

What is the Process for Developing US Food Policy?

*Perspective from
the Point-of-View
of Nutrition*





Dictionary

Define: disclaimer



dis·claim·er

/dis'klāmər/ 

noun

a statement that denies something, especially responsibility.

"the novel carries the usual disclaimer about the characters bearing no relation to living persons"

synonyms: **denial**, **refusal**, **rejection**

"a disclaimer of responsibility"

The opinions expressed herein are mine and do not reflect the official position of the US Government

9. Limitation of Liability. UNDER NO CIRCUMSTANCES SHALL COMPANY OR ITS AFFILIATES, PARTNERS, SUPPLIERS OR LICENSORS BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES ARISING OUT OF OR IN CONNECTION WITH YOUR ACCESS OR USE OF OR INABILITY TO ACCESS OR USE THE APPLICATION AND ANY THIRD PARTY CONTENT AND SERVICES, WHETHER OR NOT THE DAMAGES WERE FORESEEABLE AND WHETHER OR NOT COMPANY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, COMPANY'S AGGREGATE LIABILITY TO YOU (WHETHER UNDER CONTRACT, TORT, STATUTE OR OTHERWISE) SHALL NOT EXCEED THE AMOUNT OF FIFTY DOLLARS (\$50.00). THE FOREGOING LIMITATIONS WILL APPLY EVEN IF THE ABOVE STATED REMEDY FAILS OF ITS ESSENTIAL PURPOSE.



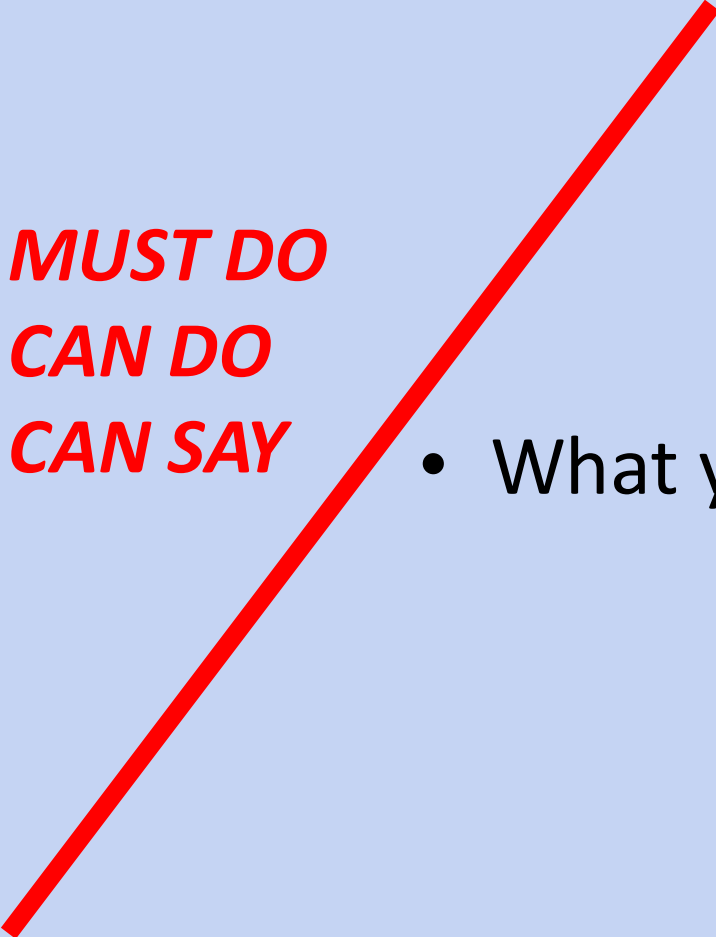
How we WANT Food Policy



ACTUAL Food Policy



U.S. Food Policy

- What you ***MUST DO***
 - What you ***CAN DO***
 - What you ***CAN SAY***
 - What you **SHOULD DO**
- 



- **Not Adulterated**
- **GRAS**

The background of the slide is a photograph of various fresh vegetables, including yellow cherry tomatoes in a basket, red cherry tomatoes, a green bell pepper, a yellow bell pepper, and a purple eggplant, arranged on a dark, textured surface that looks like a chalkboard. The words 'Food Safety' are written in large, white, sans-serif letters across the upper right portion of the image.

Food
Safety

The logo of the U.S. Department of Agriculture (USDA) is located in the bottom right corner. It features the letters 'USDA' in a blue, serif font, positioned above a green graphic that represents a stylized landscape with rolling hills and a path.

USDA





Food
Safety





Food
Safety





Food Safety

Industry Groups
e.g. FEMA





Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories 230

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 160mg 7%

Total Carbohydrate 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Free Speech



oats & peanut butter

NATURALLY & ARTIFICIALLY FLAVORED

FIBER ONE

CHEWY BARS

35%

of the Daily Value of Fiber

Contains 4.5 grams of total fat per serving.

5 1.4 OZ (40g) BARS

NET WT 7 OZ (200g)







with Whole Grain

Cheerios

Toasted Whole Grain Oat Cereal

you can

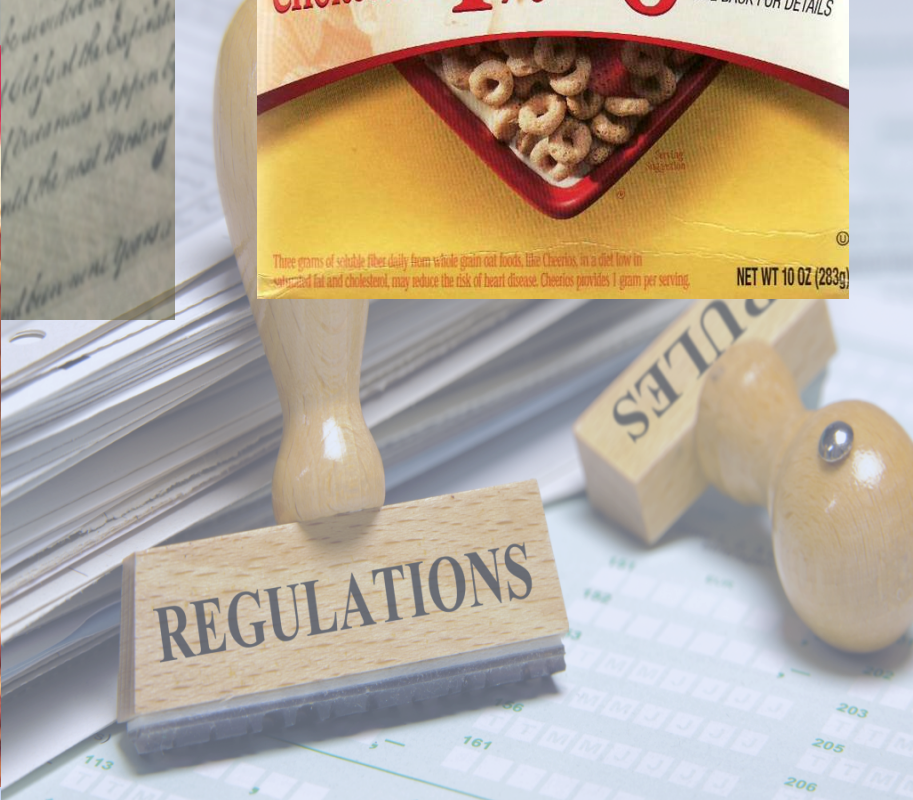
Lower Your Cholesterol

4% in 6 weeks

SEE BACK FOR DETAILS

Three grams of soluble fiber daily from whole grain oat foods, like Cheerios, in a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cheerios provides 1 gram per serving.

NET WT 10 OZ (283g)

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

20%
45%
6%

ow much a nutrient in
ally diet. 2,000 calories
advice.

Free Spe



you can
Lower Your Cholesterol **4% in 6 weeks**
SEE BACK FOR DETAILS

Three grams of soluble fiber per 1/2 cup grain rich foods. The Chex cereal is a diet for a moment but used cholesterol may reduce the risk of heart disease. Chex provides 1 gram per serving.

NET WT 10 OZ (283g)

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

Amount per serving	% Daily Value*
Calories 230	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



POM Wonderful
100% POMEGRANATE JUICE

Antioxidant
power.

with 8 General Mills
Whole Grain

Cheerios

Toasted Whole Grain Oat Cereal



you can
Lower Your Cholesterol 4% in 6 weeks
SEE BACK FOR DETAILS



These grams of whole fiber daily from whole grain oat foods, like Cheerios, can do time in lowering fat and cholesterol, may reduce the risk of heart disease. Cheerios provides 1 gram per serving.

NET WT 10 OZ (283g)

General Mills

oats & peanut butter
NATURALLY & ARTIFICIALLY FLAVORED

FIBER ONE

CHEWY BARS

35% of the Daily Value of Fiber
Contains 4.5 grams of total fat per serving.



5 1.4 OZ (40g) BARS NET WT 7 OZ (200g)

bestlife
thebestlife.com



REGULATIONS

What We SHOULD Do

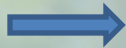




U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
NATIONAL INSTITUTES OF HEALTH



NATIONAL ACADEMY
OF MEDICINE



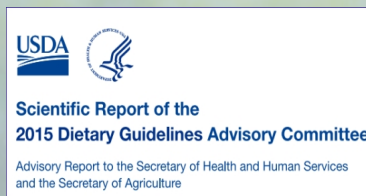
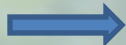


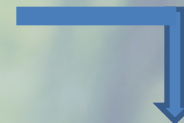
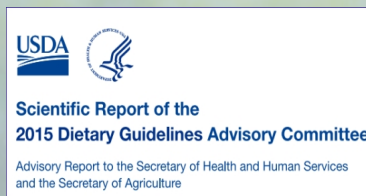
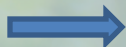
 

**Scientific Report of the
2015 Dietary Guidelines Advisory Committee**

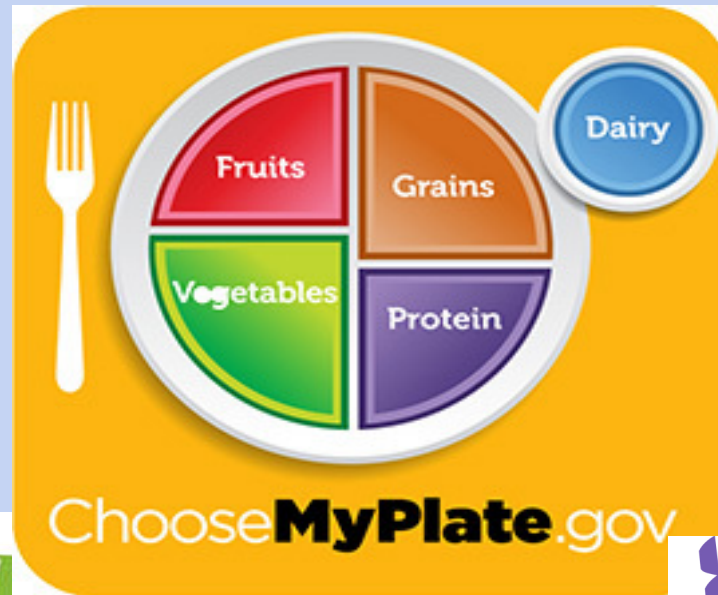
Advisory Report to the Secretary of Health and Human Services
and the Secretary of Agriculture







DIETARY GUIDELINES FOR AMERICANS 2015-2020 EIGHTH EDITION



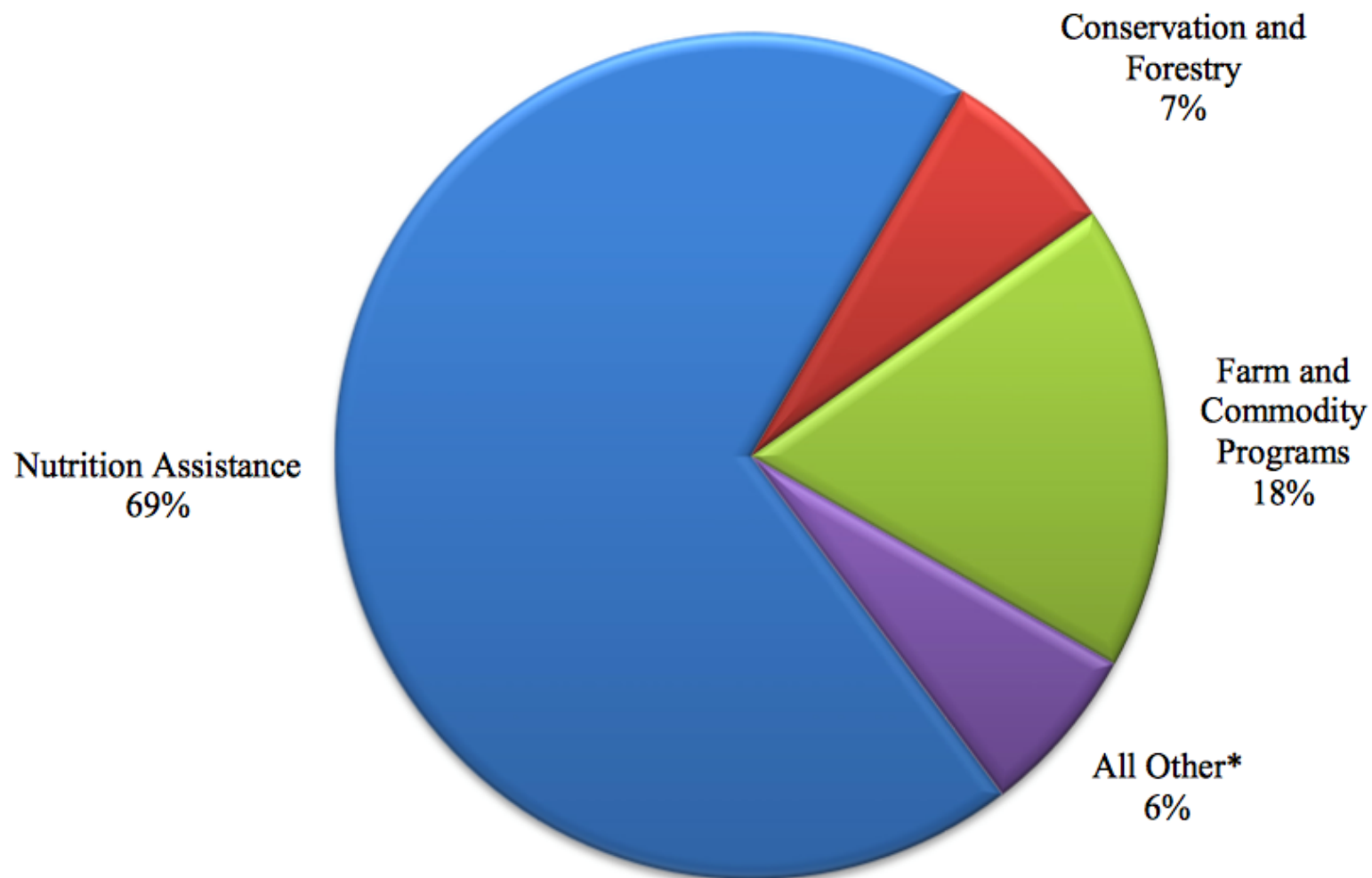


Figure OV-3. 2018 Outlays (All Other includes Rural Development, Research, Food Safety, Marketing and Regulatory, and Departmental Management.)

Other Federal Drivers of Nutrition Policy



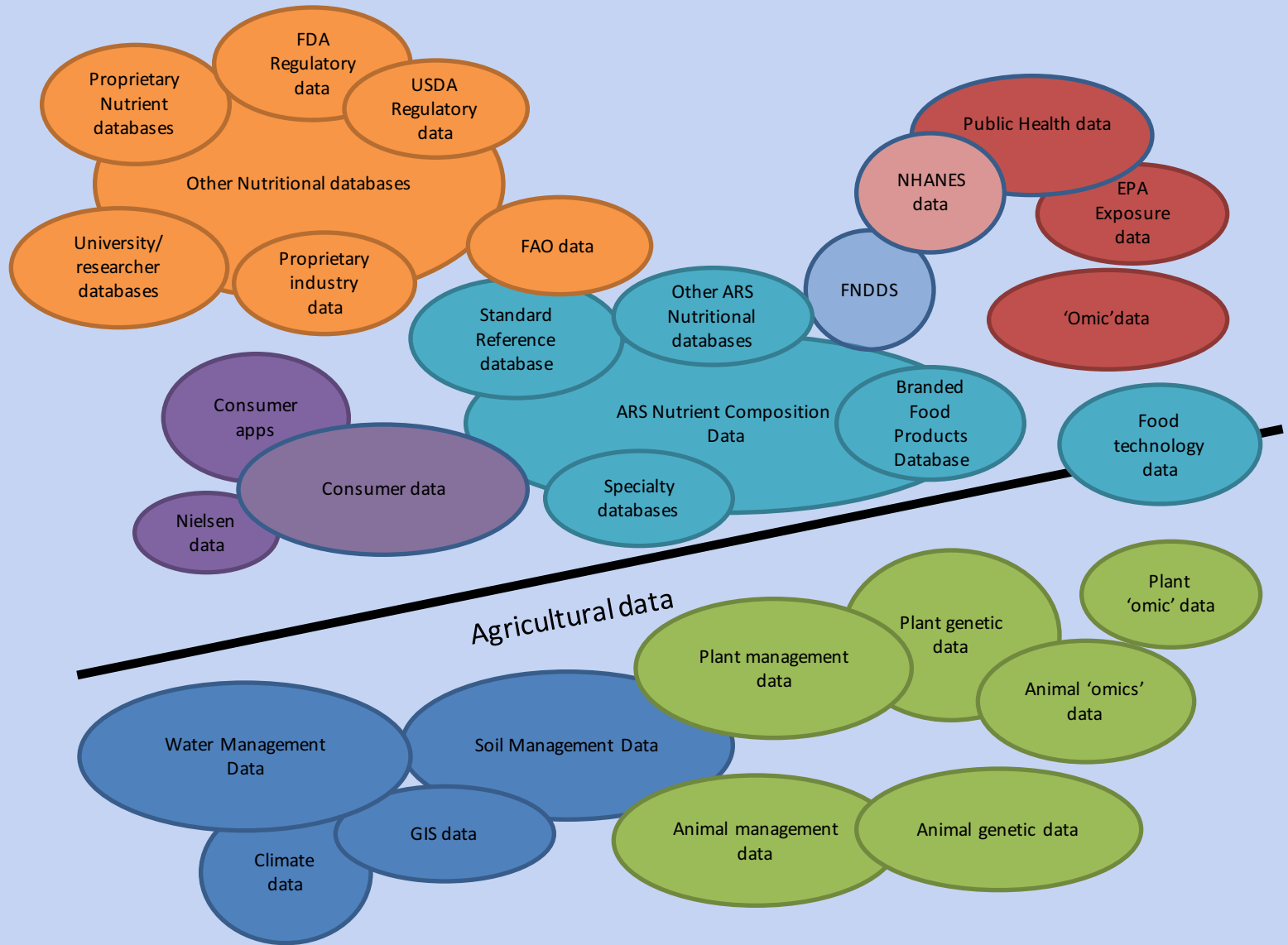
Non-Federal Influencers of American Food Policy



COMPLEXITIES



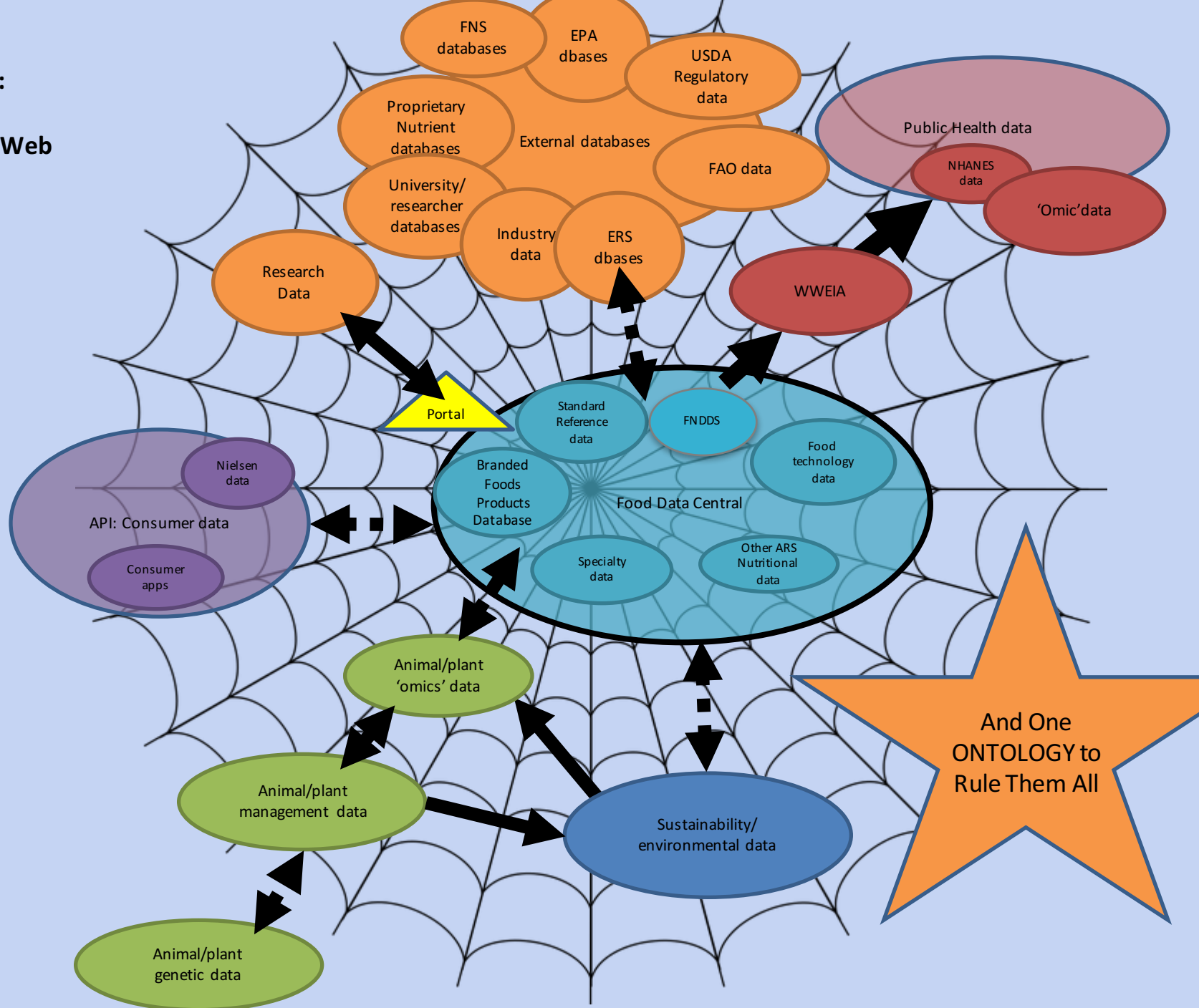
**Lack of
Accessible
and
Integrated
Data**



[Eur J Clin Nutr](#). 2010 Nov;64 Suppl 3:S4-7. Importance of food composition data to nutrition and public health. [Elmadfa I](#), [Meyer AL](#).

.....number of new food preparations, manufactured products
.....a need for regularly updated data.....*moreover there is a lack of data non-nutritive components.* **Regional differences from the use of local varieties, different soil quality or meteorological aspects. variability is further increased variation in recipes.**

Vision:
Food Data Web



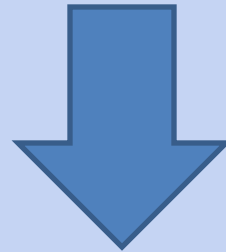
Contradictory Data

Overweight/obese women fed TAD or DGA 8 wk

	TAD (n = 22)			DGA (n = 22)		
	Week 0	Week 2	Week 8	Week 0	Week 2	Week 8
Fasting glucose (mg/dL)	99.1 ± 6.7	98.6 ± 8.8	95.5 ± 7.4	98.6 ± 11.8	99.9 ± 12.4	99.5 ± 10.5
HbA1c	5.5 ± 0.3	5.5 ± 0.4	5.4 ± 0.3	5.4 ± 0.3	5.4 ± 0.3	5.5 ± 0.3
Fasting insulin (mIU/mL)	16.0 ± 10.4	15.6 ± 9.6	15.3 ± 10.2	13.9 ± 9.4	17.2 ± 13.8	14.7 ± 11.0
Matsuda index	4.2 ± 3.4	3.3 ± 2.0	4.9 ± 5.6	3.4 ± 2.1	3.3 ± 2.0	3.5 ± 1.7
HOMA-IR	3.0 ± 2.1	3.3 ± 2.2	2.8 ± 1.9	3.2 ± 2.2	3.4 ± 2.8	3.3 ± 2.5
QUICKI	0.33 ± 0.04	0.32 ± 0.03	0.33 ± 0.04	0.33 ± 0.04	0.32 ± 0.03	0.33 ± 0.03
McAuley index	10.0 ± 1.1	9.9 ± 0.9	10.0 ± 1.2	10.1 ± 1.3	9.8 ± 1.2	9.9 ± 1.2
Fasting total cholesterol (mg/dL) ²	201.2 ± 20.3	206.6 ± 20.9 ^a	199.9 ± 21.0 ^b	200.8 ± 37.5	193.1 ± 37.1 ^a	190.7 ± 34.4 ^b
Fasting LDL-c (mg/dL)	130.5 ± 20.2	135.6 ± 21.9	128.9 ± 23.0	122.0 ± 30.2	120.2 ± 28.1	118.7 ± 21.3
Fasting HDL-c (mg/dL) ³	47.1 ± 10.0 ^a	45.6 ± 10.4 ^b	44.0 ± 9.0 ^b	51.4 ± 11.6 ^a	46.6 ± 8.3 ^b	44.4 ± 11.1 ^b
Fasting triglycerides (mg/dL)	118.7 ± 58.1	129.4 ± 66.7	126.7 ± 80.1	143.1 ± 100.7	130.0 ± 78.8	146.3 ± 90.5



X



Interpretation

What influences demand?

- Soda tax = equivocal results; impact on obesity?
- DGA = impact??????
- Will changing price/availability change consumption?
- Label claims / advertising equivocal impact
- Demand = \$\$\$\$ = political support

Influencing Food Policy

