DNS Field Seminar: Has the Food Revolution Reached Washington?
March 15, 2010
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Department of Nutrition, Food Studies, and Public Health, New York University
Website: www.foodpolitics.com

Cornell School of Hotel Administration

Is a Food Revolution Now in Season?
New York Times 3-22-09

FOOD SYSTEMS: Production to Consumption
AGRICULTURE
FOOD
NUTRITION
PUBLIC HEALTH
Obesity
Hunger
Food Safety
Newsweek, March 13, 2006

"You shouldn’t have to be an Einstein to figure out what to eat for supper"

Time 6-12-06

Obesity Fear Frenzy Grips Food Industry

Why Coke’s Creative Chief Esther Lee Isn’t Alone in Fearing FTC, Critics

“Our Achilles heel is the discussion about obesity...It’s gone from a small, manageable U.S. issue to a huge global issue. It dilutes our marketing and works against it. It’s a huge, huge issue.”

--Advertising Age, April 23, 2007
The personal responsibility approach:

“If people want to eat their way to grossness and an early grave, let them”

Remedy: Teach individuals!

Remedy: Change society!

Activity

Inactivity

 Calories per person per day

1980s  Now  Change
Food availability  3,200  3,900  + 700
Dietary intake    1,900  2,100  + 200

Why?
Available calories per person per day, 1909-2009

Consuming Kids, 2008

Early 1980s: “Shareholder Value Movement”

More Moms Staying (and Eating) at Home

Result: companies must sell more to grow
# Large-size portions introduced

<table>
<thead>
<tr>
<th>Year</th>
<th>Calories in food supply, MJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>13.0</td>
</tr>
<tr>
<td>1973</td>
<td>14.0</td>
</tr>
<tr>
<td>1980</td>
<td>15.0</td>
</tr>
<tr>
<td>1985</td>
<td>16.0</td>
</tr>
<tr>
<td>2000</td>
<td>17.0</td>
</tr>
<tr>
<td>2005</td>
<td>18.0</td>
</tr>
<tr>
<td>2010</td>
<td>19.0</td>
</tr>
</tbody>
</table>

3200

3900

Introduction of larger portions

"Eat more": Ubiquity!

Proximity

Low prices

Compare: Salad = $4.99
The Cost of Healthy Eating

The cost of many unhealthful foods, like soda, butter and beer, has fallen in the last three decades, while the cost of fruits and vegetables has risen substantially.

CHANGE IN MONTHLY FOOD PRICES (MARCH 2009)

<table>
<thead>
<tr>
<th>Price Change %</th>
<th>Fresh fruits</th>
<th>Fresh vegetables</th>
<th>Deer</th>
<th>Butter</th>
<th>Sauses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.50</td>
<td>1.44%</td>
<td>1.41%</td>
<td>0.85</td>
<td>0.71</td>
<td>0.87</td>
</tr>
<tr>
<td>1.25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.75</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.50</td>
<td></td>
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</tr>
</tbody>
</table>

Lines show change in prices of items since 1979, relative to overall inflation as measured by the Consumer Price Index. The price of vegetables, for example, has risen 47 percent faster than the overall index.

Source: Bureau of Labor Statistics, via Axios

The High Cost of Cheap

Not all calories are priced the same. Thanks in part to skewed subsidies, our food system has made it inexpensive to eat badly.

$1 can buy
- 287 calories of soda
- 290 calories of vegetables
- 170 calories of fresh fruit
- 1,200 calories of potato chips

Nutrition Labeling Act of 1990: Health Claims

 Foods
- Soynergy
- Multi Grain Cheerios
- Toasted Oatmeal

Advocacy
- Regulations
- Lawsuits
- Wall Street

Food Companies
- Do Nothing
- Deny
- Change Products
- Fight Back
- • Lobby
- • Exempt from Laws
- • Attack Advocates
- • Blame Inactivity
- • Blame Personal Choice

FDA:
“...We have lost 8 of 10 First Amendment decisions, and doing business the way we were doing it was unsustainable.”

New York Times
July 6, 2003

FDA Eases Rules on Touting Food As Healthful

Washington Post
July 11, 2003
Functional foods: something extra—beyond normal nutrients—to improve health:

- Vitamins and minerals
- Antioxidants
- Cholesterol-lowering
- Omega-3s
- Probiotics and prebiotics
- Herbal supplements
Self-endorsements

Hannaford Supermarkets: 24% of 27,500 products qualify

Brand Loyalty
Pester Factor
Kids’ Foods

Media spending, 2008

Food Marketing to Children and Youth

Industry Partners: $50K
• Coca-Cola
• ConAgra Foods
• General Mills
• Kellogg Company
• Kraft Foods
• PepsiCo
• Unilever
• Wal-Mart

Health Partners: $40K
• Am Diabetes Assoc
• Am Heart Assoc
• Am Society of Nutrition

Criteria
• Saturated fat: < 10% Calories
• Added sugars: < 25% Calories
• Sodium: < 480 mg/serving
• 1 key nutrient > 10% DV

2007-09: www.smartchoicesprogram.com

Nutrition Facts

Serving Size 1 oz (28g) (1/2 cup)
Calories 110 150
Calories from Fat 10 10
% Daily Value*
Total Fat 1g 2% 2%
Saturated Fat 0g 0% 0%
Trans Fat 0g 0% 0%
Cholesterol 0mg 0% 0%
Sodium 125mg 5% 8%
Potassium 50mg 1% 3%
Total Carbohydrate 25g 8% 10%
Dietary Fiber 1g 4% 3%
Sugar 15g
Protein 1g

44% of Calories
Sugar is 1st Ingredient

Philosophical question:

Is a “better-for-you” product a good choice?

“Better than a doughnut”
NYT 9-5-09

“It’s practically spinach”
The Economist 9-24-09

Food Label Programs to Support Operations

Coca-Krispies

October 23

USA Today 11-2-09

Critics blast Kellogg’s claim that cereals can boost immunity

Kellogg pulls immunity claim from Rice Krispies

11-4-09
**F.D.A. to Clarify Standards For the Front of Food Labels**

By WILLIAM NELSON

The Food and Drug Administration is planning to clamp down on the flood of nutrition claims that manufacturers have been making about packaged foods.

By early next year, officials said, the agency will issue proposed standards that companies must meet before they can use labels that go on the front of food packaging.

The idea behind the move is to fix an array of health-related claims that can create confusion among consumers and that are not subject to any regulation.

"This should stop the manufacturers from making claims that are not true," said Peter J. Pitts, executive director of the Center for Science in the Public Interest, which has been pressing the agency to adopt the standards.

The F.D.A. now considers labeling a challenge to the health of the nation.

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**Nutrition Tips**

**Amount Per Serving**

- Calories: 240
- Total Fat: 16g
- Saturated Fat: 5g
- Trans Fat: 0g
- Sodium: 150mg
- Total Carbohydrate: 21g
- Dietary Fiber: 2g
- Sugars: 10g

**Calories:** 240

**Total Fat:** 16g

**Saturated Fat:** 5g

**Trans Fat:** 0g

**Sodium:** 150mg

**Total Carbohydrate:** 21g

**Dietary Fiber:** 2g

**Sugars:** 10g

**What do we want?**

**100% Organic Food**

**When do we want it?**

**NOW**

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**JAMA February 24, 2010**

**Front-of-Package Food Labels**

**Nutritional Health or Propaganda?**

A New York City-based advocacy group wants to limit health claims made by food companies as an effort to decrease obesity.

The group, called the Center for Science in the Public Interest, plans to ask the Food and Drug Administration to ban health claims made on food labels.

The group is concerned that food companies are using the labels to make people think that certain foods are better for them than they really are.

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**Can the Food Industry Play a Constructive Role in the Obesity Epidemic?**

**The Dark Side of the Food Industry**

With increasing rates of obesity, many food companies have been making positive changes in their products and marketing strategies.

McDonald’s, for example, recently launched a new menu item that is low in calories and fat.

However, some critics argue that these companies are not doing enough.

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**Sunday Business**

**Is a Food Revolution Now in Season?**

In Washington, the Department of Agriculture is working with farmers to promote the use of organic food.

Organic food is produced without the use of synthetic pesticides and fertilizers.

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**JAMA February 24, 2010**

**Nutritionists?**

The term "nutritionist" is used to describe a person who is knowledgeable in the field of nutrition.

Nutritionists are typically trained in the science of nutrition and are able to provide information on healthy eating and lifestyle habits.

They may work in a variety of settings, including hospitals, clinics, and private practice.

Nutritionists may also work with clients who have specific dietary needs, such as infants, children, or people with chronic illnesses.

Nutritionists may also work in the food industry, providing guidance on the development of new products and marketing strategies.

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New York City's calorie labeling initiative, 2008

New York City's drink-less-soda initiative, 2009
Advise clients:
• Choose foods
• Know the system
• Change the system

Change the system
• Neighborhood access
• Schools
• Marketing to kids
• Farm supports
• Campaign laws
• Wall Street

Join the food revolution