

# HEALTH & NUTRITION

## Nutrition recession: too many calories, too few nutrients

Based on the concept of nutrient density, a long-standing dietary principle and the cornerstone of the Dietary Guidelines and MyPyramid, the nutrient rich foods approach can help Americans learn how to choose nutrient-dense foods and beverages first within each basic food group - milk, fruits, vegetables, meat, and grains. Recent research shows consumers view the nutrient rich foods approach to eating as a new and positive way to better health.

### Eating nutrient-rich foods first is a solution, experts say

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### Nutrient Rich Foods



| Six key criteria for nutrient profiling systems* |  |
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| <b>Objective</b>                                 | based on accepted nutrition science and labeling practices     |
| <b>Simple</b>                                    | based on published daily values and meaningful amounts of food |
| <b>Balanced</b>                                  | based on nutrients to encourage and nutrients to limit         |
| <b>Transparent</b>                               | based on published algorithms and open-source data             |
| <b>Validated</b>                                 | against measures of a healthful diet                           |
| <b>Consumer-driven</b>                           | likely to guide better food choices and more healthful diets   |

\* Nutrient profiling is the science of ranking or classifying foods based on their nutrient composition.  
(Drewnowski A, Fulgoni V 3rd, "Nutrient profiling of foods: creating a nutrient-rich food index," Nutrition Reviews, Jan 2008.)

In recent years, Americans have learned **how to eat** by learning **what not to eat**. Is it working?

**AMERICANS CONTINUE TO BE OVERWEIGHT AND UNDERNOURISHED.**

Now a shift in thinking is under way to help Americans “get more nutrition from their calories,” as recommended by the 2005 Dietary Guidelines for Americans.

As health professionals, you can play a pivotal role in educating your patients on how to base their food decisions on a food’s total nutrient package rather than solely on what to avoid, such as calories or fat.

The nutrient rich foods approach is a fresh, realistic solution to help people evaluate food and beverage choices and get more nutrition per calorie, build healthier diets and achieve better health. Based on the concept of nutrient density, a long-standing dietary principle and the cornerstone of the Dietary Guidelines and MyPyramid, the nutrient rich foods approach

can help Americans learn how to choose nutrient-dense foods and beverages first within each basic food group – milk, fruits, vegetables, meat & beans, and grains. Recent research shows consumers view the nutrient rich foods approach to eating as a new and positive way to think about making healthy choices – they like that it shifts their thinking from how not to eat to **what to eat**.

Help your patients embrace the nutrient rich foods approach. Show them that nutrient-rich foods are familiar and easy to find, so healthy eating doesn’t have to be difficult, stressful, or negative. Visit [www.nationaldairycouncil.org](http://www.nationaldairycouncil.org) for more information, including science-based resources, recipes, meal ideas and a supermarket shopping list to help your patients build and enjoy a nutrient-rich lifestyle.



These health and nutrition organizations support 3-Every-Day™ of Dairy, a science-based nutrition education program encouraging Americans to consume the recommended three daily servings of nutrient-rich low-fat or fat-free milk and milk products to improve overall health.

