be a lot higher given the new increased recommendations.

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So we have our work cut out for us. We have some ideas and strategies; we just need to also increase the funding and the attention paid to fruits and vegetables.

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Jim Mulhern, Principal, The Fratelli Group

Mulhern is an award-winning communicator and policy strategist with more than 20 years experience in Washington public policy issues.

I want to start out by talking a little bit about the National Dairy Council. As many of you know NDC is the nutrition, research and education arm of the dairy industry. It is a producer funded organization. It has been in existence for nearly 100 years, going back to 1915, when the Dairy Council was formed. NDC was formed by a group of dairy farmers who came together, and have been at the forefront of providing nutrition information to America’s consumers. These dairy farmers were working with a dairy scientist at the University of Wisconsin who was doing a lot of research on the components of milk. He was encouraging farmers to put this program together because of the strong feeling of the tremendous nutrient powerhouse represented by milk. We need to be doing more as an industry to talk about this with educators and consumers.

Through the years, NDC has been the leader in dairy nutrition, research, education and communications fields. It provides a great deal of scientific research, conducting some of its own, but mostly funded at Universities. It is involved in extensive nutrition education programs in schools, and provides nutrition information to physicians, dieticians, nurses, educators, and consumers, all designed around fostering a healthier society. Since the very beginning, one of the things that have been a hallmark of the Dairy Council is that it does not just talk about the role of milk and milk products in the diet.

Our education efforts have always emphasized the importance of a variety in the diet with important roles for fruits and vegetables, grains and protein. There is an extensive network of nutritionists and dieticians that are part of Dairy Council, working in states around the country to answer questions of consumers on virtually any topic related to dairy products, nutrition, scientific research, diet and health. NDC has become a leader in nutrition education in schools through the network of state and regional Dairy Councils.

Part of that background is to give you the picture that this is not a subject that the dairy industry comes to lightly or recently. Historically, the focus of much of our efforts was on providing information and education on milk and milk products. We tend to look at some different issues now, and obesity certainly is one that is on the agenda for this meeting and on the national policy agenda when it comes to nutrition as related to nutrition issues.

It’s important to remember that for much of the 20th century, obesity wasn’t an issue at all. It was exactly the opposite; malnutrition was the issue that we focused on. Going back in history to WW II, one of the things that affected the establishment of the national school lunch program, was the sight of all of these underweight, scrawny kids and young men entering the military, coming off farms and small towns across America. Going into the Services, they had a lot of chronic health problems that they had to deal with.

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The school lunch program really did develop out of a national recognition that more needed to be done to feed Americans. Schools were the place to do it in. Nora talked extensively about the efforts of Action For Healthy Kids, and how schools still are a very important player as we look at nutrition, both through feeding programs and nutrition education. It was through a series of nutrition assistance programs established in this country in the mid 20th century, the Food Stamp program, WIC program and many others, the problems of the large underweight population were eliminated, but now we are dealing with a different problem of obesity.

The problem clearly of today is that we have too much food, not, not enough food. Perhaps more accurately, we have too much of the wrong foods being consumed. It was mentioned by Stephanie, something that I am going to talk about, a nutrition paradox we face in this country. We are a nation that is undernourished but overfed. Obesity rates, especially among children, are increasing at the same time that people are not getting enough of the essential nutrients in their diet.

As the Dietary Guidelines for Americans, 2005, state, “Many Americans consume more calories than they need without meeting recommended intakes for a number of nutrients”. In other words, Americans are consuming diets that are high in calories, but not high enough in nutrients. So, the central part of the challenge that we face is how to shift these calorie dense diets to nutrient dense diets. Primarily the key part of that equation is following the Dietary Guidelines, 2005.

One of the key recommendations in the Dietary Guidelines is to increase consumption of key food groups that are consumed at inadequate amounts in the American diet. Three groups identified by the Guidelines were low-fat and fat-free dairy foods, whole grains and fruits and vegetables. It is these three food groups that can help provide the five nutrients of concern that were identified in the Guidelines as low in the diets of children and adolescents. Milk and dairy products provide three of those five nutrients, calcium, magnesium, and potassium, while fruits, vegetables, and whole grains provide the other two, vitamin E and fiber.

Milk contains nine essential nutrients, and is the number-one source of calcium, phosphorus, magnesium and potassium in the diets of children and adolescents. One of the problems that we are facing in this industry, and are very focused on addressing is that most children and adolescents in this country don't meet the daily recommended amount of consumption of milk products. Nearly 80% of children, 9-19 don't get three servings a day. As you would expect, that translates into a nutrient inadequacy problem which I have referenced before. When you look at calcium requirements, 7 out of 10 boys and 9 out of 10 girls in this country, ages 9-19 don't get enough calcium. The problem with that is it is a problem that shows up much later in life. Kids don't realize that they are not getting enough calcium. The problem is identified as a pediatric disease with geriatric consequences. It is much later before you see the impact of not getting adequate calcium early in life.

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In addition to encouraging more consumption of dairy foods, fruits and vegetables, and whole grains, another core concept of the Dietary Guidelines, 2005, is this issue of nutrient density, which I mentioned a little bit earlier. The Guidelines featured nutrient density as a way to choose foods for a healthful active lifestyle, stressing the importance of getting the most nutrition out of your calories, and making smart food choices within each group.

Nutrient density is important because it highlights the importance of considering beneficial nutrients in addition to calories, not just looking at calories when choosing foods to fit into a healthful diet. The question is if two foods contain the same calories, which one is better for you? The one that has more nutrients would be the choice to make.

Nutrient density focuses attention on the total nutrient package of the food. It provides a positive way to choose foods rather than simply focusing on a negative avoid this, avoid that approach. The Dietary Guidelines do include nutrient density as one of the “key recommendations”. I think the language of the Guidelines is, “Consume a variety of nutrient-dense foods and beverages within the basic food groups”. The part of that nutrient density concept is one that does apply to milk and dairy products in particular. The Guidelines talk about small amounts of sugars added to nutrient dense foods such as breakfast cereals and reduced fat milk products. They increase a person’s intake of such foods by enhancing the palatability of these foods, thus improving nutrient intake without contributing excessive calories.

A lot of what we do is focus on looking at the consumption levels, and knowing that kids are not drinking unflavored white milk nearly to the degree that they used to. When you look at the balance of schools that serve flavored milk, which has been largely increasing in consumption, and schools that aren’t serving flavored milk, the schools that aren’t serving flavored milk have much lower milk consumption than the schools that are.

Yogurt has been a wonderful growth area in the dairy case. One that we are doing a lot in terms of new flavors, new packaging, both liquid and solid form. It really is a tremendous food from a nutritional standpoint of both nutrients and as a full basic food. These two areas are ones that we are really trying to focus on to grow the category.

I am going to mention just a couple more things that I think is important to address the nutrition challenges before us. I think it’s important to mention to this group and to all groups to avoid overkill. It is a truism that perfection is the enemy of the good. In the context at looking at some of these nutrition issues, our focus should be on approaches that help people make informed choices for their diet, not on approaches that lecture, hector, and scold people into eating certain foods and not eating others.

Part of what that means is to recognize that when considering fat, carbohydrates and protein levels in the diet, the 2005 Dietary Guidelines recommendations for the appropriate percent of calories from each macronutrient group apply to the entire diet, not to individual foods. So,

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while we should have less than 10% of total calories in our daily diet from saturated fat doesn't mean that any food that has more than 10% of calories from saturated fat is one that you shouldn't consume.

The issue in milk has to do with 1% vs. 2% milk. One of the things that we're concerned about is 2% milk is the largest category in the dairy case, and is consumed more than any other category. That's a choice that people are making voluntarily on their own in the supermarket. They have a choice of whole, 2%, 1%, and nonfat milk that they can choose. We have seen whole milk sales drop as much as half. 2% hasn't really increased that much, but it's stayed at about 40-45% of total sales, and 1% and skim have grown over the last 20 years. But frankly over the last 5 years, both 1% and skim have surprisingly dropped in consumption. I can't explain that but it is the case.

As we look at schools for example, one of the things we have to remember is people are making individual food choices everyday. What you want to do is make the right choice, and making the right choice is easier when the healthy foods taste good and are presented in an appealing way.

I'm going to give you one example, because I think it speaks to a lot of what we are trying to do in the dairy industry today to increase consumption. The biggest problem we face is not one of over consumption, but one of under consumption. The average American is consuming 1.6 servings of dairy a day. We should be getting three servings a day. It does have health consequences as I have mentioned earlier. Many of our efforts are focused on trying to get that consumption level up so that people are getting the nutrients that are provided by milk.

One of the things we did was a pilot test in schools. We have seen the arrows as obesity rates have risen in the last 20 years. There are certain food consumption patterns that have risen. I'm not going to get into any particular foods, but I think you know what kind of beverages have been on the uphill path for many years. Milk consumption has been going on the opposite path, and it really is directly opposite proportion. Part of the obesity solution in our view is to increase consumption of nutrient rich products like milk.

Recently NDC, together with the School Nutrition Association (SNA) sponsored a pilot test in more than 100 schools in the country, and did some interventions to improve the milk consumed by students in those schools. We took 100,000 students in these 100 schools and made some simple changes. The number one change was to present milk in attractive plastic packaging, little milk jugs, 8 oz. milk jugs opposed to the old fashioned table top carton, which if you went to the same school I went to you could never open it anyway. This is probably the biggest problem in trying to get kids to consume milk, because they can't get the package open.

In some of the schools we changed refrigeration and put glass-front coolers in the schools. There were posters of minimal marketing information. In some of the schools we added a milk-vending component so there was reinforcement of what was going on in the lunchroom with a

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healthy vending choice in the hallway. The results were really extremely impressive. In those 100 schools, the schools where we made the interventions, compared to schools that were part of the test we monitored, consumption didn't change a thing.

The increase in consumption of milk was dramatic in the schools where we made changes. There was a 15% increase in elementary schools and 22% increase in secondary schools, so it averaged an overall 18% increase in milk consumption in those schools. We have worked actively in schools across the country, encouraging them to make the changes, but there is an investment if you're going to get coolers. Changing the packaging does cost a couple pennies more for the plastic carton over the tabletop carton.

That's a process that is slowly working its way to the dairy industry. We are trying to push and pull at the same time to make that happen, but there is growth and direction that is very positive in the school environment. We are actually trying to do the same thing replicated in the restaurant setting as well.

I don't know how many of you saw the Keystone Report that came out last Friday; the HHS had funded a study looking at the restaurant sector, and things that could be done to address the obesity issue in the restaurants. One of the things they noted is portion sizes has increased dramatically. Americans are consuming 300 calories more per day than they were 15 years ago. It's not a very long period of time, but that's a dramatic increase in consumption. Another recommendation is to encourage restaurants to serve more low fat and no fat milk products. Five years ago you couldn't go into a fast food restaurant in this country and find milk on the menu. It may have been available back in the cooler someplace, but they didn't do anything in the market to merchandise it.

We did a lot of work with McDonald's and Wendy's to get them to put milk on the menu, and do some promotional activities, and had tremendous success. We started in 2004, when we began intervention. I think in those two chains there were less than 700,000 units of milk being sold per week, 690,000 eight ounce containers of milk being sold within a year and a half. There was an eight fold increase in sales. They are now selling more than 5.2 million units of milk per week. McDonald's has it as part of their Happy Meals as an option. Wendy's has a similar kid's meal in which they offer milk. We are working with Burger King and others to include milk in their menu option. So with the Keystone Report and pushes like that, hopefully, we will be able to increase that kind of success replicated in other venues across the country.

I'm going to end by saying that there's no question that health and wellness are major drivers in the food marketplace today. The growth in sales just in the grocery category basically is bad. There may be a 1 or 2 percent increase in sales in grocery stores in total grocery items.

In the health and wellness category it is a double digit increase in sales. There is a tremendous amount of growth. You can see all the food marketers rushing to address that need in the

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marketplace. It is a need expressed by consumers wanting to buy foods and food products that are better for them. We see the long history, and years we have engaged in this activity, and as a result, it is doing more for the industry today, more than ever before. Shifting from a commodity mindset, which all of us in agriculture know only too well, and try to move more into a value added mindset for new uses of product.

One of the challenges for us, we could sell more milk if we had more perceptive packaging. Frankly, one of the limitations on milk sales is that it has a limited shelf life. If we could extend that shelf life it would make it easier for food processors and marketers to deal with some of those issues. And we will increase milk sales.

Our long time investment in both dairy science research and product development is an investment which will create a bright future for the dairy industry. We will continue to support and advance milk's important role in the American diet.

I'm just going to close by a salute to the foresight of America's dairy farmers. I have been proud to work with them. Actually, I have been in Washington almost 25 years. I come from a small town in Wisconsin, and I've spent a lot of summers on dairy farms with my friends and family. I have really been working on dairies since I was in High School. It's been a pleasure to be working in that industry that has had the foresight that it has had. Dairy Farmers investment of more than 200 million dollars per year to The Check-Off Program and activities to promote their product will create a bright future for the industry. We are obviously very proud of the product we produce and market, and we look forward to working on many fronts to contribute to improving the health of Americans.

Stephanie Patrick joined the American Dietetic Association as vice president in August, 1999. She is based in ADA's Washington D.C. office and oversees federal and state policy of analysis and advocacy efforts. She serves on the association's executive team and is a member of the board of ADAPAC, the association's political action committee. In addition, she is the founder of ADA's weekly policy newsletter, *On the Pulse*, and the monthly, *Grassroots Times*, which support ADA's nationwide network of food, nutrition and health activists.

In 1981-1998, Patrick worked in the Washington office of Cargill, Incorporated, rising to Assistant Vice President and Washington representative. She is a co-founder of various coalitions focused on market-based food and agricultural policy reforms, agricultural trade, funding for international lending and sanctions policy reform, including advocacy that food not be used as a weapon in US foreign policy.

She is a board member and serves on the executive committee of the National Coalition for Food and Agricultural Research, and the Board of Directors for The National Center for Food and Agricultural Policy in Washington.

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Stephanie Patrick –

It is an absolute pleasure to be here. This is home for me. I am a farm kid and I grew up on a farm in Lafayette, Indiana, but this is the place that I held my first job in Washington D.C. It is the building in which I met my husband. I regard this as a very comfortable place to be and I am very pleased to be down here.

My firming of this issue is to talk about in the context of it being the next farm bill. I suppose I was asked to do this because this is my seventh farm bill. I think most people gasp at that as if it happened last week. But it says that I am getting old.

Let's come at it from a new fresh point of view. I want to come at it more from a context of an ADA viewpoint first. Most people might ask why a professional association would be involved in a farm policy debate. Well, I will explain it a little bit for you. Nutrition is a very powerful issue. Since the beginning of time it has been the foremost consideration among everyone. But it wasn't called nutrition. The issue was called food and getting it was the general idea by early man. That framing has stayed with us throughout the millennium.

Here in Washington policy makers have accepted the axiom that nutrition is synonymous with abundance. If abundant food is available then people are well nourished. It is a refinement on that earlier concept that if adequate food is available then that is good enough.

But nutrition is a much more sophisticated discussion than either adequacy or abundance. It relates to both. Dietetics is the science that directly connects food to nutrition and health. The science was largely explored a century ago about the time of the Napoleonic wars. If you read European History you can read how both the British and the French realized that Armies marched on their stomachs. In order to have trade with the colonies you had to have people who were healthy, as far as both food safety and basic nutrition. That is what led to the development of the study of dietetics.

In terms of public policy I think that we have rightly taken a lot of pride in our efforts to support the efficient production and the equitable distribution of abundant and healthful food supplies. Providing 34 billion dollars annually to the poor, to children, and to a variety of high risk groups through society, is another demonstration in U.S. nutrition policies.

When we hear that U.S. consumers' high quality diet costs on average of just ten percent of disposable income, we realize that is a remarkable development with an achievement unmatched anywhere else in the world, and a testimony to a wonderful food production, marketing and distribution system. That, with the government's support, has steadily worked to improve itself.

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But then a new realization comes down the road that shatters the paradigm of everything that we have ever considered about nutrition policy for the last hundred years. That is, that nutrition and adequacy are not synonymous. Most Americans are not getting the vitamins and minerals that they need. The single fact that is reframing nutrition policy in the United States and around the world today is that overweight and obesity represent the largest manifestation of malnutrition today. They coexist with and at times overshadowing hunger as the most significant nutrition problem here. We are both overfed and undernourished.

The ADA is active in all areas of food, nutrition and health with the agencies like USDA and Department of Health and Human Services on Capital Hill, within the States, even at the local level where food, nutrition and health issues are considered. It is our experience that everyone is on the side of good nutrition, liberals and conservatives, the Democrats and Republicans, The White House, the agencies and the localities.

So why do you address nutrition in terms of public policy? Well, it's important for a prosperous society. Fairly often, I will use a graphic that Marian Nessel put together. It's on the leading causes of death in the United States.

In the 1900's, or right at the turn of the century in 1900, most of the causes of death in the U.S. were attributable to bacterial diseases or accidents. Today, I want to read you that list, heart disease, cancer, stroke, lung disease, accidents, pneumonia, influenza, diabetes, suicide, kidney disease, liver disease and cirrhosis. The incidence of obesity and many associated chronic diseases are skyrocketing, and policies affecting food, nutrition and diet have become matters of national concern. In fact, obesity is second only to tobacco as a preventable cause of death in the United States today.

Poor nutrition and sedentary lifestyles threaten the nation's productivity and economic vitality and the costs are significant. Overweight and obesity and associated chronic disease are estimated to cost more than 100 billion dollars every year. We spend billions of dollars annually treating babies for ear infections and digestive problems. The estimate is some 3.6 billion dollars could be saved just by reaching target levels for breast feeding here in the United States.

Consider the cost of prescription drugs. Diet and lifestyle modifications have multiple effects, making prescriptions more effective, often reducing them and eliminating the need for prescription drugs and therapies. Eventually, those numbers begin to add up. Numbers on this scale usually are enough to attract attention in Washington.

Clearly there is a benefit in addressing food nutrition and health issues. There will be market needs for helpful products and services. So how do you bring nutrition to the forefront? Let's explore with that a little bit.

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In another era we had champions. Remember I said everyone supports nutrition. We had champions in another era. We had Bob Dole and George McGovern. They were committed to nutrition, basic nutrition, nutrition research, nutrition monitoring, nutrition education and more. On the House side, we had people like Fred Richmond, Margaret Heckler and Leon Panetta who fought for recognition and resources for nutrition programs. Today we're just beginning to see the new assessments of what's going to happen in the next farm bill and its affect in 2002.

Did you know that only two days of hearings were held on nutrition in the 2002 Farm Bill? Counting both the House and Senate, there was a year long effort to produce the measures and two days of hearings. Did you know that most of the meaningful debates on the nutrition title occurred outside of the committee and on the floor when the bill was being debated? In other words, in the committees of jurisdiction the old perception still holds, that if you have adequate supply, if you have abundant supply, that nutrition is in place. If they address hunger and public policy, well then they have addressed the whole subject of nutrition. And today where an oversight on Capitol Hill is a very rare instance. There's been an inadequate attempt to learn if that paradigm is appropriate today.

I'd like to talk a little bit about the way the Farm Bill is taking shape. I think most of you who know or are familiar with agriculture; we keep Committees of Jurisdiction on the House and Senate Agriculture committees. The hierarchy of stake holders has developed well over time.

In my mind I've divided it into 3 categories. In the top tier, I would say that it's farm groups and commodity groups. They have the largest interest, the perceived largest interest and the best relationships with the committees of jurisdiction. Also, in that are the ranchers, the animal agriculture groups and farmer owned cooperatives. A second tier might include the non-program commodity producers and low lenders, the “hook and bullet groups”, selected processors, businesses that sell to farmers, anti-hunger groups, and research interests.

In the third tier, you might find the environmental and conservation groups, the non- traditional agriculture groups, major agri-businesses, other food producing countries, food aid recipients, export groups, and in that line of category, nutrition as well. Where your group fits in this hierarchy affects your perception of what the current Farm Bill and the debate in 2007 will be all about.

The drivers of 2007, I think we have consensus on. The first is the budget. At best, there will have to be no new programs unless you replace them by taking the money from something that is existing. The existing program's structure does not lend itself to the satisfaction of producers when it's funded at even modestly lower levels. So, cuts are always painful to the farm component part of the sector.

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Another driver is the international trade obligations that we have. The trade ports have found structure of U.S. domestic program's house producers in other countries. That finding requires changes in a number of U.S. programs. While retaliation can be leveled at the U.S. sector as a whole.

More worrisome though, is that trade experts believe that the U.S. is highly vulnerable to additional suits against the domestic programs. If those cases are lost in trading disputes then there could be a wave of retaliatory measures against U.S. agriculture.

A third driver right now is that there is a broad understanding that the current farm programs create multiple levels of inequity. Big vs. Small, Program vs. Non-Program and Livestock vs. Crop. Those are only a few.

According to USDA, only about 40% of all farms received government payments in the calendar year 2004. Payments averaged about \$12,000 for those operations receiving payments, accounting for about 5% of gross cash incomes and 22% of net cash incomes for 2004. The largest 7.5% of farms in terms of gross receipts received 56% of all government payments 2 years ago. Many of the areas that are receiving the highest levels of farm subsidies include the highest levels of rural poor.

Another driver in 2007 is our immediate interest in Bio-fuels. It's perceived to be a way out of the current energy bind that we find ourselves in. It's attracting an infusion of capitol across the United States. In hopes that ethanol gas will be highly, highly profitable. The questions about the net efficiency of corn as the fuel stock are always raised. The current reliance on corn will abruptly change this market for farm, food, and feed grain. The impact on consumer prices reflected both in volatility and price levels, could be significant.

And finally in this Farm Bill, one other driver that we probably hear more often than we have heard in more recent years, is, there is an underserved public good in the current Farm Bill. Additional good could be derived from investing in sustainable green solutions, open spaces, rural community, cleaner air and water, improving nutrition and ending poverty, as well as other objectives, besides these drivers of the Farm Bill

Then of course there are the politics at the national level. Neither the democrats nor the republicans perceive a large stake while talking about Food and Ag policy. So, it hasn't been a major conversation in the United States. But both democrats and republicans cater to farm states back home. Some commodity and farm groups have strong political action committees. Besides making campaigns and contributions, they deliver their producers to rural meetings and Town Hall caucuses. They go out and they make it a point of keeping their members informed about what their issues are. You don't find that in all other components of the American Agriculture Center.

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We also have the situation that agriculture strength in the senate is disproportional to the number of people who actually live on farms. It's just simply because the senate represents the state and all states do have farms.

I want to talk a little bit about political action and give you a few statistics on it. We are overwhelmingly over-governed when it comes to political action. Doctors, lawyers and many others spent hundreds and hundreds and hundreds of millions of dollars in political action. When I talk political action I'm talking about pacts, contributions that are transparent and regulated by the government.

According to the pentacle responsive politics, agri-business contributes over 58 million in the 2000 cycle to federal candidates. The largest contributing sector was crop producers and processors. The livestock, dairy, poultry and eggs held their own. These pacts sent the majority of their campaign donations to Republican candidates in the year 2000. The nutrition and dietary supplements industry contributed another 1.25 million in the 2000 election cycle. Finally, in the food and beverage industry the Senate for Response of Politics shows 34 pacts, contributing about 2.8 million to federal candidates seeking office in 2000.

On the other hand, in our world, nutrition advocates don't usually show up on the political action list. There is no category for nutrition. Today ADAPAC is the only large political action committee that focuses uniquely on nutrition. It has been enormously successful in reaching out to candidates who support nutrition initiatives. But compared to the political resources invested by others, we have to say that we are outgunned.

In 2007, the stars are aligning to create a volatile group. In terms of politics most farming commodity groups think that the best deal that they could get could come from an extension of current law. So there is discussion about a 2 year extension of the current law. It's been on the table for more than a year. It had life. If for example, rural democrat candidates in focal crop areas use the extension concept as a meaning of hammering the republican opponents. There is a perception that seeks to shift from R to D as a result of it. We suspect that Republican and Democrat leaders could be provoked to shift stances and brace the concept of extension. That would setup a tidal wave of shifting stances that would propel extending legislation to an accrument from between now and the midterm elections.

But there are other factors that are in play that make you wonder about that. That includes the issues about trade and the inequities and the need to fund other intuitives. You can't preserve the current framework and move to new intuitives. So, even in the traditional groups you have discussions about what would we do if we had a clean plate? These discussions are underway as well.

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Our trans work in the ADA tells us that people will seek greater commitment to nutrition from their government. They will be more active in managing their health and choosing products and services to be a benefit to them.

Politicians may hear that message from Hispanic or Asian communities. Baby boomers and seniors, budget hawks are looking for offsets. The business community may be hearing from constituents directly about nutrition concerns. It may be hearing from us as well.

We believe that it is right that nutrition does move to the forefront. Therefore, we at ADA have four primary messages for the 2007 Farm Bill. That is, that USDA’s Food Assistance Preference must be available to those who are in need. They have to be adequately funded. In improving the nutritional status of Americans seems to rise in priority in food assistance programs, in other food programs and truly for all Americans. We need to help people choose not to be overfed and undernourished.

ADA advocates for increased investment in nutrition information and nutrition education. It has to be sustained. If we expect consumers to take personal responsibility for making healthy choices, then we have a responsibility to make sure that they are adequately prepared. Having up to date knowledge in the nutrition composition with food supply, and having current ongoing work in human nutrition research, which is the charter to this agency, the USDA needs to move ahead and bear fruit. Our overall knowledge has grown outdated. Some of the data series has lapsed. Our food supply is changing in important ways over time, as are the types of diets that people eat. Farmers and consumers both need to understand what those changes mean.

It's been more than a decade since congress has made a comprehensive review of the Nation’s nutrition policies and programs. Many on the Health Agriculture Committee's newest members have never been briefed on USDA's role. They do not understand the designation in the 1977 Farm Bill that USDA is the lead agency for human nutrition research.

Discussions about USDA nutrition typically focus on food assistance, but don't address the key underlying work being conducted by USDA researchers throughout the United States. It forms the basis for federal nutrition policy both in education and information here in the United States.

Clearly, there is a significant potential benefit in addressing food nutrition and health issues now, before circumstances deteriorate. There will be more market needs for healthful products and services that will help the public become more involved with their health and health management. But, these are roles that are currently not being effectively addressed. They do need to be addressed by public policy.

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Nora Howley is the deputy director of Action for Healthy Kids, a nationwide collaboration of more than 50 national organizations and government agencies launched at the 2002 National Healthy School Summit in Washington, D.C. Ms. Howley’s experience combines work in both public education and health. Prior to joining Action for Healthy Kids February, 2006, Ms. Howley was with the counsel of Chief State School Officers, where she served as the director of the school health project which focused on addressing the nonacademic barriers to learning faced by the nation’s children. Ms. Howley has been an instructor in health education at Montgomery College in Rockville, Maryland. She has worked as an independent consultant in Health and Education. She has spent 10 years as an early childhood educator working with children ages birth to six. She is also the co-author of a book titled “Exploration in Women’s Health and Workbook”.

NORA HOWLEY

I want to talk about Action for Healthy Kids which is a national nonprofit. We start from a basic premise which is that our philosophy is to help the greatest number of children by changing the school environment. We offer the vision that schools should create lifelong opportunities for children to be healthy, to eat nutritious food, to be physically active and to have opportunities to learn. That's how we think schools should be.

I'm going to ask you all to think back to your own school days. When you were in high school how many of you can tell me that there were vending machines selling sodas in your high schools? That's very few of you and most of you who raised your hand look to be more on the younger side of the room.

But if you go into almost every American high school now you will find that they have vending machines. How many of you had the opportunity to either go home for lunch or brought a home cooked meal? Children almost never go home now. It's too far and parents aren't there. These are just some of the ways the school environment has changed dramatically and I could go on.

How many of you had P.E. going to school? Now, for those of you who are like me and really have to stretch those memories back. How many of you think you had daily P.E. through high school? Most kids don't get daily P.E. through high school so we are talking about this issue of childhood overweight and obesity in a very changed school environment.

We start from a premise that schools are not the only answer. Schools are not responsible for childhood overweight and obesity. Nor will they be the only place where we have to make changes that promote solutions. But that's where we have chosen to do our work.

I think it's important to think about us in the context that our founding chair was after David Satcher, who was the surgeon general who in 2001 issued the Surgeon General's Call To Action

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on Overweight and Obesity. Then after he left office he stepped up to the plate to become the founding chair of this national organization.

We are a public private partnership. We have over 60 national organizations representing education, health, nutrition, physical activity, physical education, nutrition, federal government agencies and private sector, who have come together to create this organization. We have volunteers in all the states and the District of Columbia.

So let's step back for a minute from the obesity and overweight issue and let's talk about why schools? Why do schools matter in this conversation? Well, they matter because we have a national belief that all children should receive a good public education that will help them make the productive members of our society. We are that national belief by having 15,000 local school districts that we trust to the care and nurturing of our children. So, it is because we understand as a nation that public education is how we equalize opportunities and, how we can help continue to produce young people who will make up the nation we've been, that is why we say schools matter in this issue as well.

Now, if we want to talk about addressing overweight and obesity we're really talking about changing habits for life. We're not just talking about changing what we eat at one meal or what we do on one day. We're talking about lifelong habits of sustainable change. If we are going to create sustainable change for individuals we will need to create sustainable changes in the systems. That includes school systems.

But, as any of you who've worked with schools know, schools are places where there are a whole lot of people coming at the school to try to create change. You have the principal, and in many places the principal is still the final authority.

You have your local school board and your local superintendent and we really value local control of schools in our country. You have your state. We see both state boards of education and through state legislatures, a lot of activity driving what is going to happen in our schools related to nutrition and physical activity.

We have the federal government. Both through the Child Nutrition Act, which I'll talk about a little bit in a minute, but also through No Child Left Behind. Because I come out of the education policy world, it's very hard for me to think about what's going out in schools, without thinking about all of these factors.

So what we have set in Action for Healthy Kids is the need to create sustainable change for kids in schools. We have to look at all of these systems and think about how we create changes that impact all of those systems. Because if we try to just change one school or in one district or even in one area, the change is not sustainable, because it will change when the next leader comes.

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You can get a great dynamic principal in. But when that great dynamic principal gets promoted to superintendent, because they are so great and dynamic, what happens when that school changes?

You could turn over the contents of every school based vending machine in the United States tomorrow, and have nothing but the healthiest of choices. And you wouldn't begin to scratch the surface of the childhood overweight problem. That doesn't mean we shouldn't be doing vending machines, it just means that we can't only do vending machines. We can't only do physical activity. We can't only do these things. So we really come at this from a multifaceted perspective. I think it's also worth noting that leaders in both public health and public education have recognized that these two things are completely connected.

The organization that I used to work for partnered with our sister organization in public health to come up with a common message around our world, which was that healthy kids make better students. Better students make healthy communities.

So for schools to do what they're supposed to do, which is to produce our next generation of productive members of society, we need those kids to be healthy. We don't need them to be a drain on our healthcare system, because we know that health and education are inextricably linked.

So why Action for Healthy Kids? Well, because we know that across the nation a majority of our children are too sedentary, many are undernourished, and many are overweight or at risk of being overweight.

You have heard a couple of references to the landmark 2001 Surgeon General's report. But that was really the Call To Action from public health to the rest of us, that we've got a problem. In that report Dr. Satcher and his staff address a number of strands of community life where changes could be made. Schools were one of those. Workplaces were another. We've taken up the schools. But then even in some ways, if not more significant to our ability to affect change was the 2004 reauthorization of the Child Nutrition Act. As I know you all know, is the act that helps to fund school lunch and school breakfast. In that reauthorization was a provision that required every local school district by June 30th, so in 25 days, by June 30th, have a local Wellness Policy in place for that district. I am going to return to those local wellness policies in just a minute.

What does Action For Healthy Kids actually do? Well, we focus on improving children's eating habits by increasing access to nutritious foods and integrating nutrition education into the curriculum. We focus on increasing children's physical activity by adding or improving physical education courses, recess, after school programs, and other co-curriculum programs.

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For any of you who really want to tackle this issue, if there's one single issue that I'm passionate about as a parent, it is recess. Too many of our schools are giving up recess. The PTA has actually launched their Recovering Recess Campaign, if you are interested in something real grassroots and local on that. And finally our third thrust is on educating administrators, teachers, students, parents, and others in how nutrition and physical activity impact the learning process.

We are national and we have 6,000 volunteers in all 50 states, plus the District of Columbia. We have 50 teams in all 50 states plus the District of Columbia. But we also have an addition of 55 national partner organizations.

What's really impressive is that our folks are volunteers. Many of them are assigned to be part of their Action For Healthy Kids team as part of their job. We have had phenomenal support from the get-go from the dairy industry. So we have dairy marketers who work with our teams in every state. But we also have folks from state agencies, local agencies, parents and other volunteers. We really are an integrated national and state and local volunteer network.

The state teams work to accelerate change by responding to the specific issues that are most important in their state. Some of the teams have put a lot of thrust into physical education and physical activities. Others have started with more nutrition. We are trying to make sure that all teams are doing a little bit of something. In addition to our financial support we have received from a number of donors including the National Dairy Council, National Football League, The Robert Johnson Foundation and many others. We also have in-kind support from a whole host of organizations that topped 3 million dollars a year. So you can see that we're not huge, but we are not small, and at 3 million dollars of in-kind support is a huge amount of in-kind support.

Nutrition education, nutrition standards, physical activity and physical education, as well as any other issues that the district might choose to address as part of health. Many of the districts in that area are implementing things like access to school breakfast programs, Recess Reform, lunch and walking trails.

It is being left to each District to create those standards. There has been a slew of activity. I am happy to talk to folks at the break or afterwards about what that looks like on the ground, and what kind of national standards have come out.

In the slides and in the second handout I gave you are what we call our “Commitment to Change” goals. Those were the action steps from the surgeon general's report. It turns out, not surprisingly, that all of our Commitment to Change goals, which is what the teams have been working on, all fit under one of those four areas. They are about nutrition and education, standards for healthy food, improving physical activity, and about advocating for daily P.E. K-12. All of those things that our teams have been doing are in fact the basis of what congress and USDA have found to be good nutrition policies.

“Food For Thought”

Nutrition – Public Policy – Personal Responsibility

Annual American Agri-Women Agricultural Issues Symposium

We keep harping about this June 30th deadline. It sounds like it is this looming thing over everybody's head. But have any of you ever served on a local school board? Those of you who have been on the board, you know the policy of the process. It is a pretty cyclical process. You put the policy in place. You implement it, and that is usually the harder part than getting the policy in place. But then conscientious boards go back and revisit that policy. They ask, “Is this working the way we intended it to?” and “Are in fact our schools implementing it?” “Is it doing what we wanted it to do?”

We have really tried to say okay folks, some of these policies are going to look great and some of them are going to be way vague. As my daughter would say, “Mom you could drive the car through that one.” Some of these policies will be full of detailed regulation and minutia, and it is probably driving food service directors a little batty right now. Because they don't know if they can get the product that will meet those standards. It is all over the map. But we have talked to our partners at the School Nutrition Association and the physical education associations, and that is what they are doing, too. The fact is that it is a policy process. These things will get into place and they will get monitored. There will be lots of opportunities for folks to revisit them and to improve them.

We have launched what we call the Campaign for School Wellness. It is not a new thing. But it really states that we have these policies coming into place, so let's not forget implementation and let's not forget monitoring. Let's make sure that all sectors are involved in this effort for wellness for kids at school. Let's make sure that we are engaging all the key audiences, the parents, the student and particularly the minorities and urban communities. We know the problems are greatest there. We know that many of the challenges are greatest there.

How do we engage those folks in becoming successful advocates for their kids? How do we educate and promote both the importance of sound nutrition and physical activity, but emphasizing the food groups in which children's consumption is inadequate?

A lot of the conversation in the public arena has really been about what kids shouldn't be eating. They shouldn't be eating chips. They shouldn't be drinking soda. We want to make sure that the conversation doesn't just stay at the “shouldn'ts” but it goes to the “shoulds” increasing whole grains, increasing dairy, increasing fresh fruits and vegetables. All of those things that are promoted in the dietary guidelines.

Although this conference is about nutrition I don't want us to lose sight of the physical activity and physical education side of the equation. Because a healthy lifestyle, whether it is a healthy lifestyle that address obesity or merely just a healthy lifestyle that promotes good health, has to include both. But how do you get people physically active? If any of you have a chance while you are in D.C., look at some of urban school buildings. They have a concrete playground the size of this podium. Where are those kids supposed to be physically active? They don't get daily P.E. How do we catalyze that infrastructure as well?

“Food For Thought”
Nutrition – Public Policy – Personal Responsibility
Annual American Agri-Women Agricultural
Issues Symposium

When you do get a chance to look at our slides, you will see that the last set of slides are really about some of the actual resources that we have created. We have a tool to help people look at the policy process. We have a clearinghouse of best practices and recommended resources.

We have developed some criteria that can be used to look at programming for schools. Because the other thing that we have always heard from schools, and I heard it when I was in school, is that everybody is knocking on the schoolhouse doors saying do this, do this, do this and oh by the way make sure that it meets all these standards. We have developed some criteria that would allow the schools to say we have about fifteen things to choose from, which ones are really most likely to be effective.

We also developed a report called the Learning Connection, which has been one of our most well received resources. Which just basically did a big overview of the research on what are the costs to schools of poor nutrition, physical inactivity and childhood overweight?

Finally, I want to close with a quote from David Satcher. Because I think it has been his leadership and his vision that keeps us all on the straight and narrow when the minutia of policy makes us a little crazy. “Together we can really make a difference in the health of our Nations children. Frankly, the stakes are too high to do nothing. We must tackle this issue. We must not fail. We will not fail.” And I will add, “That with the help of folks like you in the agriculture and producer industry, we know we won’t fail.”

When Calories are Only One Piece of the Pie

The Impact of Socio-Economics and Our Living Environment on Food Choice in America

Amanda Archibald, RD

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Today's Presentation

- Describe how key socio-economic influences, culture and the environment are shaping food choice
- Brief insights into how food and restaurant industries are involved in the food choice challenge

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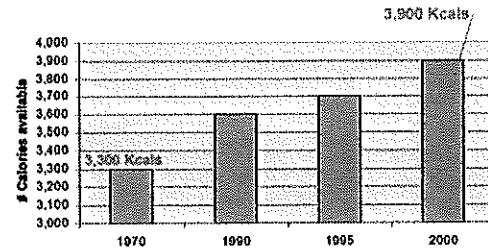
Principal Issues Shaping Food Choice

- Food
 - Calories
 - Portions
- Economics
 - Income
 - Accessibility
 - Affordability
- Time
- Built Environment

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U.S. Food Supply Provides Excess Calories

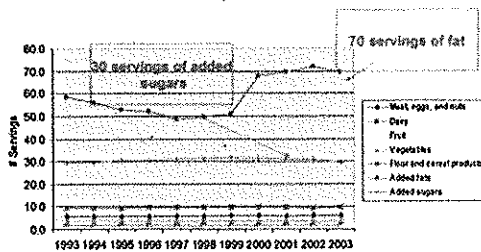
Number of calories per person has increased



Source: <http://www.ers.usda.gov/data/foodconsumption/foodchoices/mintel.htm>

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Number Servings From Each Food Group, Per Person Per Day



Source: USDA/Economic Research Service. Data last updated Dec. 21, 2004.

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Growth of Portion Sizes

Food	Year introduced	Size at introduction (oz or fl.oz)	2002 size (oz or fl.oz)
French Fries			
Burger King	1954	2.6 (regular)	2.6 (small), 5.7 (large), 9.9 (king)
McDonald's	1955	2.4 (fries)	2.4 (small), 6.3 (large), 7.1 (super size)
Boda (Fountain)			
Burger King	1954	12 (regular)	12 (kiddie), 16 (small), 32 (large), 42 (king)
7-Eleven	1973	12, 20	16 (Gulp), 32 (Big Gulp), 44 (Super Big Gulp), 64 (Double Gulp)

Source: Young LR, Nestle M. Journal Am Diet Assoc February 2003; Vol 3 No 2 pp 231-234 (adapted)

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Portion Distortion

- **Bullets:** 2/3 lb. double bacon burger
- **Sonic:** Supersonic Cheeseburger - double meat, double cheese
- **Checkers:**
 - "Big Buford," double cheese, double meat burger. Two for \$3.
 - NASCAR Special: triple cheese, triple meat burger with fries and a soda - \$4.99
- **Mega M&Ms, August 2005** - 55% larger than the original size

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Package Distortion

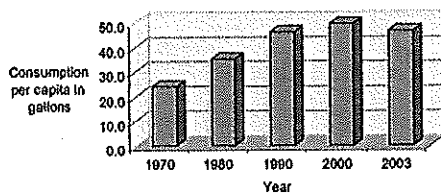
- Larger package sizes increased usage by 7-43%
- If a product is purchased on sale, consumers will dispense 9-36% more than if not on sale
 - Large volume/cheaper unit price = increased consumption
- "Salad bar" effect
 - Unlimited food increases consumption
- Container and distraction effect
 - Larger containers (popcorn/M&Ms increase consumption)
- When children self-serve, they ingest 25% less than when they are served

Brian Wansink, Food and Brand Lab, University of Illinois
Barbara Rolls, Ph.D. AJCH Vol 77: 03

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U.S. Consumption of Soft Drinks, 1970-2003

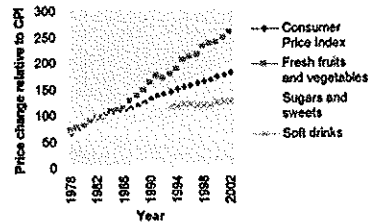
In 1947, Americans consumed 11 gallons of carbonated drinks and 40 gallons of milk.
In 2001, Americans consumed on average 22 gallons of milk and 49 gallons of soft drinks.



Source: USDA and USDA economist Jane Alshouse, Amber Waves, April 2004

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Healthful Food Pricing and Affordability



Source: Mintel/USDA ERS: Food consumption data system/CDC
Price of fresh fruits and vegetables soars above sugars and sweets and soft drinks
*1982-84 = baseline period

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The Economics of Healthful Food

- The CPI increased from 100 (1982-8) to 180 in 2002
- Same time period
 - Soft drink prices rose to 126
 - Sugars and sweets to 160
 - Fruits and vegetables to 258
 - The CPI for produce is essentially double that of soft drinks
- So consumers choose...?
 - Cheeseburger, fries and a soda for < \$5.00
 - A small salad for \$2.99

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Price Per Calorie of Healthful Foods is More Expensive



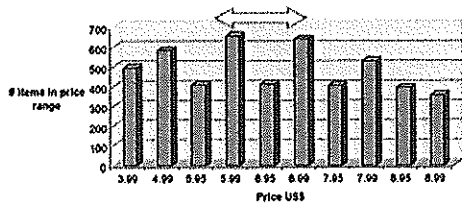
- Cookies & potato chips (1200kcal/\$)
- Fresh carrots (250 kcal/\$)
- Soft drinks average (875kcal/\$)
- OJ from concentrate (170kcal/\$)

Food and calorie/\$ source: www.nsls.nih.gov/ncgtr/baconpostconf/overiew/dreamzsh2.pdf

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Comparison of Menu Pricing: Salads

Top 10 price points for green/garden salads in US restaurants, 2005

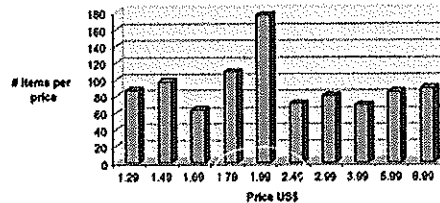


Source: Mintel Menu Insights: 350 chains / 150 Independents / 50 Top Chefs.

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Comparison of Menu Pricing: French Fries

Top 10 price points for French fries in U.S. restaurants, 2005



Source: Mintel Menu Insights: 350 chains / 150 Independents / 50 Top Chefs.

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Economics: Income and the Obesity Complex

- Period 2000-2003, median household income
 - ↓ 3.4%
 - African-American families ↓ 6.3%
 - Hispanic families by 6.9%
 - Poverty ↑ 1.2% since 2000
- These declines occurred even as the economy started to rebound and GDP was rising

Source: Economic Policy Institute (EPI), based upon release of family income data from the Census Bureau.

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Incidence of Overweight and Obesity by Ethnicity

	1988-1994		1999-2002	
	% Overweight or obese	% Obese	% Overweight or obese	% Obese
Male				
White, non-Hispanic	61.8	20.3	67.4	28
Black	57.8	20.9	62.6	27.8
Hispanic	68.9	23.8	73.2	27.8
Female				
White, non-Hispanic	47.5	22.9	55.2	30.7
Black	68.2	38.3	71.2	48.8
Hispanic	68.9	35.2	71.2	38
All	66	22.9	65.1	30.4

Source: U.S. Center for Disease Control and Prevention, Health, United States, 2004, Table 69

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Economics: Accessibility to Healthful Food Choices

- Quality of produce varies in high- and low-income neighborhoods
- Higher-income urban neighborhoods more likely to have:
 - Supermarkets and grocery stores
 - Higher-quality produce
 - Broader range
- Lower-income neighborhoods may have:
 - A convenience store
 - A liquor store
 - Fewer supermarkets or grocery stores

Research conducted by University of Houston researcher, Rebecca Lee, published in 2004. Presented at Las Vegas conference for the North American Association for the Study of Obesity and the American Diabetes Association

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Accessibility, Affordability and Obesity

"These people are obese, frankly, because they have no money and some diets are cheaper than others. The tendency to blame people for not being educated enough or not making 'good choices' is overshadowed by time and financial constraints..."

Adam Drewnowski, PhD - *The Corvallis Gazette-Times*, July 13, 2005 – commenting on the income and obesity paradox among produce workers in the Central Valley

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Time

There are two types of people today:

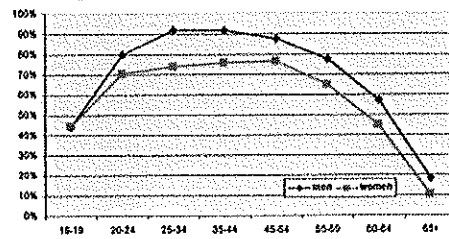
- Those who spend a lot of time trying to save money
- Those who spend a lot of money trying to save time

» Peter Cochrane-Frontier

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Economics: Time

Percentage of men and women in the labor force, 2003



Source: Mintel American Lifestyles Report 2004/Bureau of Labor Statistics, Employment and Earnings, 1-04

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Time, Money and Real Estate

- 115 million Americans make 61.6 billion trips to work annually
- 34% of these commutes exceed 45 minutes
- Two out of five commutes begin in rural areas
- One in every 200, (3.3 million Americans) is a "stretch commute"
- Eight out of 10 stretch commutes are between 50-99 miles one way and occur almost daily, while 6% of stretch commuters drive 200 miles or more to work one way

Source: Bureau of Transportation Statistics (BTS), May 2004/Mintel

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Why Drive?

- Affordable housing
- Safer neighborhoods
- Better school systems
- Better paying jobs

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Real Estate

- Median price of homes nationally rose 13.2% . November 2004 – November 2005
- Nationally, prices are projected to rise 6% in 2006
- From 1999-2004, median home prices increased 107% in CA
- In 2005 only 18% of CA residences could afford to purchase the median-priced home, down 3% from 2004
- Buyers need to earn \$115,910 annually to qualify for an 80% mortgage loan

Source: www.realtor.org / article published 6/1/05

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Time and its Impact on Family

1981 – 1997

- National average time children spent at day-care ↑ 14 minutes to 3 hours a week
- Increased in car trips with kids = more children being transported to school, daycare and extracurricular activity

Source: University of Michigan time-use studies. Sandra Hoffert/John Sandberg 1991-1997 and published in 2001.

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Time and its Impact on Family

- Children have 12 hours less free time per week
 - Less time to play
 - Less time to "be"
- Structured sports have increased from two hours, 20 minutes to five hours, 17 minutes per week
- Watching sports played by siblings/colleagues (or passive spectator leisure) increased by 30 minutes a week
- Family mealltime declined 10%
- Children spend less time eating meals

Source: University of Michigan time use studies. Brenda Hoffman/John Sandberg, published 2001

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Time Availability and Dining Choice

Food away from home: Total expenditures¹

Year	Eating and drinking places ²	Hotels and motels ³	Recreational travel ⁴	Recreational travel ⁴	Schools and colleges ⁵	All other ⁶	Total ⁷
1999	281,037	16,718	18,619	10,702	24,828	\$5,315	\$62,419
2000	281,148	17,620	18,863	11,339	24,318	\$4,500	\$65,728
2001	292,032	17,803	17,580	11,773	25,991	\$5,533	400,911
2002	300,067	17,691	18,448	12,201	27,466	\$5,847	417,891
2003	330,651	16,766	18,544	12,734	27,997	\$5,316	436,108

¹ - Not available for

2004

² - Excludes non-alcoholic beverages sold at the point of sale

³ - Excludes U.S. Department of Agriculture, Economic Research Service, August 1997, for a description of USDA food expenditures

⁴ - Includes tips

⁵ - Includes vending machine operators but not vending machines operated by organization

⁶ - Includes parking facilities, bowling alleys, pool tables, sports arenas, camps, amusement parks, golf and country club grounds, concessions

⁷ - Excludes school food services

⁸ - Army exchanges and clubs, outdoor dining cars, service food service in manufacturing plants, hospitals, boarding houses, barracks and dorms, and food and sewer organizations, and food applied to military forces, civilian employees and other service

⁹ - Excludes non-alcoholic beverages

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The Impact of Time, Money, Real Estate

- Demand for convenience foods/items
- Decreased family/family meal occasion
- Interest only loans and ARMs will come home to roost
- Increased energy prices both for transportation and for heating/cooling costs will squeeze budgets
- Squeezed family budgets = families choosing cheap foods available for quantity purchase versus quality
 - Outcome = decreased activity, increased calorie intake = obesity

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Restaurants Respond

- Applebee's Neighborhood Grill & Bar: Curbside To Go sales = 10% total restaurant sales
- Romano's Macaroni Grill: curbside = approximately 7% of restaurant sales
- Ruby Tuesday: Curbside to Go rolled out in 2004. Sales = approximately 6% for company-owned units
- Starbucks

Source: NRN 22 Oct. 2005/NPD

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Take, Bake, Create

- Papa Murphy's
- Let's Dish

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The Built Environment

Sprawl is the outcome of four factors:

- Low residential density
- A poor mix of homes jobs and services
- Limited activity centers and downtown areas
- Limited options for walking or biking

Smart Growth Leadership Institute: Measuring Sprawl and its Impact

Highest sprawl: Riverside-San Bernardino, CA

Lowest sprawl: New York City

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The Built Environment

- Adults living in the most sprawling counties weighed on average up to 6lbs pounds more than people living in more densely built, or compact, counties
American Journal of Health Promotion, 2003
- Every 30 minutes spent in a car translates into a 3% greater chance of being obese
- People who live in high-density neighborhoods, or neighborhoods with a mix of shops and services within walking distance are 7% less likely to be obese, and "lower their relative risk of obesity by 35%"
American Journal of Preventive Medicine, August 2004: Obesity Relationships with Community Design, Physical Activity and Time Spent in Cars

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What Consumers Think

42% of adults identify someone overweight in their household

All Respondents	%
Spouse	34
Mother	5
Father	3
Siblings	5
Children	7
Self	68
Someone else	3

According to the CDC, 16% of children in the U.S. are overweight; 15% are at risk of becoming overweight

Source: Mintel/Technomic 2005

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What Consumers Think About the Obesity Issue

Topline Attitudes Toward Obesity

Question Asked	% Respondents Agreeing
Kids have access to too much junk food	63
Children are not to blame, parents are	77
Lack of exercise is the primary cause of obesity among children	74
I feel the whole issue is overblown	28

Survey base: 1,000 adults aged 18+

Source: Mintel/Technomic 2005

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Summary

- The energy balance equation (calories in = calories out) remains the principle cause of obesity and is accepted
- To understand the obesity issue, we need to look beyond the energy balance equation to broader socio-economic and environmental variables

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