



From a Nutrition Perspective:
Evaluation of 2010 Dietary Guidelines
for Americans, MyPlate and NuVal™
Nutritional Scoring System

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Today's Agenda

- Overview of the 2010 Dietary Guidelines for Americans (DGA) and USDA's MyPlate
- Discuss how these tools can be applied to consumers
- Overview of NuVal™ Nutritional Scoring System
- Review how NuVal™ is utilized at Hy-Vee and supports both the DGA and MyPlate.

Dietary Guidelines for Americans

Ultimate Goal-

To improve the health of our Nation's current and future generations by facilitating and promoting healthy eating and physical activity choices so that these behaviors become the norm among all individuals.

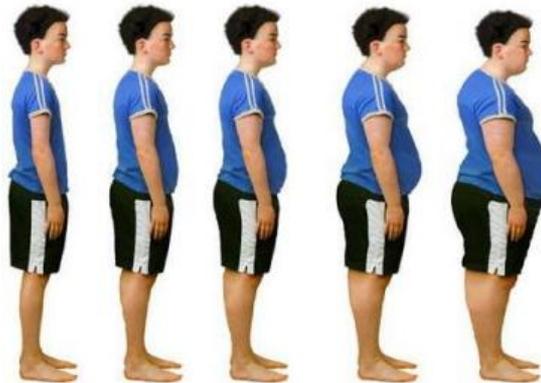
2010 Dietary Guidelines for Americans

- Released January 31, 2011 by the USDA and U.S. Department of Health and Human Services.
- These recommendations accommodate the reality that a large-percentage of Americans are overweight or obese and/or at risk of various chronic diseases.

Statistics



- Most recent data indicates that 72% of men and 64% of women are overweight or obese, with about 1/3 of adults being obese.
- Approximately 32% of children and adolescents are overweight or obese, with 17% of children being obese.

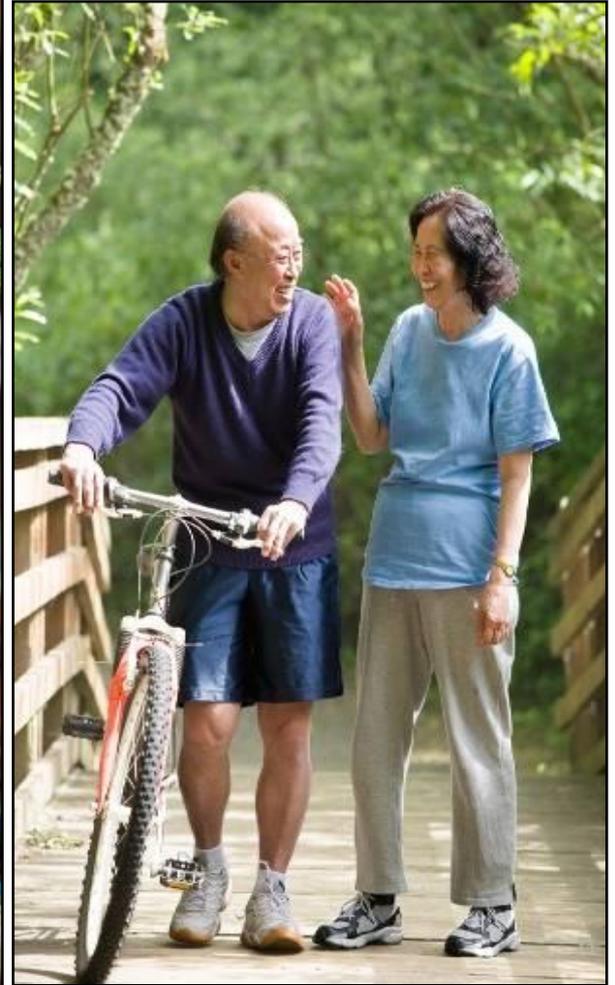
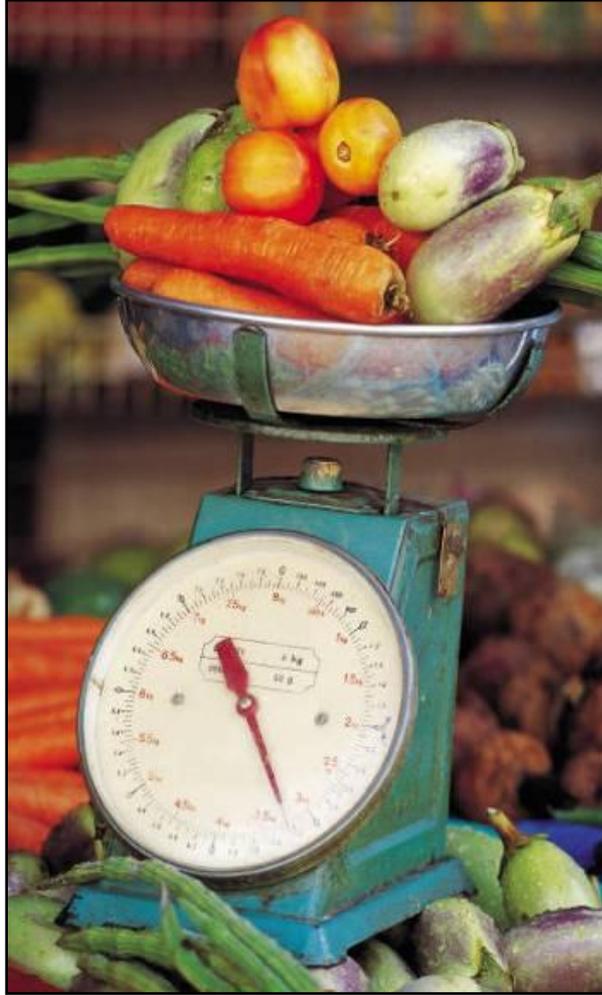


What you should know about the DGA?

The Dietary Guidelines recommendations involve two central concepts:

1. Maintain calorie balance over time to achieve and maintain a healthy weight.
2. Focus on consuming nutrient-dense foods and beverages.

Balancing Calories



Food is to be enjoyed!

“Food is not
nutritious until
its eaten.”

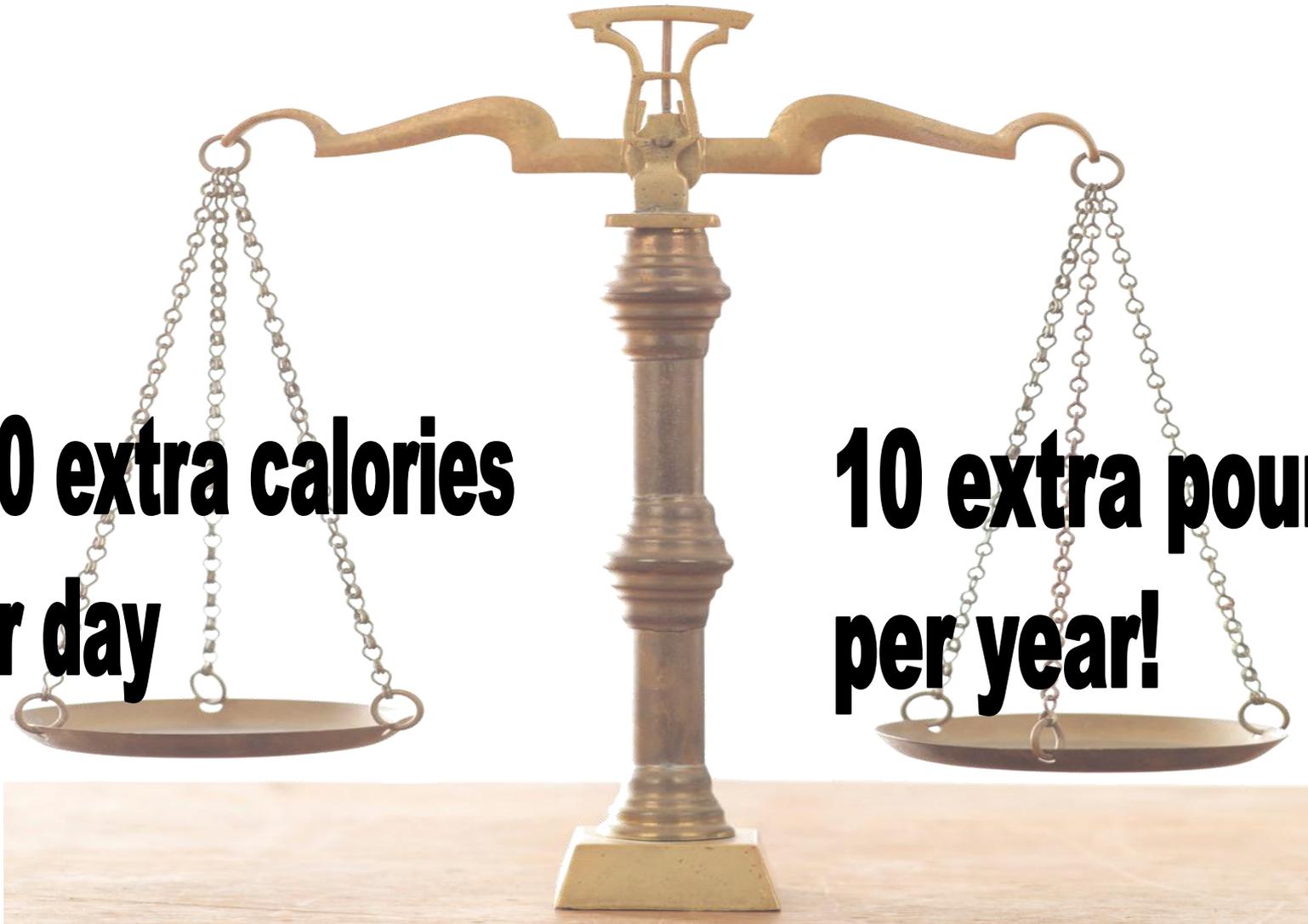
*~ Smarter
Lunchrooms 2011*



Enjoy — but eat less!

**100 extra calories
per day**

**10 extra pounds
per year!**



Downsize Portion Size

The bigger
the portion,
the more
people tend
to eat





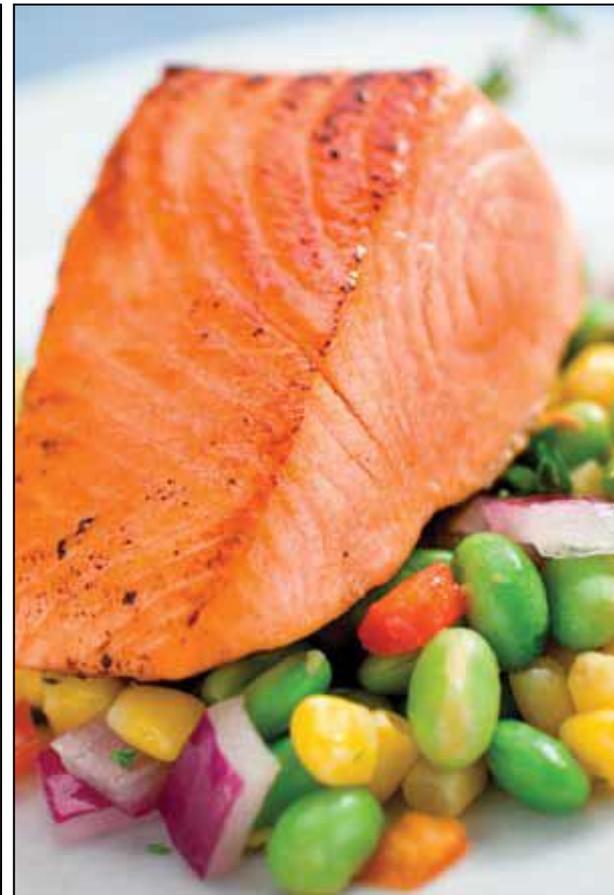
“You better cut
the pizza in
four pieces,
because I’m not
hungry enough to
eat six.”

~Yogi Berra

Increase Physical Activity and Limit Sedentary Behaviors



Focus on Nutrient-Dense Foods



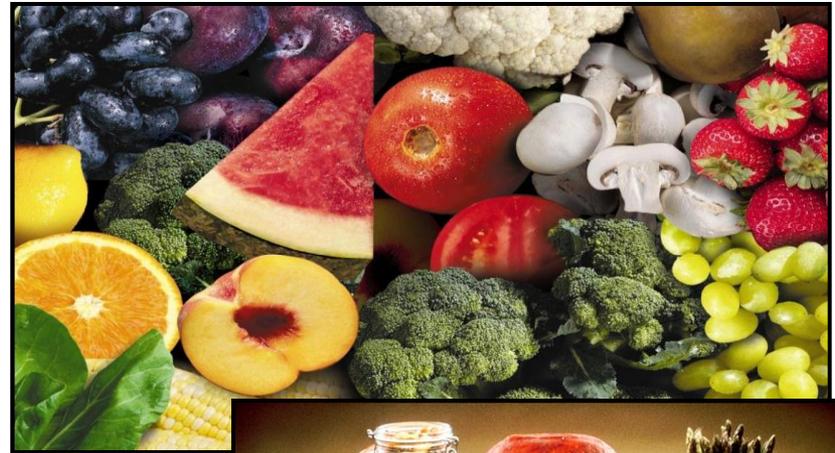
Foods to Decrease

1. Sodium
2. Solid fats
3. Added sugars
4. Refined grains



Food to Increase

- Vegetables/fruits
- Whole grains
- Seafood
- Eggs
- Dry beans/peas
- Unsalted nuts/seeds
- Fat-free/low-fat milk and milk products
- Lean meats/poultry

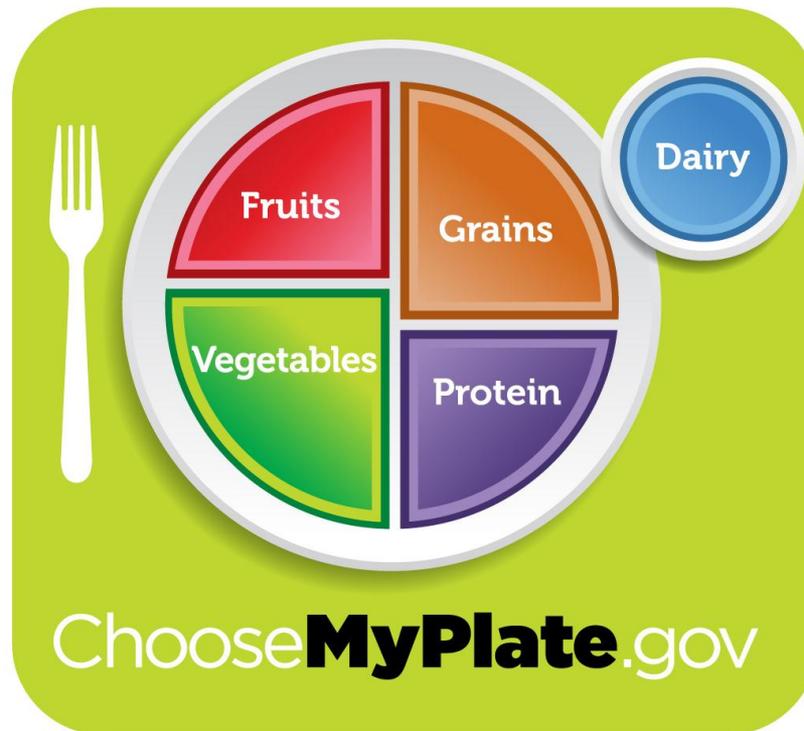


MyPyramid is now...



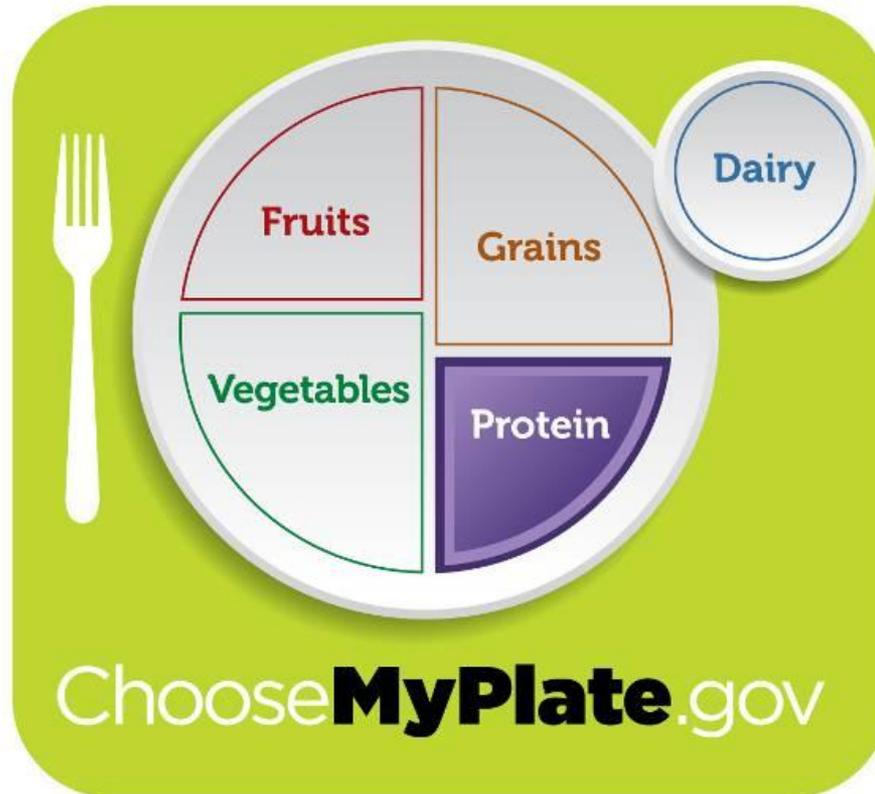
MyPlate

On June 2, 2011, USDA announced the replacement of MyPyramid with MyPlate.



MyPlate Update

“Meat & Beans group”  “Protein group.”

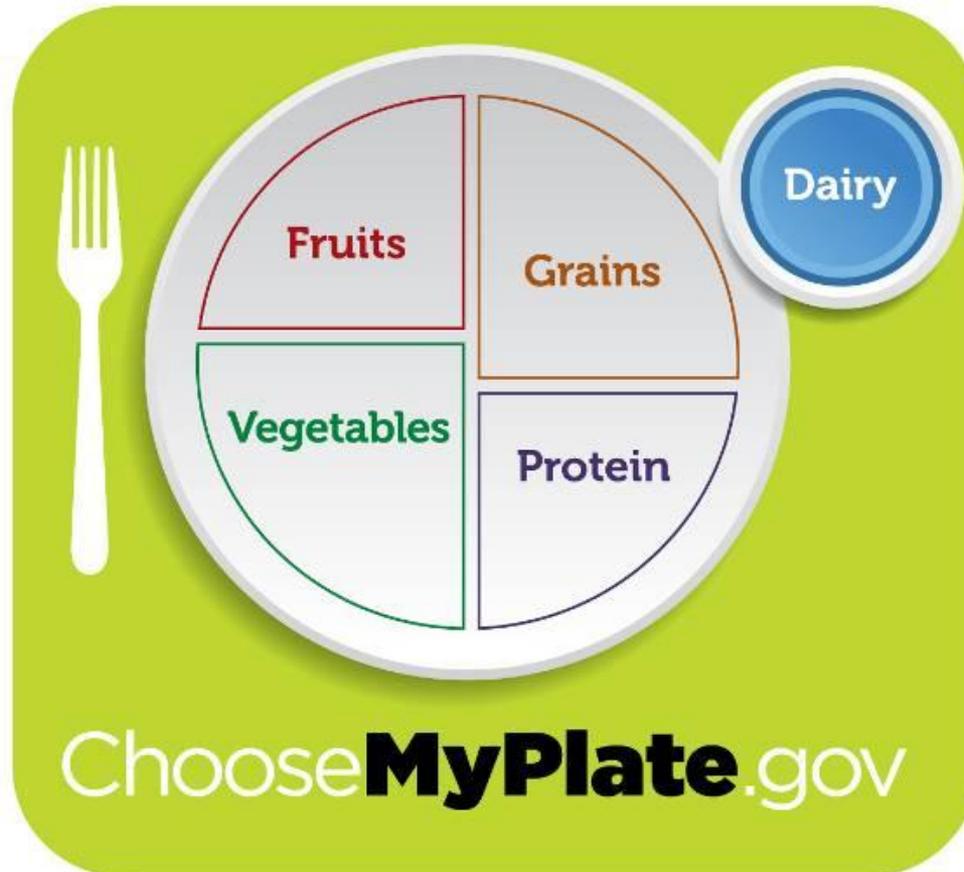


MyPlate Update

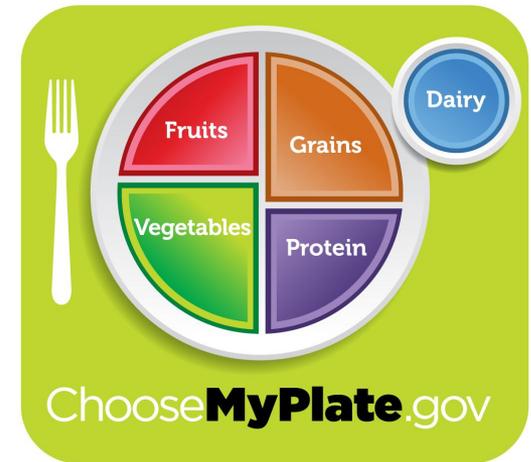
“Milk group”



“Dairy group”



MyPlate



Key focus areas of the new food icon:

Balancing Calories

- Enjoy your food, but eat less
- Avoid oversized portions

Foods to Increase

- Make half your plate fruits and vegetables
- Make at least half of your grains whole grains
- Switch to fat-free or low-fat (1%) milk

Foods to Reduce

- Compare sodium in foods like soup, bread and frozen meals
 - choose the foods with lower numbers
- Drink water instead of sugary drinks

Implementation into Schools



- Parents, teachers and other school staff should be educating children on MyPlate and the key points of the DGA.
- Make it a game or a contest.
- Revamp the cafeteria services using MyPlate as a guide.
- Post MyPlate posters in the cafeteria lines or dining area to serve as a reminder.

NuVal™ Nutritional Scoring System

Nutrition GPS for the Supermarket!

- The NuVal™ System is a food scoring system that will help you see *at a glance* the nutritional value of the food you buy.
- The NuVal™ system scores food on a scale of 1 to 100.
- The higher the score, the more nutritious the product.
- The scores are displayed directly on shelf price tags and other in-store signage.



NuVal™ Development

- **July 2003.** U.S. Secretary of Health convened a group of 15 academic leaders to share ideas for improving dietary intake patterns and curtailing the spread of epidemic obesity.
 - Dr. David L. Katz was in that group and proposed the ONQI project.
 - No formal action was taken.
- **Late 2005.** Yale-affiliated Griffin Hospital agreed to provide financial and material support for the project.
 - Engagement of a multidisciplinary team of nutrition and public health scientists
 - Isolation of science effort from any commercial interest
 - Reliance on objective sources of data

Developed independently from food manufacturers or retailers

The ONQI Algorithm

Numerator ÷ **Denominator** = **Score of 1 to 100**

Fiber
Folate
Vitamin A
Vitamin C
Vitamin D
Vitamin E
Vitamin B12
Vitamin B6
Potassium
Calcium
Zinc
Omega-3 fatty acids
Total bioflavonoids
Total carotenoids
Magnesium
Iron

Saturated fat
Trans fat
Sodium
Sugar
Cholesterol



Nutrients that are good for you
Less Favorable Nutrients = NuVal™ Score

The “Good Stuff” divided by the “Bad Stuff”

The Confusion

“I know that I should eat more nutritious foods but how do I easily make those changes?”

1,000's of products on the shelves



Package labels are often hard-to-read, confusing and sometimes misleading

Making it Easy...

How much time do you spend now trying to compare product labels? NuVal™ takes all that information from the Nutrition Facts Panel and Ingredients list, and makes sense out of it for you!



| Nutrition Facts | |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Serving Size 16g | |
| Servings per Container about 28 | |
| Amount Per Serving | |
| Calories 80 | Calories from Fat 40 |
| % Daily Value* | |
| Total Fat 4.5g | 7 % |
| Saturated Fat 1g | 5 % |
| Trans Fat 0g | |
| Cholesterol 0mg | 0 % |
| Sodium 135mg | 6 % |
| Total Carbohydrate 10g | 3 % |
| Dietary Fiber 0g | 0 % |
| Sugars 1g | |
| Protein 1g | |
| Vitamin A 0 % | Calcium 2 % |
| Vitamin C 0 % | Iron 2 % |
| *Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs: | |
| Calories: 2,000 2,500 | |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholest | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carb | 300g 375g |
| Fiber | 25g 30g |

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SOYBEAN OIL, SUGAR, PARTIALLY HYDROGENATED COTTONSEED OIL, SALT, LEAVENING (BAKING SODA AND/OR CALCIUM PHOSPHATE), HIGH FRUCTOSE CORN SYRUP, SOY LECITHIN (EMULSIFIER), NATURAL FLAVOR, CORNSTARCH.

VISION

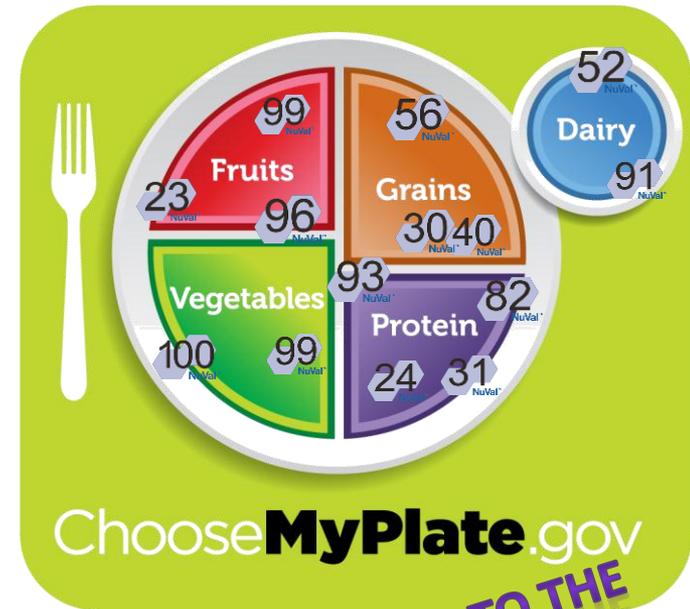


**Empowering people to eat better,
one well-informed food choice at a
time, wherever and whenever
food is purchased and consumed.**

Better Guidance  **Better Choices**  **Better Health**

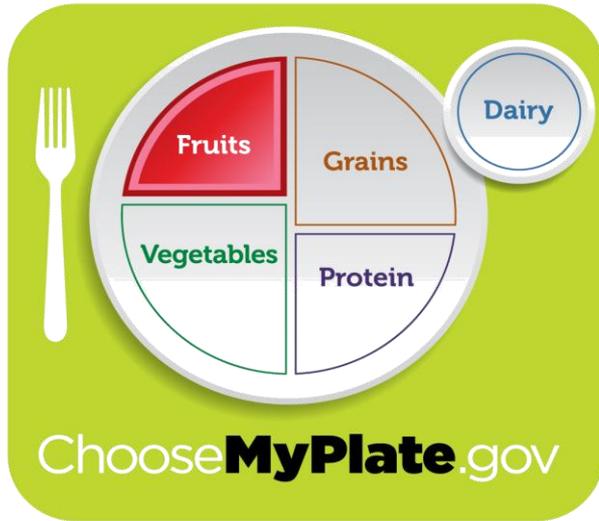
Complementary Consumer Messages

- Both MyPlate and NuVal™ are based on the DGA and are intended to make the guidelines applicable by consumers.
- MyPlate provides guidance around what food groups are needed in what portions. NuVal™ builds this focus by helping consumers choose the most nutrient-dense foods in each category.



**LET NUVAL™ GUIDE YOU TO THE
BEST CHOICES TO FILL MYPLATE**

NuVal™ makes MyPlate recommendations applicable.



**MyPlate Recommendation:
Make half your plate fruits and
vegetables.**



99
NuVal™



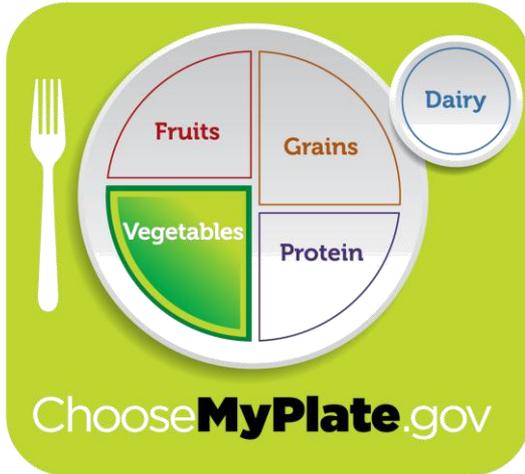
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NuVal™



23
NuVal™

NuVal™ Scores guide consumers to the best choices in fruit throughout the store. Did you know? Frozen, dried or canned whole fruits, as long as no sugar or other ingredients are added, are just as nutritious as fresh.

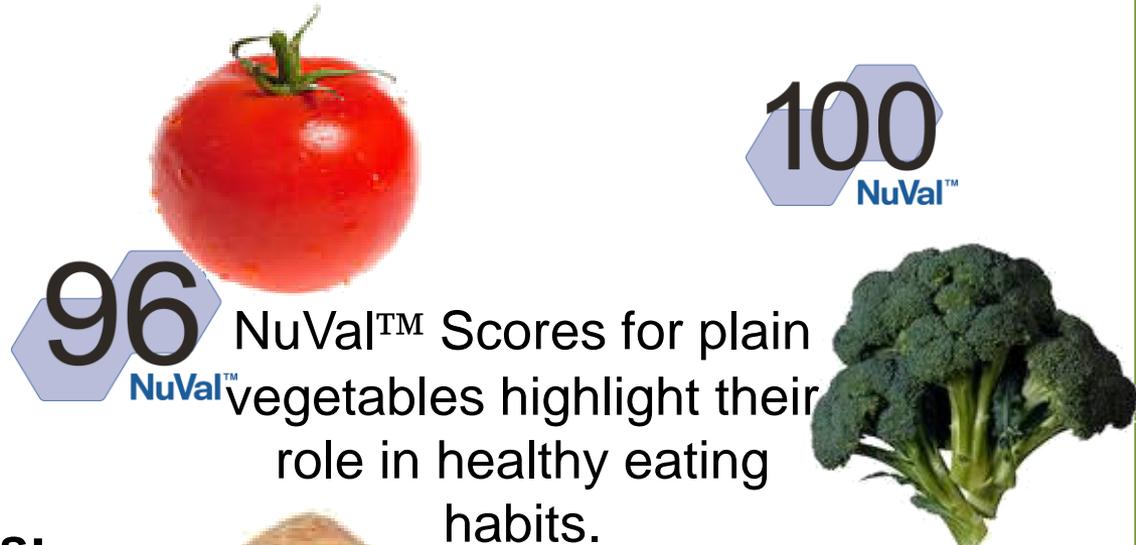
NuVal™ makes MyPlate recommendations applicable.



MyPlate Recommendations:

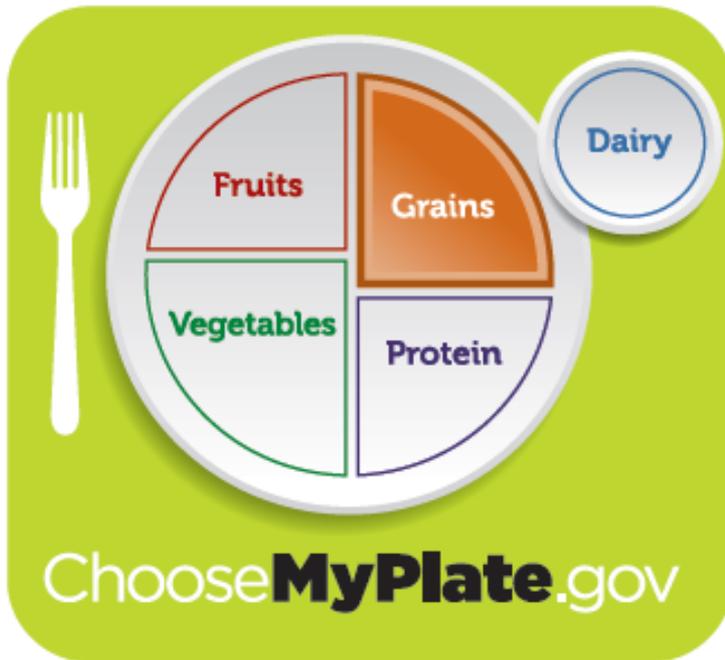
Make half your plate fruits and vegetables.

Eat orange, red and dark-green vegetables, such as tomatoes, sweet potatoes and broccoli, in main and side dishes



NuVal™ makes MyPlate recommendations applicable.

MyPlate Recommendation:
Make ½ your grains whole grains



30
NuVal™



40
NuVal™



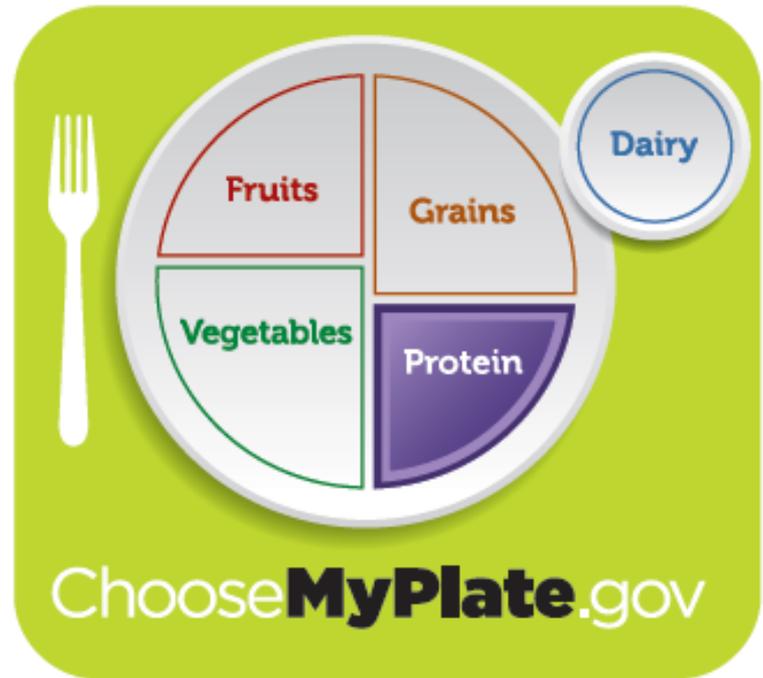
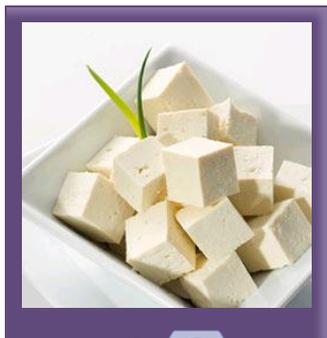
56
NuVal™

Eat within whole grains, there is varying overall nutrition as showcased by NuVal™ Scores.

NuVal™ makes MyPlate recommendations applicable.



Not all protein is created equal, as NuVal™ Scores highlight



NuVal™ makes MyPlate recommendations applicable.



Whole Milk

52
NuVal™



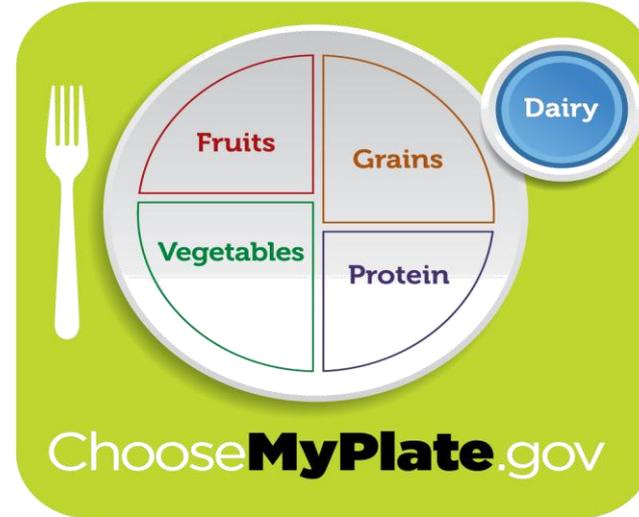
2% Milk

55
NuVal™



Fat Free Milk

91
NuVal™



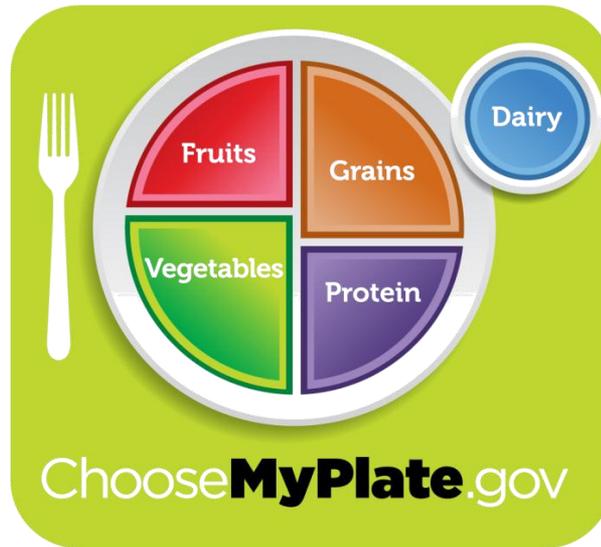
The NuVal™ System empowers consumers to trade up to products with better overall nutrition, in the dairy category, and all section of MyPlate

Breakfast Mealtime Solutions with NuVal™ and MyPlate

100
NuVal™



100
NuVal™



91
NuVal™



99
NuVal

Yogurt parfait with layers of kiwi, strawberries, and shredded wheat

Lunchtime Solutions with NuVal™ and MyPlate

100
NuVal™

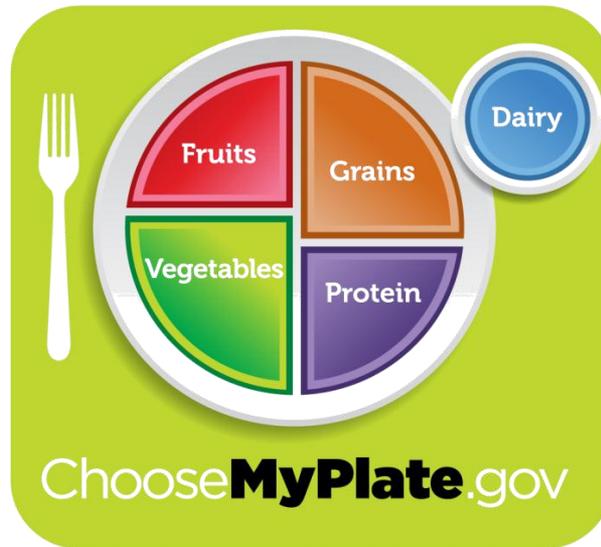


91
NuVal™



34
NuVal™

91
NuVal™



Frozen entrée with steamed green beans, a banana and a glass of skim milk.

Dinnertime Solutions with NuVal™ and MyPlate

91 NuVal™

100 NuVal™

100 NuVal™

82 NuVal™

87 NuVal™

Choose **MyPlate**.gov

Salmon and rice pilaf with spinach-blueberry salad and skim milk.

NuVal™ in the School Systems

- Currently two school districts have added NuVal™ to their cafeteria and vending machines.
 - Independence, Missouri
 - Sartell, Minnesota



Nutrition
guidance
people can
count on.



Good Nutrition Made Easy

