

Nutrition – and the 2015 Politics of Food

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Bon Vivant Vichyssoise Memorial Award



And the winner is...

The Center for Science in the Public Interest, a Washington, D.C. consumer organization, has singled out General Mills to receive the Bon Vivant Vichyssoise Memorial Award for 1973.

The award goes to major food companies that encourage bad eating habits. The prize is a battered garbage can.

Dr. Michael Jacobson, co-director of the center, said General Mills' 1971 advertising budget of \$54 million was bigger than the budget for the Food and Drug Administration's Bureau of Foods.

According to Dr. Jacobson, General Mills' exploits over the past year were:

- Cereal products like Kaboom or Sir Grapefellow that contain 30 to 50 per cent sugar.
- Another cereal product called Total, which is identical to Wheaties except that it contains one-third of one cent more vitamins, for which General Mills charges 13 to 20 cents more.
- A Betty Crocker butter-pecan cake mix made by General Mills that was taken off the market by the FDA because it contained no butter and no pecans.

Dietary Guidelines Advisory Committee

“Healthier dietary pattern is...lower in red and processed meat¹”

1. ...lean meats can be a part of a healthy dietary pattern.

Dietary Guidelines Advisory Committee

Sustainability

“...a diet higher in plant-based foods...and lower in calories and animal-based foods is more health promoting and is associated with less environmental impact...”



Dietary Guidelines Advisory Committee

Saturated Fat

“Sources of saturated fat should be replaced with unsaturated fat, particularly polyunsaturated fatty acids.”



Dietary Guidelines for Americans



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FEATURE

NUTRITION

The scientific report guiding the US dietary guidelines: is it scientific?

It has a big impact on the diet of American citizens, and those of most Western nations, so why does the expert advice underpinning US government dietary guidelines not take account of all the relevant scientific evidence? **Nina Teicholz** reports

Nina Teicholz *journalist, New York City, USA*



Dietary Guidelines Advisory Committee

Added Sugars

- maximum of 10% of calories from added sugars (Daily Value)
- Include “Added sugars” and a %DV on Nutrition Facts labels
- Express amounts in grams *and* teaspoons

Congressional Interventions on DGA

Senate: * Restrict DGA to nutrition/diet (not sustainability...or physical activity or food safety)

House: * Restrict DGA to nutrition/diet; evidence must be crystal clear for anything new

- * Would allow advice (including on food safety and other non-nutrition topics) from the 2010 DGA, regardless of the evidence

- * Require comment period (opportunity for political mischief)

FDA: Nutrition Facts Updating

FDA proposed:

Total sugars

Added sugars 10g 20% DV

FDA: Nutrition Facts Updating

CSPI proposed:

Total sugars 13g

Fruit/vegetable/dairy sugars 3g

Added sugars/juice sugars 12g 3 tsp 20% DV

FDA: Nutrition Facts Updating

Other likely changes will include:

Serving sizes (new; large single servings)

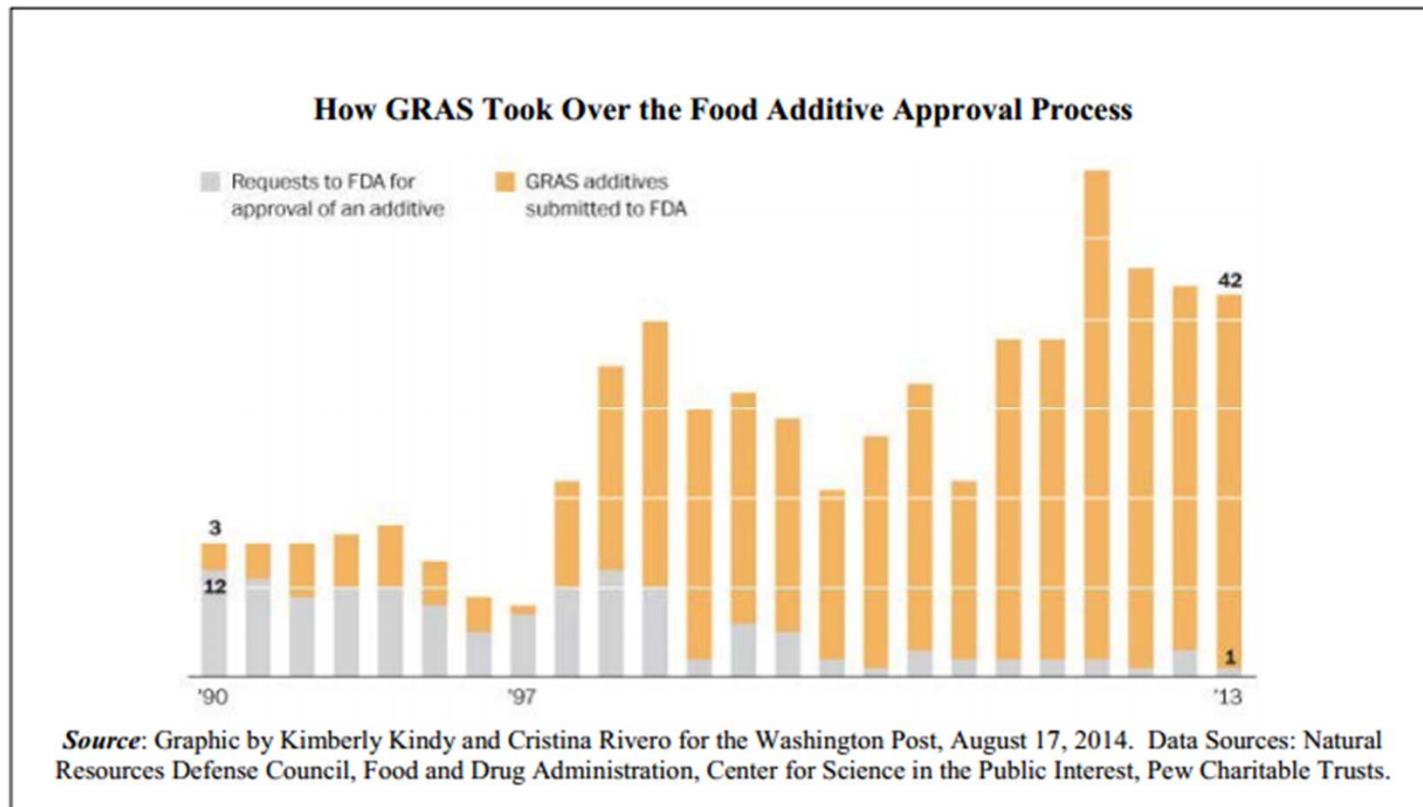
Dropping of “calories from fat”

Dropping of %DV for total fat

Dropping of cholesterol from list of nutrients

Replacing vitamins A/C by potassium and vitamin D

GRAS Trumps Food Additives



Sodium in Packaged Foods



<http://www.shopwell.com/safeway-spaghetti-rings-in-tomato-sauce/canned-pasta/p/2113035043>

1 cup
990 mg



<http://www.hungry-man.com/products/>

1 meal, 454 g
1,610 mg



<http://www.stouffers.com/products/detail.aspx?id=175&c=56#>

1 meal, 454g
1,280 mg



<http://www.lachoy.com/products/sauces.jsp>

1 Tbsp
920 mg



Chicken Vegetable

<http://www.nissinfoods.com/products/CupNoodles>

1 cup, 64 g
1,480 mg



<https://www.redbaron.com/original-crust-singles-pizza.htm>

1 small pizza, 167 g
1,110 mg

Daily Value is 2,400 mg

High-Sodium Restaurant Foods

Denny's Lumberjack Slam

4,190 mg

(2 eggs, 2 pancakes, grits w/marg.,
toast, ham, 2 strips bacon, 2 links, buttermilk biscuit)



Lumberjack Slam®

<http://www.dennys.com/#/menu>

Reuben sandwich (from deli)

3,270 mg



Dunkin' Donuts Salt Bagel

3,380 mg

P.F. Chang's Combo Lo Mein

3,400 mg



Daily Value is 2,400 mg



Vegetable Beef Soup	1,550 mg
Bourbon Chicken Skillet	2,950 mg
Seasoned Fries	1,010 mg
Apple Pie, w/caramel topping	660 mg

Total: 6,170 mg

Voluntary Sodium Changes

2011 – 2015

373 Packaged foods: -1.6%

72 Fast foods: -4.9%

(mg/100g)

NYC Sodium Targets

Food	Sodium (mg/100g)		
	<i>Now</i>	<i>2012</i>	<i>2014</i>
Bread, rolls	485	440	360
Breakfast cereals	608	490	370
Dry soups	820	700	570

Lots of Low-hanging Fruit

Sodium Content: Brand Variation

Great Value sliced Swiss cheese has *2 times as much sodium* as **Safeway's**.

Arby's curly fries has *3 times as much sodium* as an equal weight of **McDonald's** fries.

Honey Nut Cheerios has *2 times as much sodium* as **Barbara's Honest O's Honey Nut**.

NYC Sodium Icon for Menus



Fruit/Vegetable Availability

1993: 697 pounds/person

2013: 645 pounds/person

Slide 20

JD2

Where did we get these numbers from? The per capita availability adjusted for loss numbers in 2013 are:

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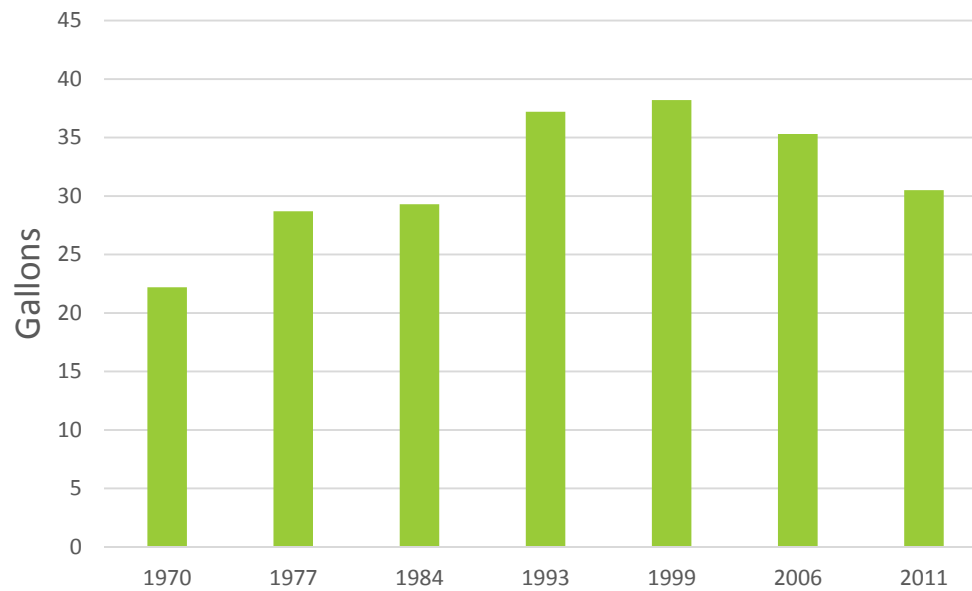
JD3

vegetables, 155 lbs/year and fruit 117 lbs/year, numbers are not too different for 2011

Janna DePorter, 11/20/2015



Consumption of Sugar Drinks



1998 – 2014 per capita sales:

- Coca-Cola: 33% decrease; Pepsi-Cola: 49% decrease
- Carbonated sugar drinks: 25% decrease
- Overall sugar drinks: 10% decrease ???

Slide 22

JD4

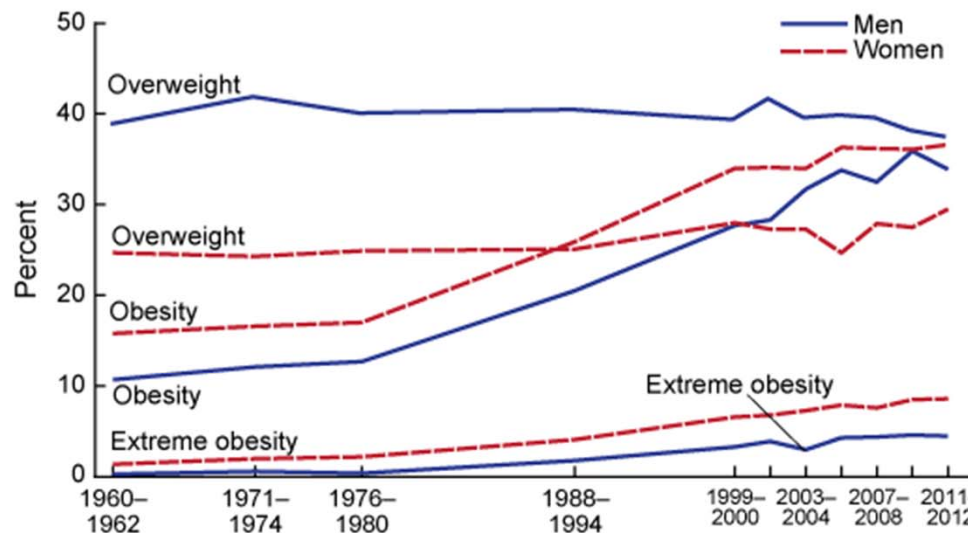
Per capita consumption down to 28 gallons per capita

Janna DePorter, 11/20/2015

Obesity Rates (adults)

1960-2012

Figure. Trends in adult overweight, obesity, and extreme obesity among men and women aged 20–74: United States, selected years 1960–1962 through 2011–2012



NOTES: Age-adjusted by the direct method to the year 2000 U.S. Census Bureau estimates using age groups 20–39, 40–59, and 60–74. Pregnant females were excluded. Overweight is body mass index (BMI) of 25 or greater but less 30; obesity is BMI greater than or equal to 30; and extreme obesity is BMI greater than or equal to 40.

SOURCE: CDC/NCHS, National Health Examination Survey 1960–1962; and National Health and Nutrition Examination Surveys 1971–1974; 1976–1980; 1988–1994; 1999–2000, 2001–2002, 2003–2004, 2005–2006, 2007–2008, 2009–2010, and 2011–2012.

Obesity Rates (adults, youths) 1999-2014

