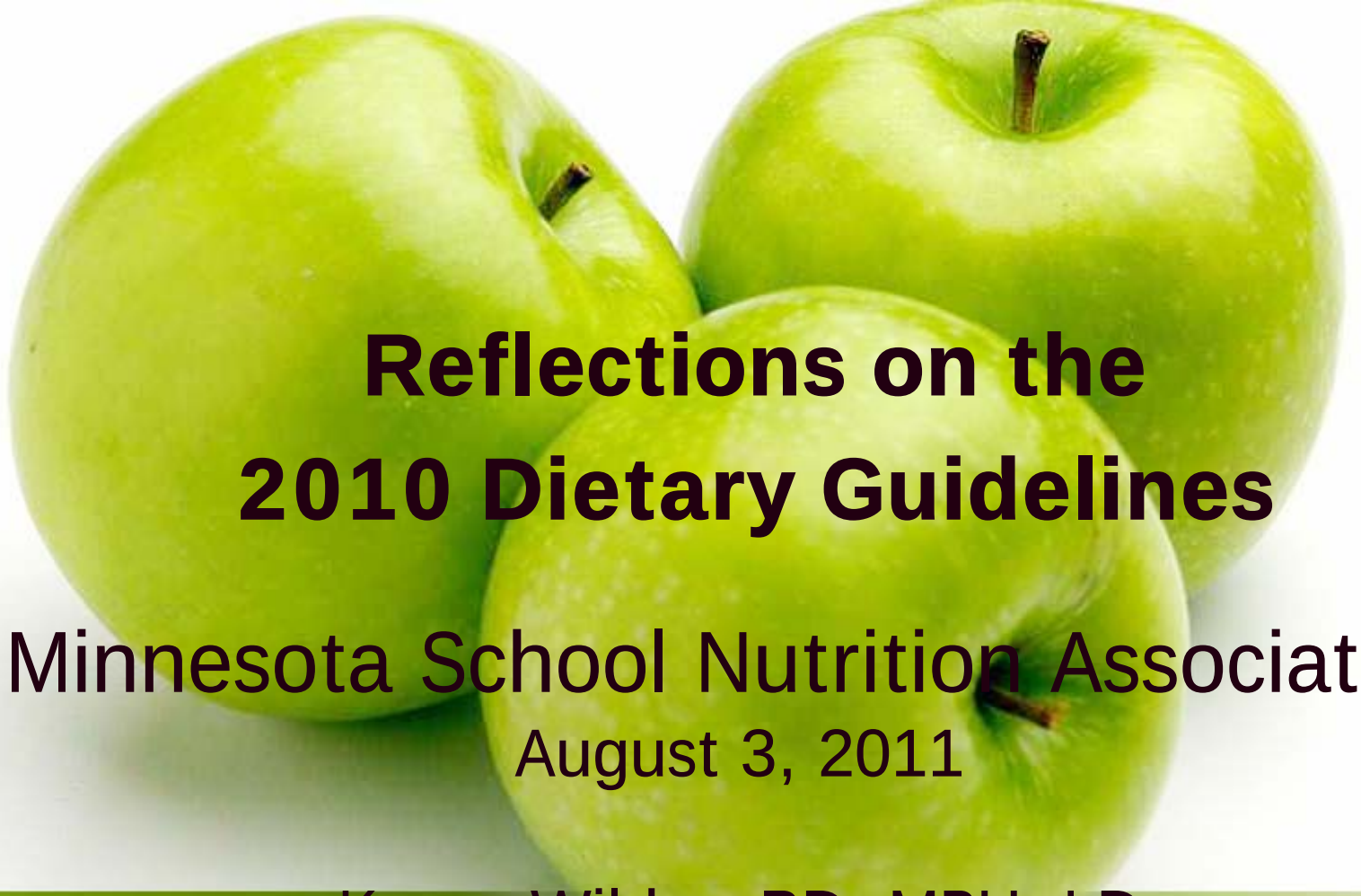


Reflections on the 2010 Dietary Guidelines

Minnesota School Nutrition Association

August 3, 2011

Karen Wilder, RD, MPH, LD
Director, Scientific & Regulatory Affairs
The Schwan Food Company

Today's Agenda

- Overview of 2010 Dietary Guidelines
- Outcomes of Dietary Guidelines
- Food Industry Perspective
- Consumer Insights
- The Sodium Challenge
- A Peak behind the Curtain at Schwan

The SCHWAN FOOD COMPANY™

Evolution of Dietary Guidelines

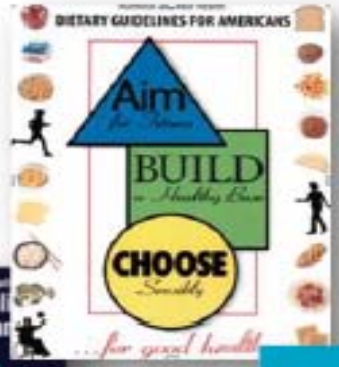
Dietary Guidelines for Americans: The Core of Nutrition Policy

1980

1985

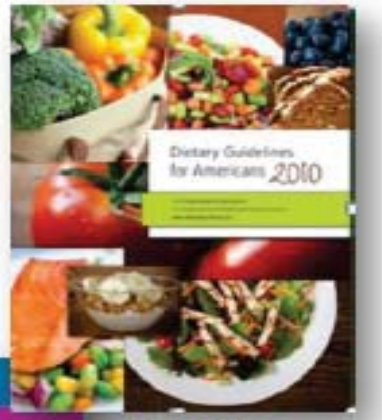
1990

1995



2000

2005



2010

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

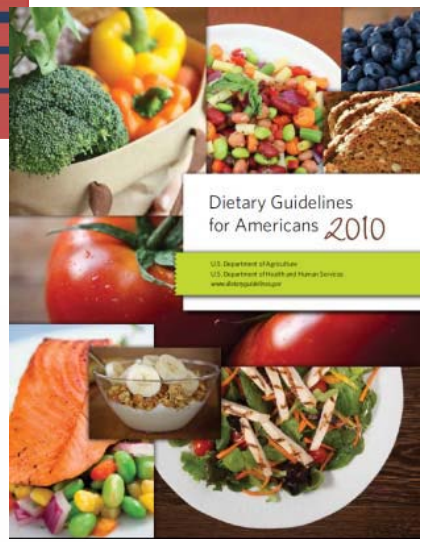
Dietary Guidelines for Americans 2010

Key Directives of the 2010 Dietary Guidelines for Americans

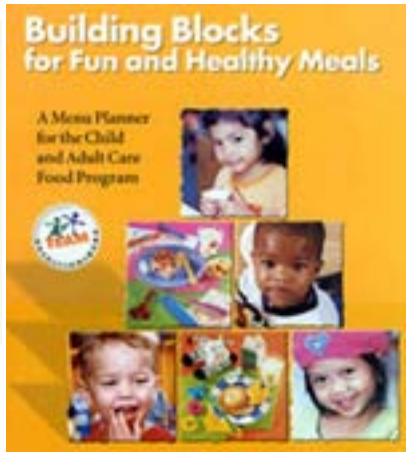
- Reduce the incidence and prevalence of overweight and obesity by reducing over calorie intake and increasing physical activity.
- Shift to a more plant-based intake pattern focused on vegetables, fruits, whole grains, nuts and legumes.
- Significantly reduce intake of foods containing added sugars and solid fats.

Dietary Guidelines Are Implemented in Federal Nutrition Programs

Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010

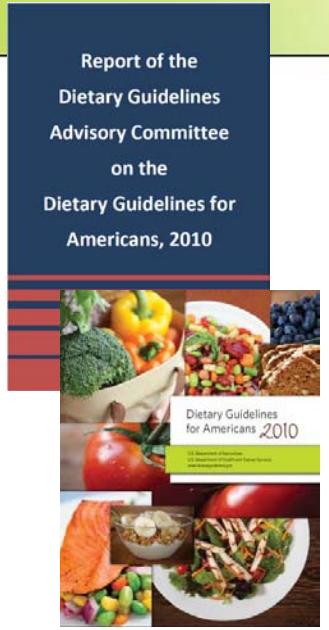


LET'S MOVE!



TEAM NUTRITION • USDA

Outcomes from the DGAC



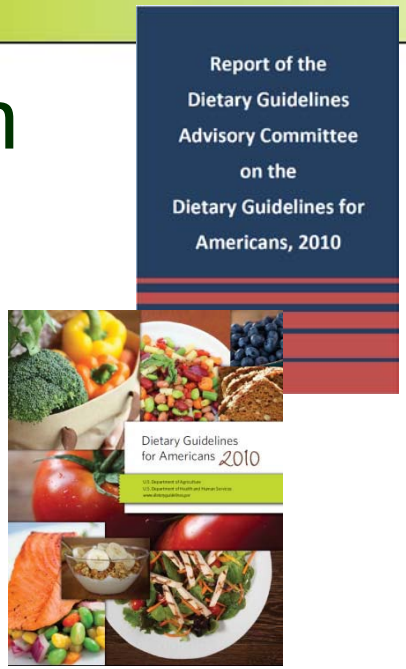
Overnutrition

- Energy ⟶ change dietary patterns
- and physical activity (lifestyle, behavior)
- Sodium ⟶ 2,300 mg/day (~ 1 tsp salt)
  - Recommend 1,500mg/d for at risk populations
  - Current intake averages 3,400mg/d
- Saturated Fat – less than 10% of calories (replace with more mono- and polyunsaturated fats)
- Added sugar and refined grains contribute excess calories

Outcomes from the DGAC

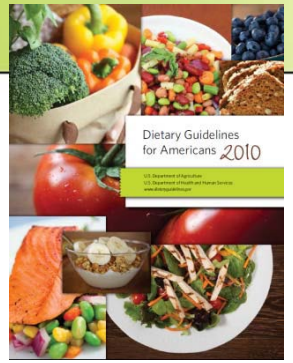
Undernutrition – nutrients of concern

- Calcium*
- Vitamin D*
- Dietary Fiber*
- Potassium*
- Magnesium
- Iron
- Folic Acid
- Vitamin B_{12}



* Of particular concern for children

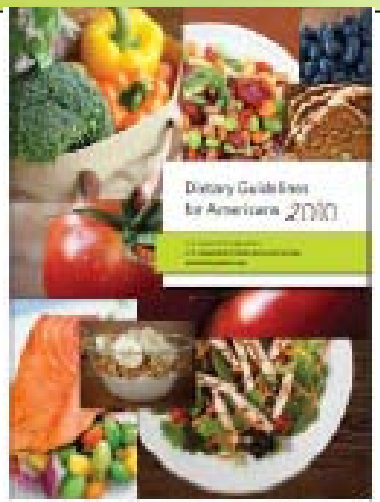
Outcomes from the DGAC



Undernutrition – foods of importance

- Fluid milk – Non-fat and 1% milk products
- Vegetables – Dark green and orange
- Fruits
- Whole Grains
- Lean meat, poultry, fish, soy, eggs
- Legumes – cooked, dry beans
- Seeds and nuts – almonds, walnuts, peanuts, pistachios
- Vegetable oils to replace solid fats

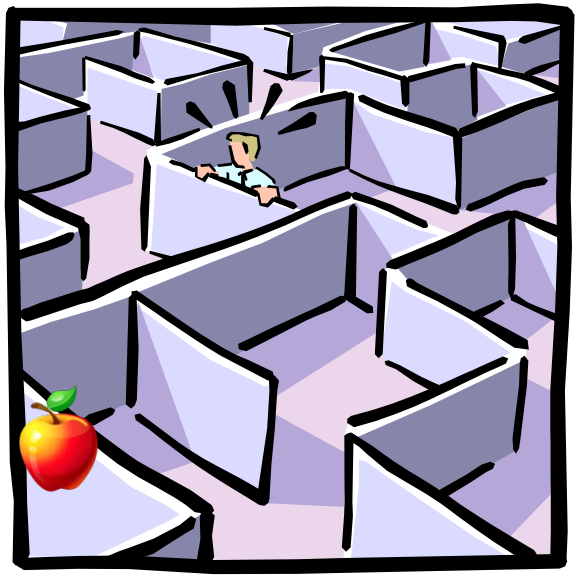
Dietary Intake vs. Recommended Levels or Limits



Nutrition Recommendations and Public Policy

Food policy must be based on Strong Scientific Evidence to:

1. Insure recommendations will improve health
2. Avoid widespread consumer confusion
3. Increase public trust
4. Monitor policy impact on diet and health



2010 Dietary Guidelines: Food Industry Perspective

- Assess consumer attitude towards nutrition and diet
- Test product concepts and protocepts
- Key challenges (opportunities) for industry:
  - Sodium
  - Saturated fat
  - Whole grains
  - Energy balance – “it’s about the calories”
  - Portion control

Drivers of Food Choices

Obvious fact to food companies

- If our food doesn't taste good, people won't buy it regardless of its health benefits.
- If people don't buy the food, there is no chance to improve health

Taste is the #1 driver influencing food choices for adults *and* kids.

Gatekeepers can engage kids by making healthy eating fun and cool.

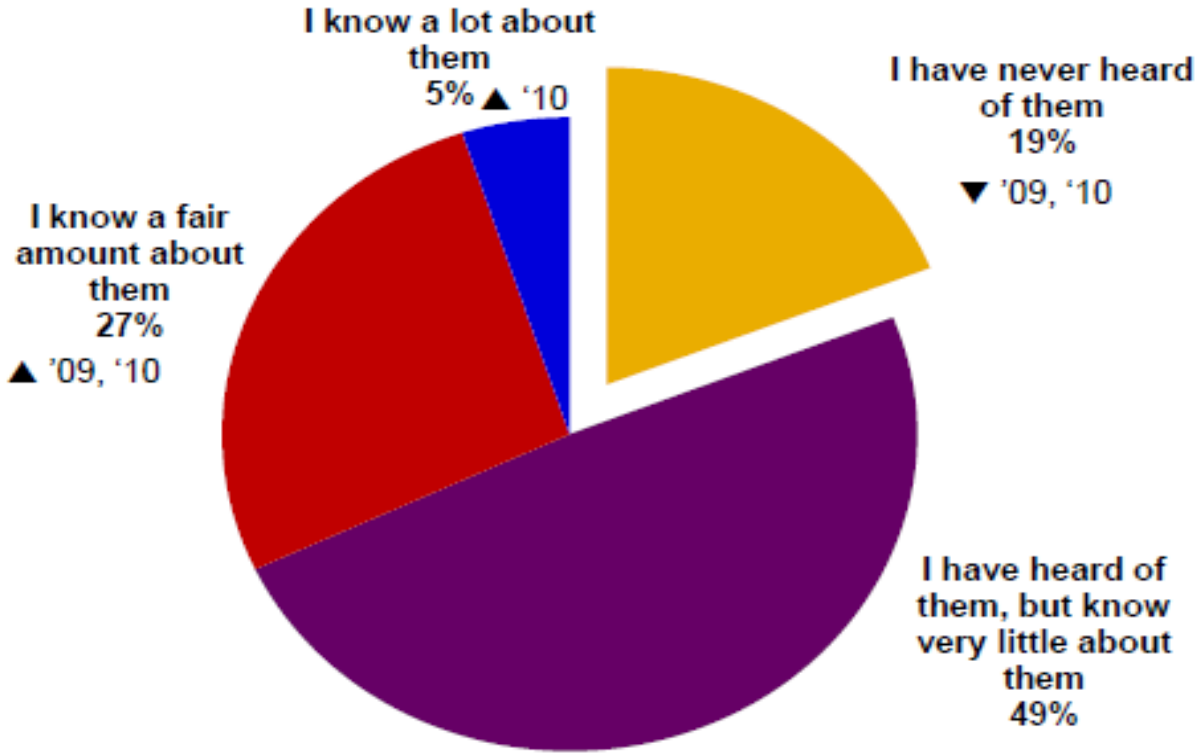
Consumer Insights

- Awareness of DGAs
- Awareness of nutrition initiatives
- Consumer attitudes about obesity

2011 IFIC Consumer Research

Familiarity with "Dietary Guidelines for Americans"

Eight in ten Americans say they have heard at least something about the Dietary Guidelines for Americans.



Which of the following best describes your familiarity with the "Dietary Guidelines for Americans," which are the US government-approved, food and nutrition guidelines?* [Select one] (n=1000)

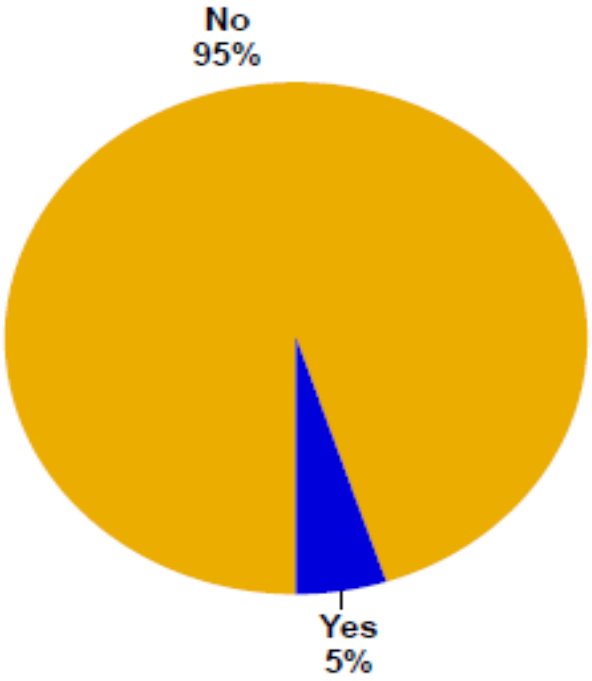
*Question added in 2009.

▲ / ▼ Significant increase/decrease from year indicated

How familiar are people with Nutrition Initiatives?

Awareness of Educational Programs

Very few Americans say they can name any specific program aside from MyPyramid and the Dietary Guidelines for Americans that provide information focused on helping families learn about healthy living.



Aside from the MyPyramid and the "Dietary Guidelines for Americans," are you familiar with any other initiatives from government, nonprofits, or corporations focused on helping families learn about healthy living?* [Select one] (n=1000)

*Question added in 2011.

Consumers thoughts on Obesity

Consumer awareness is increasing

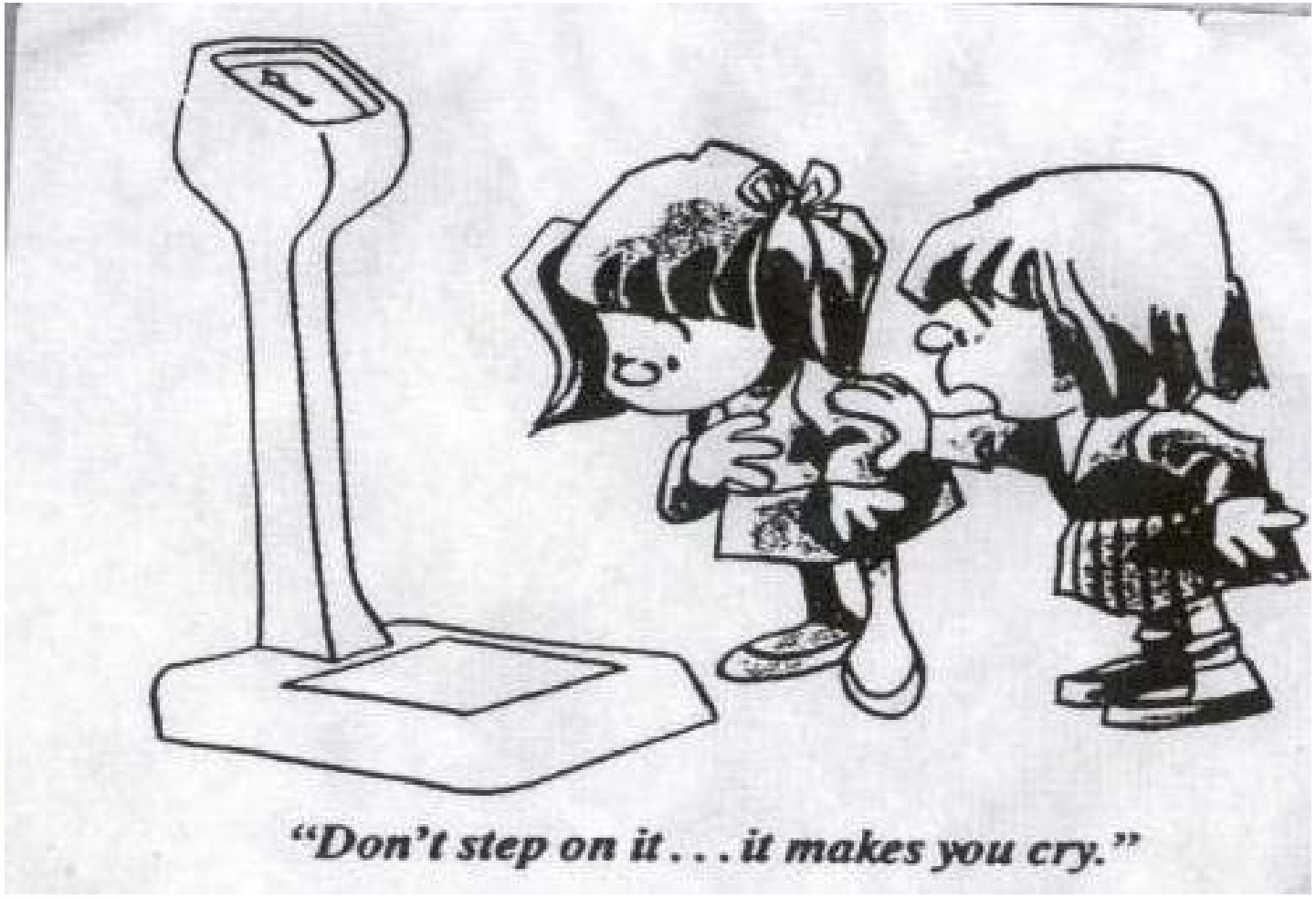
Looking to food industry to do something about it.

80% of American voters recognize childhood obesity is a significant and growing problem*

More than half of voters say that a comprehensive program to combat childhood obesity is worth the financial investment*

*Source: "F as in Fat" report, RWJF, 2010
** Source: Edelman Health Engagement Pulse, 2009

It’s a fine balance; keeping kids healthy and happy



Child Nutrition Reauthorization

The October 2009 IOM Report -

School Meals: Building Blocks for Healthy Children

Recommended that USDA adopt standards for menu planning that:

- Increases the amount and variety of fruits, vegetables, whole grains
- Sets a minimum and maximum level of calories
- Focuses more on reducing saturated fat and sodium

Impact on School Meal Program

- Less use of processed products with increase the need for on-site food preparation
- Manufacturers will need to create products that meet lower fat and sodium requirements
  - Reformulation of products
  - Development of new products
    - Fruits frozen without sugar
    - Low sodium canned vegetables
    - Entrees with stealth health
    - Grain based foods made with 51% whole grain

Industry Challenges - Sodium

Salt/Sodium has multiple unique functions

- Enhances other flavors
- Reduces bitterness
- Microbial safety
- Promotes development of color in cooked meat products, cereals, and bread
- Controls fermentation in cheese and related products
- Minimizes ice-crystal formation in frozen products
- Promotes firm texture in processed meats
- Provides binding strength in meats
- Improves tenderness
- Reduces cooking loss in meats
- Strengthens gluten in bread dough for uniform texture and dough strength
- Bicarbonate – leavening in baking
- Ascorbate – vitamin C source
- MSG – umami taste
- Citrate – pH regulation

A Closer Look at the Proposed Rule on Sodium for Schools

Age/Grade Group	Baseline: Current Average Sodium Levels as Offered	Target 1: 2 years from implementation of final rule (mg)	Target 2: 4 years from implementation of final rule (mg)	Final Target: 10 years from implementation of final rule (mg)	% Change (Current Levels v. Final Target)
School Breakfast Program					
K-5	573	≤540	≤485	≤430	-25%
6-8	629	≤600	≤535	≤470	-25%
9-12	686	≤640	≤570	≤500	-27%
School Lunch Program					
K-5	1,377	≤1,230	≤935	≤640	-54%
6-8	1,520	≤1,360	≤1,035	≤710	-53%
9-12	1,588	≤1,420	≤1,080	≤740	-53%

What We've Learned about Sodium Reduction

We're on a journey---it will take time for palates to adapt to less sodium and ingredient technologies to advance

- There is a broad commitment to decrease sodium across multiple categories
- Focus is on major contributors
- Decreases in sodium will take time
- The DGA goal over 50% reduction will require radical changes in food intake patterns
- Need to be vigilant for unintended consequences, e.g., safety, iodine status, consumer acceptance

A few more observations...

- Combinations of line extensions and gradual reductions will continue to be important, but may not achieve DGA goals
- A more radical shift in food intake patterns may be required
- Ideal technologies are not available in many instances
- Food regulations may be a barrier
- Food safety could be compromised
- Some terminologies are potentially misleading to consumers

Partnering for Success

Together we:

- Can find ways to proactively convey positive messages of balanced nutrition
- Can be part of the solution to address childhood obesity *and* promote healthy eating among all children
- Tell your story – families want to know their children are getting the nutrition they need to do their best in school
- Will walk the talk

Peak Behind the Curtain

- In 2011-12 Schwan School Foodservice will launch 20 products that meet Healthier US School Challenge. Each provides:
  - Not more than 10% calories from saturated fat
  - Most with 51% whole grain
  - Sodium of 600mg or less per serving
  - No artificial (man made) trans fat
  - Portion control complies with recommendations

The SCHWAN FOOD COMPANY™

Thank you!

Question?

Contact Information
karen.wilder@schwans.com

The SCHWAN FOOD COMPANY™