

food Insight™

Current Topics in
Food Safety and Nutrition

Inside Insight

Do You Know Where Your Functional Foods Are?.....	2
NewsBites	6
Tackling Nutrition Challenges: An Agenda for Action	7

Guess Who's Coming to Dinner?

Just when you think you've thought of everything for your dinner party—food, flowers, music, guests who will enjoy each other—something comes along to remind you that feeding a group of people may present special challenges.

In this case, it might be the unexpected food allergy of a guest's date.

If only you'd thought to mention that shrimp would be the main course...

Avoiding the above scenario isn't too difficult. It's mostly a matter of communicating with the guests and knowing how to handle certain food allergy issues in the kitchen. This is important because, although an unexpected food allergy situation is inconvenient for the cook, it can be dangerous for the food-allergic guest.

A Food Allergy Primer for the Non-Allergic

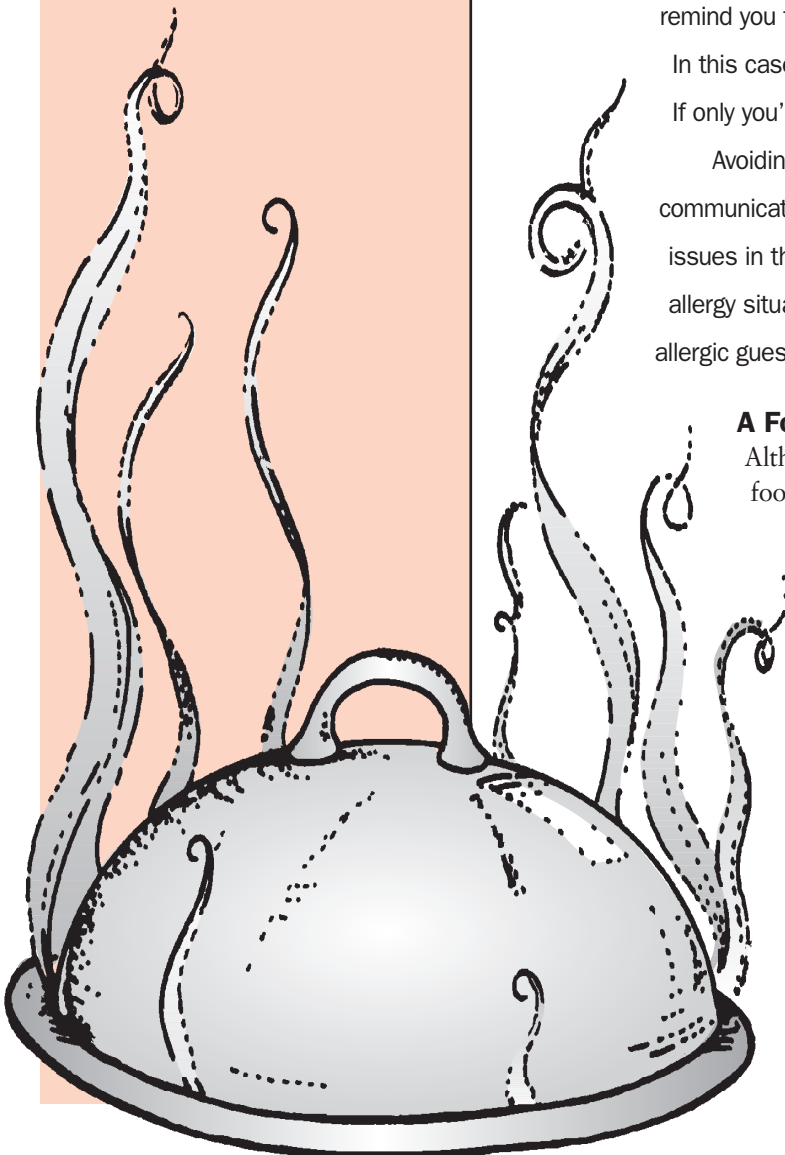
Although it may seem that nearly everyone has an allergy to some food or another, in reality true food allergies are quite rare, affecting only 2 to 2.5 percent of the adult population. Food allergies are more common among infants (4 to 6 percent of the population) and children (1 to 2 percent). Many infants outgrow allergies.

There are two types of sensitivities to foods: those that involve the immune system (immunological) and those that don't (non-immunological). All true food allergies are immunological in nature, while non-immunological reactions include a wide variety of adverse food reactions. Here are the basic facts about food allergies, and how they differ from other food sensitivities.

What makes it an allergy?

A true food allergy is a reaction of the body's immune system to something in a food or a food ingredient (virtually always a protein). When a susceptible person is exposed to this protein

Continued on page 4



Do You Know Where Your Functional Foods Are?

This question is at the heart of consumer research about foods believed to provide a health benefit beyond basic nutrition. These aptly named “functional foods” have been touted in numerous studies and in the media as offering better health through eating.

To the typical consumer, functional foods may be a relatively new concept in nutrition—one that inspires hope and, sometimes, confusion. That’s because even savvy shoppers can become overwhelmed by the scores of media reports on health and nutrition, making it difficult to obtain a thorough understanding of functional foods and their role in healthful living.

The term, ‘functional foods’ is used to describe a broad spectrum of foods that may promote health. Examples include everything from fruits and vegetables to fortified or enhanced foods. Biologically active components in functional foods impart health benefits or desirable physiological effects. Functional attributes of many traditional foods are being discovered, such as antioxidants found in fresh fruits and vegetables, and tomato products that may reduce the risk of cancer. In addition, new food products are being developed with beneficial components, for example, cholesterol-lowering table-spreads and products with soy protein.

While recent questions have been raised regarding certain foods containing herbal ingredients, these types of products are not typical of the foods found under the broad umbrella of functional foods. It is important to remember that the science is still evolving in this promising area of food and nutrition. Scientific substantiation of functional foods’ benefits is vital to understanding the health promoting attributes of these foods, as well as to continuing to build consumer confidence and trust in this area. Functional foods offer great potential for consumers to optimize their health through diet.

In an effort to understand better whether the public knows its flavonoids

from its fiber, the International Food Information Council (IFIC) has been tracking consumer perceptions of functional foods since 1996. The findings have been used by IFIC and others to boost consumer understanding of functional foods by communicating accurate and timely information about this promising development in nutrition.

In its most recent round of quantitative research, IFIC commissioned the Axiom Research Company to identify new and continuing trends in Americans’ response to functional foods. Among other things, the results suggest that a learning curve

“...consumers rank nutrition ahead of both exercise and family history as the key to achieving good health.”

still exists when it comes to making an association between specific foods and health concerns, although awareness of functional foods does appear to be growing. Also, there is evidence that people are incorporating more foods with functional benefits into their diets—a sign that positive messages about these foods are reaching consumers.

Who Was Surveyed

Over the last four years, IFIC has conducted both focus groups and national surveys concerning American consumers’ attitudes toward functional foods. An initial quantitative survey was completed in 1998. For the 2000 survey, as in 1998,

1,000 adults were randomly selected to participate in a 20-minute phone interview. Respondents were representative of the ethnic diversity and gender ratio of the U.S. population. More than half of the participants were married and under 44 years of age. Most respondents had attended at least some college, and at least one-fifth had completed either college or graduate school.

Confident about Nutrition, In Control of Health

Data from both 1998 and 2000 indicate that most consumers are at least generally aware of the concept of functional foods. The 2000 results show that nearly all consumers (93 percent) believe that certain foods have health benefits that go beyond basic nutrition and may reduce the risk of disease or other health concerns.

But awareness is only one indication of what consumers think of functional foods. More revealing is the fact that consumers rank nutrition ahead of both exercise and family history as the key to achieving good health. Seventy-four percent of respondents agree that food and nutrition play a “great role” in maintaining or improving overall health, compared with 63 percent for exercise and 39 percent for family health history.

Moreover, most consumers report feeling in control of their personal health. In fact, 61 percent of consumers say they have a “great amount” of control over their own health, and 32 percent express having a “moderate amount” of control. These two factors—confidence in the benefits of nutrition and in one’s ability to take charge of health matters—can work in tandem to support healthful

behavior, such as incorporating foods with proven health benefits.

Despite consumers feeling positive about nutrition and taking charge of their well being, they still have serious concerns about health matters. In fact, 45 percent of Americans list heart health (including heart disease, blood pressure and cholesterol level) among their top three health concerns. Cancer ranks second among consumers at 31 percent, while diabetes and weight concerns tie for a distant third at 14 percent.

Adding—Not Avoiding— Certain Foods

Most consumers are still fixated on past advice about cutting out of their diet those “vilified” foods perceived to be too high in fat, sugar or salt. There is evidence however, of an emerging trend toward increasing consumption of healthful foods, especially fruits and vegetables—a change that could signal an important shift in the way Americans eat. In short, people may be beginning to alter their eating patterns by adding—rather than avoiding—certain foods to improve or maintain their health. In 2000, for instance, 33 percent of Americans are adding particular foods or ingredients to their diet, compared with 28 percent who were doing so in 1998. And the percentage of Americans reducing particular foods or ingredients fell from 55 percent in 1998 to 49 percent in 2000.

In 1998, 36 percent of Americans reported they had changed their diet by consuming less fat. In 2000, just 24 percent of the population is trying to reduce its fat intake. Meanwhile, in 1998, 10 percent of consumers said they were adding more fruit to their diet versus 13 percent who are doing so in 2000. And research indicates that more people may be adding vegetables to their diet—22 percent today compared with 20 percent two years ago.

It seems the message that what you do eat may be more important for your health than what you don't eat has not been lost on the American public. The number of consumers eating up to three functional foods for their health benefits has increased substantially in just two

years. In 1998, 52 percent of Americans were eating up to three foods for their functional health benefits. In 2000, that figure has jumped to 59 percent.

As expected, consumers are more likely to choose those functional foods that are both familiar and readily available to them—which may account for why many Americans are disinclined to incorporate foods like soy into their diet. And some demographic groups are more likely than others to make health-based changes to their diet (see chart). For instance, functional food consumption is highest among older Americans. Sixty-five percent of those aged 55 and over are using functional foods to target a specific health concern, compared to 49 percent of 18-34 year olds.

“...consumers tended to make health associations with foods where a large body of scientific evidence supports the claim.”

The Gender Gap

	women	men
Food/Nutrition play “great health role”	79%	68%
Health professional most believable	49%	30%
Primary shopper	81%	42%
“Very interested” in learning more	51%	41%
Adding food for health benefits	37%	29%

Making the Connection

The percentage of consumers who can identify a functional food and its associated health benefit is on the rise, from 77 percent in 1998, to 82 percent today. Not surprisingly, the food/function associations cited most frequently are those that tie familiar foods such as orange juice and broccoli to Americans' top health concerns—heart health and cancer. Long-time associations, such as the connection

between calcium-containing foods and osteoporosis (78%) and cranberry products and urinary tract health (60%), are also cited with frequency. Not only were the more frequently cited food/function associations those that are familiar, but consumers tended to make health associations with foods where a large body of scientific evidence supports the claim.

When it comes to identifying newer or more precise food/function connections, however, consumer understanding tends to be sketchy. For example, only 38 percent of Americans are aware of the connection between soy protein and heart health despite a recently approved health claim by the Food and Drug Administration, while a mere 30 percent can correctly name a food or food component associated with fighting colon cancer.

However, when consumers are aware of certain food/function associations, they tended to have some faith in their efficacy. For instance, of the 48 percent of people familiar with the connection between antioxidants and reduced risk of cancer, two-thirds believe antioxidants are “definitely” or “probably” effective. The same goes for those familiar with the link between soy protein and heart disease.

What Lies Ahead

Despite the learning curve that most Americans have to overcome with regard to functional foods, there is reason to be optimistic about this new frontier in nutrition. For one thing, 86 percent of consumers are interested in learning about the health benefits offered by functional foods. And most people (72 percent) either have no concerns or are unaware of any concerns associated with functional foods.

The continuing challenge for health communicators is to offer Americans accurate and personally relevant information that will appeal to consumers' confidence in nutrition and in their ability to control their health. It will no doubt take time, but the research suggests that consumers will increasingly incorporate functional foods into their diets so long as considerations concerning taste and convenience are addressed.

Guess Who's Coming to Dinner?

Continued from page 1



“Granted, most of the responsibility for avoiding food allergens rests with the person who has the allergy, and one would expect that a life-threatening food allergy would be acknowledged by the individual when he or she is invited to a dinner party.”

Food Allergy Symptoms

CHART 1

- Skin symptoms
Swelling, hives, eczema/atopic dermatitis (skin rash)
- Gastrointestinal symptoms
Abdominal cramps, nausea, vomiting, diarrhea
- Respiratory symptoms
Runny nose, asthma/difficulty breathing, tightening of the throat
- Oral symptoms
Itching, swelling and hives in the mouth, palate and tongue
- Systemic symptoms
Anaphylactic shock (severe shock involving several body systems)

(called the allergen), the body mistakenly interprets the protein as foreign and produces antibodies to fight it. With repeated exposures to the offending food protein, the body continues to mount its “defense,” so that at some point consuming the allergenic food triggers the release of histamine and other powerful chemicals which cause common allergy symptoms (see Chart 1).

The most severe food allergy reaction is called anaphylaxis. This infrequent, yet potentially fatal, response to a food allergen involves several different body systems and results in a number of symptoms instead of the usual one or two seen with a typical food allergy. An anaphylactic reaction can progress quickly from the mild symptom stage—where the individual experiences an itchy tongue or mouth, throat tightening, and wheezing—to the life-threatening stage of cardiac arrest and shock. Immediate medical attention is necessary, and treatment usually includes an injection of epinephrine. “Although they are rare, anaphylactic reactions which are fatal most often occur when the allergic individual is eating away from home and inadvertently consumes the

offending food, fails to recognize the reaction quickly, and there is a delay in epinephrine administration,” explains Susan Hefle, Ph.D., co-director of the Food Allergy Research and Resource Program and assistant professor of food science at the University of Nebraska at Lincoln.

Food Sensitivities

Non-immunological food reactions, while not true allergies, can produce symptoms similar to those of a food allergy. This can be confusing to people who suffer from them and is probably one reason why people are quick to say they have a food “allergy” when in fact they may just have a food sensitivity or intolerance of some sort. Food sensitivities are rarely life threatening and the symptoms tend to be more localized.

Lactose intolerance, where the body lacks the enzyme to break down the milk sugar, lactose, is one example of a non-immunological food reaction. Idiosyncratic food reactions, where the cause is unknown, also don’t involve the immune system. One example of a food idiosyncrasy is sulfite-induced asthma, which is estimated to affect about

Common Food Allergies

<i>In Infants:</i>	Cow's milk, eggs, peanuts, tree nuts (almond, walnut, hazelnut, Brazil nut, etc.), soybeans, wheat
<i>In Adults:</i>	Peanuts, crustacea (shrimp, crab, lobster, crawfish), tree nuts, fish

1.7 percent of all asthmatics, according to Hefle. “Some idiosyncratic reactions, such as a connection between food colors and hyperactivity have been disproved through scientific research, while still others, such as monosodium glutamate (MSG) sensitivity remain unproved,” adds Hefle.

Common Causes of Food Allergy

Amazingly, over 160 food allergens have been identified—but only a handful of them account for more than 90 percent of the food allergies in the United States. Most food ingredients (such as aspartame, MSG, food colors, high fructose corn syrup and sugar) are not food allergens.

Food oils, such as peanut oil or soybean oil are generally highly refined, rendering them free of allergenic proteins. In fact, research has shown that people with allergies to the oil's originating food (such as peanut or soybean) do not react to commercially refined and processed oils—the most commonly used oils. Cold-pressed oils, such as various nut oils, can still contain allergenic proteins, which may trigger an allergic reaction in a sensitive individual.

Tips for hosts: Coping with Food-Allergic Guests

Granted, most of the responsibility for avoiding food allergens rests with the person who has the allergy, and one would expect that a life-threatening food allergy would be acknowledged by the individual when he or she is invited to a dinner party. However, a little planning and preparation can eliminate the need for dealing with a food allergy situation altogether.

Here are some recommendations:

- Ask about food sensitivities when inviting guests and let your guests know what you plan to serve when inviting them. Knowing what you may be dealing with is half the battle. If a

guest insists he or she is allergic to a food or ingredient which isn't a known food allergen (and may instead be just a sensitivity) don't get into a debate, simply offer to change the menu.

- Invite guests far enough ahead of time so that the menu can be revised, if necessary.
- Practice safe food handling methods during both the preparation and serving of foods.

Sometimes one can't avoid serving a common food allergen, even when an individual has alerted you to the existence of an allergy. In these cases, it's still possible to have a reaction-free event, but careful cooking and serving is necessary. According to Hefle, measures to take include:

- *Avoiding cross contact by not sharing utensils, food containers, cutting boards and serving dishes.* For example, simply wiping off a knife used for a child's peanut butter sandwich, and then using the same knife to spread mustard on a peanut-allergic child's cheese sandwich is not adequate for preventing a possible allergic reaction. A separate, clean knife, cutting board and plate should be used.
- *Avoiding using the same cooking oil for both allergenic and non-allergenic foods.* Food allergens can survive

home cooking temperatures—even when deep-frying. If frying fish and chips, for example, two separate batches of hot oil should be used, as well as separate utensils and serving platters.

- *Avoiding “creative” recipe formulation—“secret ingredients” can be dangerous.* Many times a food-allergic individual doesn't expect a food allergen to be present in a dish, and will unwittingly consume it only to suffer later. For example, if you know a guest has an allergy to seafood, you should tell him that bottled Asian fish sauce has been used in the salad dressing.

With a few questions and some attention to planning and preparation, both you and your guests can have an enjoyable dinner.

NewsBites

Saccharin Removed from List of Known Human Carcinogens

In May of this year science and the National Toxicology Program (NTP) agreed that when it comes to saccharin, humans aren't rats. Supported by a preponderance of scientific evidence accumulated over 20 years, the government has removed saccharin from its list of known human carcinogens.

The sweetener saccharin has been in use for nearly a century and, since the growing interest in the development of diet foods that began in the 1950s, has been a valued component of foods and beverages used by consumers interested in calorie control and by people with diabetes.

In 1977, the U.S. Food and Drug Administration proposed a ban on saccharin based on studies conducted on a sensitive strain of laboratory rats fed extremely high doses of sodium saccharin that linked it to bladder cancer. Although Congress overrode the ban, it required labels warning about the evidence.

There is now a large body of scientific evidence supporting

the conclusion that sodium saccharin is not related to bladder cancer in humans. The sweetener has been removed from NTP's list of known human carcinogens, and consumers can be assured of the safety of saccharin along with other trustworthy and versatile low-calorie sweeteners such as aspartame, acesulfame potassium and sucralose. Sweet news, indeed.

Healthy, Tasty, Thrifty Meal Planning from USDA

The United States Department of Agriculture's Center for Nutrition Policy and Promotion (CNPP) is taking nutrition recommendations to the people with a new recipe book, *Recipes and Tips for Healthy, Thrifty Meals*.



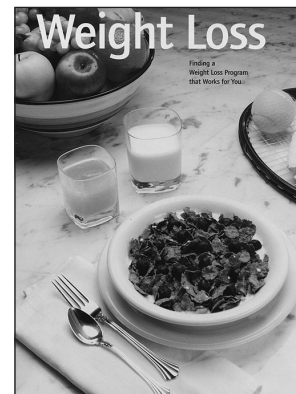
The book is designed to help consumers serve healthy meals on a limited budget that meet the nutrition recommendations in the *Dietary*

Guidelines for Americans. It contains advice about planning menus, using food lists, shopping, and using Nutrition Facts labels and shelf information for choosing food, and includes two weekly menus with recipes for a family of four. Written and developed for CNPP by the Pennsylvania State University, the recipes provide clear and simple instructions and list the calorie, total fat, saturated fat, cholesterol, and sodium content per serving.

The recipe book is available in single copies (\$4.25 each) through the Government Printing Office (GPO Stock No 001-000-04680-2) by calling 202-512-1800.

Finding a Weight Loss Program that Works for You

Do you, or someone you know, want to lose weight but don't know where to go for help? The Partnership for Healthy Weight Management and the IFIC Foundation's new *Weight Loss: Finding a Weight Loss Program that Works for You* booklet may be just what you are looking for. This helpful, easy-to-use brochure provides



information and check-lists for evaluating weight loss programs and services and helps consumers ask the right questions to choose a safe and effective weight loss method.

The Partnership is a coalition of representatives from science, academia, the healthcare professions, government, commercial enterprises, and organizations whose mission is to promote sound guidance on strategies for achieving and maintaining a healthy weight.

To receive a copy of this new brochure, write to IFIC Foundation Weight Loss P.O. Box 65708 Washington, D.C. 20035 or download the PDF file from the IFIC Foundation's web site at <http://ificinfo.health.org> or the Partnership's web site at <http://www.consumer.gov/weightloss/>.

WHAT'S NEW at <http://ificinfo.health.org>?

Want to know more about Functional Foods? Two new publications—*Background on Functional Foods* (<http://ificinfo.health.org/pdf/files/IFICBK.pdf>) and *Functional Foods: Attitudinal Research* (<http://ificinfo.health.org/pdf/files/IFICAR.pdf>)—are now available on IFIC Foundation On-Line.

Tackling Nutrition Challenges: An Agenda for Action

Thirty years ago, the groundbreaking White House Conference on food security, nutrition and health charted a new course in nutrition and was the impetus for policy changes such as an expanded food stamp program, the Women, Infants and Children (WIC) program, nutrition labeling and the school lunch program. While much has changed in the intervening years, much remains the same.

This May in Washington, D.C., the United States Department of Agriculture and the United States Department of Health and Human Services convened the National Nutrition Summit to provide an opportunity to look back on the accomplishments since the 1969 Conference, and discuss the challenges for the coming years.

As the Summit speakers reminded the audience, three decades ago the biggest issue facing the United States was hunger. Today, food insecurity remains a problem. According to Jim Weill, president of the Food Research and Action Center and speaker at the Summit breakout session, "In this time of broad economic prosperity, there is still substantial poverty and hunger in America."

But, a 21st Century irony is that overweight and obesity and their related chronic diseases now rival hunger as a concern. As with hunger, obesity is a very complicated issue without simple solutions.

Summit Surveys New Nutrition and Health Concerns

Jumping ahead to the year 2000, many of the discussions at the Summit centered on today's issue of overweight and obesity. In recent years, researchers have gained a vast amount of knowledge on the relationships between diet and chronic disease. Overweight and obesity are known risk factors for a host of health problems including heart disease, hypertension,

**"For every complex question,
there is always a simple solution...
and it is always wrong."**

H. L. Mencken

some forms of cancer, diabetes, stroke, osteoarthritis, sleep apnea and gallbladder disease. Understandably, health officials are concerned about the human and economic tolls these diseases take, particularly if the prevalence of overweight and obesity continues to rise.

A New Conversation

When it comes to weight management, "The paradox of our times is the gap between knowledge and behavior," stated Sylvia Rowe, president and CEO of the International Food Information Council (IFIC) and IFIC Foundation and plenary speaker at the Summit. "Perhaps nowhere is this more evident than with nutrition and physical activity." Most consumers know that eating right and engaging in regular physical activity are necessary for maintaining overall health. According to The American Dietetic Association *Nutrition and You: Trends 2000* Survey, 85 percent of consumers say that diet and nutrition, as well as exercise and physical activity, are important to them. But, national surveys show a decline in nutrition concerns among consumers. In fact, the *Trends 2000* survey found that 32 percent of consumers polled fall into the "Don't Bother Me" segment; those persons who may or may not feel informed about healthy eating, but for whom this is not a concern. This suggests that while consumers know what they should be doing, they are not motivated to do so and may be losing interest in advice about nutrition and physical activity.

Clearly, the information exists. Finding the key to motivate hesitant consumers to move

Continued, next page

New IFIC Foundation Publications

Below are the newest releases from the IFIC Foundation. Single copies of most publications are available free-of-charge. For a comprehensive listing of publications or for bulk prices, please request the IFIC Foundation Publications List below.

Publications List (MI-4010)

A complete list of publications and *Food Insight* reprints available from the IFIC Foundation.

It's All About You Nutrition Communicator's Tool Kit (MI-4230)

A new nutrition communicator's Tool Kit to help consumers achieve healthy, active lifestyles. The Tool Kit illustrates positive, simple, and consistent nutrition and health messages and contains an "Owner's Manual for the Body," Leader's Guide, consumer video, and much more. Please send ___ copies at \$19.95 each, plus \$2.50 shipping and handling. Enclosed is a check for \$_____.

Food for Thought III Research (MI-4230)

A quantitative and qualitative analysis of food news as reported by 39 media outlets during three months in 1999, with findings compared with data from two earlier studies. Please send ___ copies of the Full Report at \$20.00 each. Executive Summary: Free.

Food Biotechnology Resource Kit (MI-4080)

This updated and redesigned kit is a compilation of backgrounders on food biotechnology topics, including product benefits, consumer attitudes, federal safeguards and labeling, and the environment. The most recent data on consumer attitudes and government regulatory issues are included. The kit also includes positions of other leading health professional organizations, along with an extensive resource list. Please send ___ copies at \$10.00 each. Enclosed is a check for \$_____.

Starting Solids: A Guide for Parents and Child Care Providers (EB-2020)

This updated brochure not only has an attractive, colorful new look but also has extensive information

on transitioning infant feeding from breast milk and formula to solid foods. In addition, the brochure includes information from the American Red Cross on what to do if your child is choking. Co-published with the National Association of Pediatric Nurse Associates and Practitioners

Take Charge of Your Health: A Teenager's Guide to Better Health (EB-2085)

A brochure that helps empower teenagers to making better choices to improve their health and lifestyles. They learn about how to change their snacking habits, increase physical activity and provides guidance to identify serving sizes. Developed by the National Institutes of Health's Weight-control Information Network.

Caffeine and Health: Clarifying the Controversies (IR-3020)

This updated IFIC Review highlights new research, provides background information on caffeine and seeks to dispel misconceptions that exist about the ingredient.

Children's Nutrition and Physical Activity Teaching Set (MI-4200)

A teaching set designed to help kids ages 9-15 understand the importance of combining nutrition and physical activity. The set features a 22"x34" two-sided color poster highlighting the Physical Activity Pyramid alongside the Food Guide Pyramid. Set includes the Ten Tips to Healthy Eating and Physical Activity for You brochure, reproducible slick and poster. Please send ___ copies at \$3.50 and \$1.50 shipping and handling.

TO ORDER:

Please complete and return this form to:
IFIC Foundation
1100 Connecticut Ave., N.W., Suite 430
Washington, D.C. 20036

Which of the following categories best describes you or your organization (Please select only one):

- | | |
|--|---|
| <input type="checkbox"/> A. IFIC Supporter | <input type="checkbox"/> I. Library/Info. Service |
| <input type="checkbox"/> B. Health Professional | <input type="checkbox"/> J. News/Media |
| <input type="checkbox"/> C. Professional Society Staff | <input type="checkbox"/> K. Company/Industry |
| <input type="checkbox"/> D. Home Economist | <input type="checkbox"/> L. Association/Industry |
| <input type="checkbox"/> E. Educator | <input type="checkbox"/> M. Consumer Group |
| <input type="checkbox"/> F. Extension Agent | <input type="checkbox"/> N. Consumer |
| <input type="checkbox"/> G. Researcher/Scientist | <input type="checkbox"/> O. Student |
| <input type="checkbox"/> H. Government | <input type="checkbox"/> P. Other |

Name _____

Title/Business _____

Street _____

City _____

State _____

ZIP _____

8/00

Tackling Nutrition... Continued from page 7

advice into action is what is needed. Part of the solution to this paradox is to develop messages about healthy lifestyles that truly resonate with the consumer. To do that, nutrition communicators need to put themselves into the consumer mindset. Messages must empathize, not simply preach. And, messages should address factors that consumers identify as most important. For example, in the recent Food Marketing Institute *Trends* survey, consumers cited taste, nutrition, convenience, value and food safety as important to them. When communicating about the other very important half of the energy balance—physical activity—consumers need to perceive it as fun.

A New Commitment to Partnerships

While individual health professionals need to begin a new conversation with consumers, health organizations and government public health agencies need to recognize the importance of public-private partnerships to improve public health. The power of alliances was seen at the 1969 White House Conference. It was acknowledged then that: “Effective solutions will require cooperative and coordinated study by government and the private sector, including industry, agriculture, educational institutions,

the health professions, voluntary health agencies and consumers.” When partnership organizations speak with one voice, leverage their strengths, and provide multiple channels to effect positive change, the consumer benefits.

Summarizing the Summit

Partnering for progress, the Summit focused on working together on ongoing efforts to combat hunger in America and also emphasized overweight and obesity as a growing concern for Americans.

A highlight of the Summit was the release of the 2000 edition of *Dietary Guidelines for Americans* (see sidebar). An excellent example of where partnerships can play a crucial role is in combining efforts to realize Secretary Glickman’s goal to “...make sure that people are made aware of the Guidelines, understand what they mean, and know how to apply them to their lives.”

As Dr. Eileen Kennedy, USDA’s Deputy Under Secretary for Research, Education and Economics said, “The greatest contribution from this Summit will be the renewed commitment to work together for, and with, consumers.”

2000 Dietary Guidelines for Americans

Learn the ABC’s for a Healthful Diet

AIM FOR FITNESS:

- Aim for a healthy weight
- Be physically active each day

BUILD A HEALTHY BASE:

- Let the Pyramid guide your food choices
- Choose a variety of grains daily, especially whole grains
- Choose a variety of fruits and vegetables daily
- Keep food safe to eat

CHOOSE SENSIBLY:

- Choose a diet that is low in saturated fat and cholesterol and moderate in total fat
- Choose beverages and foods to moderate your intake of sugars
- Choose and prepare foods with less salt
- If you drink alcoholic beverages, do so in moderation

Food Insight (ISSN 1065-1497) is published by the International Food Information Council (IFIC) Foundation, the educational arm of IFIC. IFIC’s mission is to communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, journalists, government officials and others providing information to consumers. IFIC is supported primarily by the broad-based food, beverage and agricultural industries.

Editor: Ann Bouchoux
Associate Editor: Susan Pitman, M.A., R.D.
Contributors: Sylvia Rowe, Susan T. Borra, R.D., Dave Schmidt, Andy Benson, Geraldine Carbo, Robert Earl, M.P.H., R.D., Lisa Kelly, M.P.H., R.D., Cheryl Toner, M.S., R.D., Alison Esser, Stephanie Ferguson, Anthony O. Food, Katie Thrasher, Winifere Jenkins-Ford, John Klooz, Deborah Leithner, Shameka Loyd, Tommi Prince, Catherine Warmerdam, Catherine Brohier, M.S., R.D., and Kara Cosby.
Copy Editor: Michael Hayes
Illustration: Diane Gray
Design: Enten & Associates
Permission is granted to reprint information contained herein with appropriate credit.
This newsletter is not intended to provide medical advice on personal health matters, which should be obtained directly from a qualified health professional.
© IFIC Foundation
1100 Connecticut Avenue, N.W., Suite 430
Washington, DC 20036
Email: foodinfo@fic.health.org
WWW: <http://ficinfo.health.org>

ADDRESS SERVICE REQUESTED

Nonprofit Org.
U.S. Postage
PAID
Merrifield, VA
Permit No. 1112

Current Topics in Food Safety and Nutrition

food Insight®