

The Impact of Society and Culture on Healthy Eating

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Centralina Area Agency on Aging

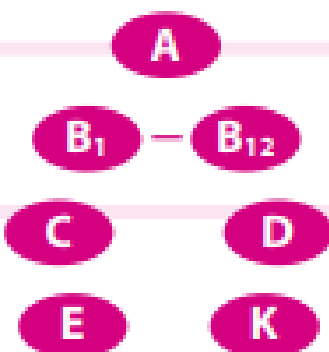


An apple a
day....

Era of vitamin discovery

1920

Isolation and synthesis
of all major vitamins



1940

Commodity crops, fortification

Single nutrient is born

Identification of vitamins proved the nutritional basis of serious epidemic deficiency diseases, which could be treated with food based dietary strategies, and synthetic vitamins



1910

Recommended daily allowances

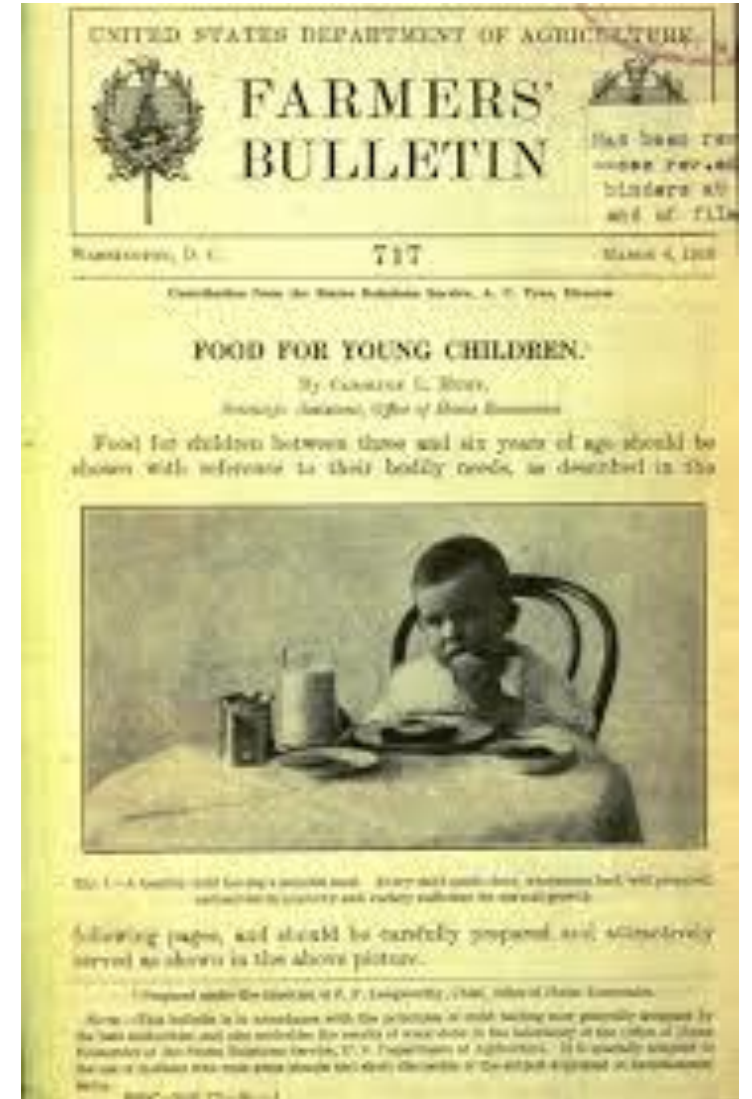
During the Great Depression and World War II, guidelines were prepared for total calorie intake and selected nutrients



1930

1950

Daily Food Guide for Children 1916



The Five Food Groups

1. Vegetables or fruits.
2. Milk, or cheese, or eggs, or fish, or meat, or beans.
3. Cereal: Corn, rice, oats, rye, or wheat.
4. Sirup or sugar.
5. Fat: Such as drippings, oleomargarine, oil, butter.

Choose something from each of these five groups every day.

More One-dish Meals

There are some more recipes for dishes of this kind in other United States Food Leaflets.

"Instead of Meat" (Leaflet No. 8) tells what foods are good to use when you don't buy meat, and how to make some meatless one-dish meals.

"Make a Little Meat Go a Long Way" (Leaflet No. 5) will help you to cut down your meat bills. The savory stews and meat pies show how you can give your family a good one-dish meal by using a little meat in various combinations.

You can make up other recipes for yourself by combining foods from most of the five groups. Pass them on to your neighbor.

United States Food Leaflet No. 3



WASHINGTON : GOVERNMENT PRINTING OFFICE : 1917

Choose Your Food Wisely

STUDY THESE FIVE FOOD GROUPS

Every food you eat may be put into one of these groups. Each group serves a special purpose in nourishing your body. You should choose some food from each group daily.

1. VEGETABLES AND FRUITS.
2. MILK, EGGS, FISH, MEAT, CHEESE, BEANS, PEAS, PEANUTS.
3. CEREALS—CORN MEAL, OATMEAL, RICE, BREAD, ETC.
4. SUGAR, SIRUPS, JELLY, HONEY, ETC.
5. FATS—BUTTER, MARGARINE, COTTONSEED OIL, OLIVE OIL, DRIPPINGS, SUET.

You can exchange one food for another *in the same group*. For example, oatmeal may be used instead of wheat, and eggs, or sometimes beans, instead of meat; but oatmeal can not be used instead of milk. Use both oatmeal and milk.

YOU NEED SOME FOOD FROM EACH GROUP EVERY DAY—DON'T SKIP ANY

15125-17



Adult Daily Food Guide 1917

HOW TO SELECT FOODS

I. WHAT THE BODY NEEDS

CAROLINE L. HUNT and HELEN W. ATWATER

Scientific Assistants, Office of Home Economics



FARMERS' BULLETIN 308

UNITED STATES DEPARTMENT OF AGRICULTURE

Contribution from the States Relations Service
A. C. TRUE, Director

Washington, D. C.

March, 1917

Guide for Families 1917

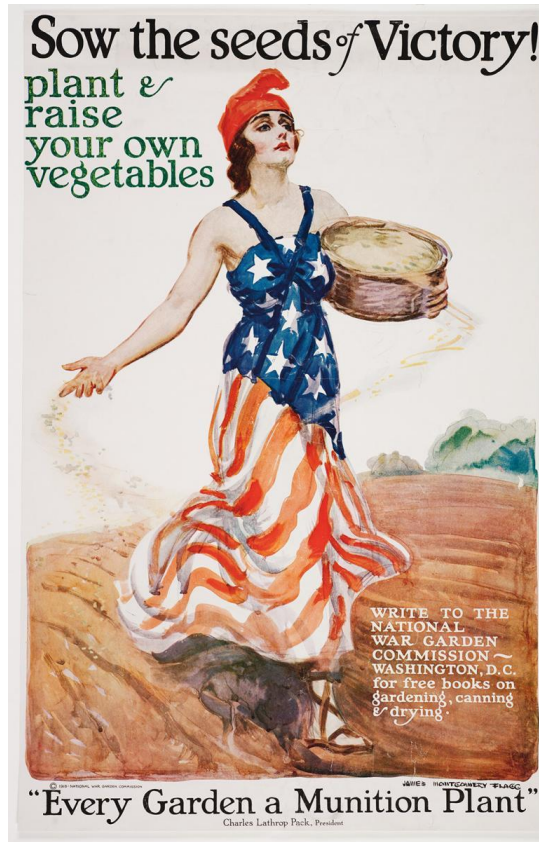
Self - Serve

- 1916
- Memphis, TN
- Impulse buying

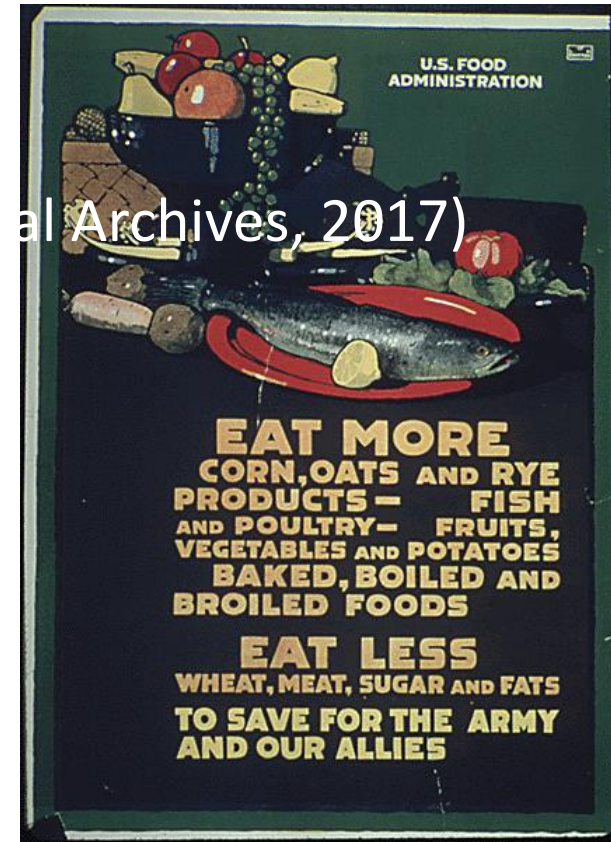
(Ross, A. 2016)



World War I



(National Archives, 2017)



(National Archives, 2017)



Refrigeration

- 1925 - GE Monitor Top refrigerator
- 1930 – Ice cube compartments
- 1945 – Becoming more common



Freezers

- 1930s
- Frozen Foods
- General Foods

(famousscientists.org/clarence-birdseye, 2019.)

1940

- A Guide to Good Eating
- Food and Nutrition Board
- 7 Food Groups

(USDA, 2018)





How to catch the early, early show with an easy, easy dinner

Swanson TV Brand Dinners, the oven-quick meals that taste home-cooked

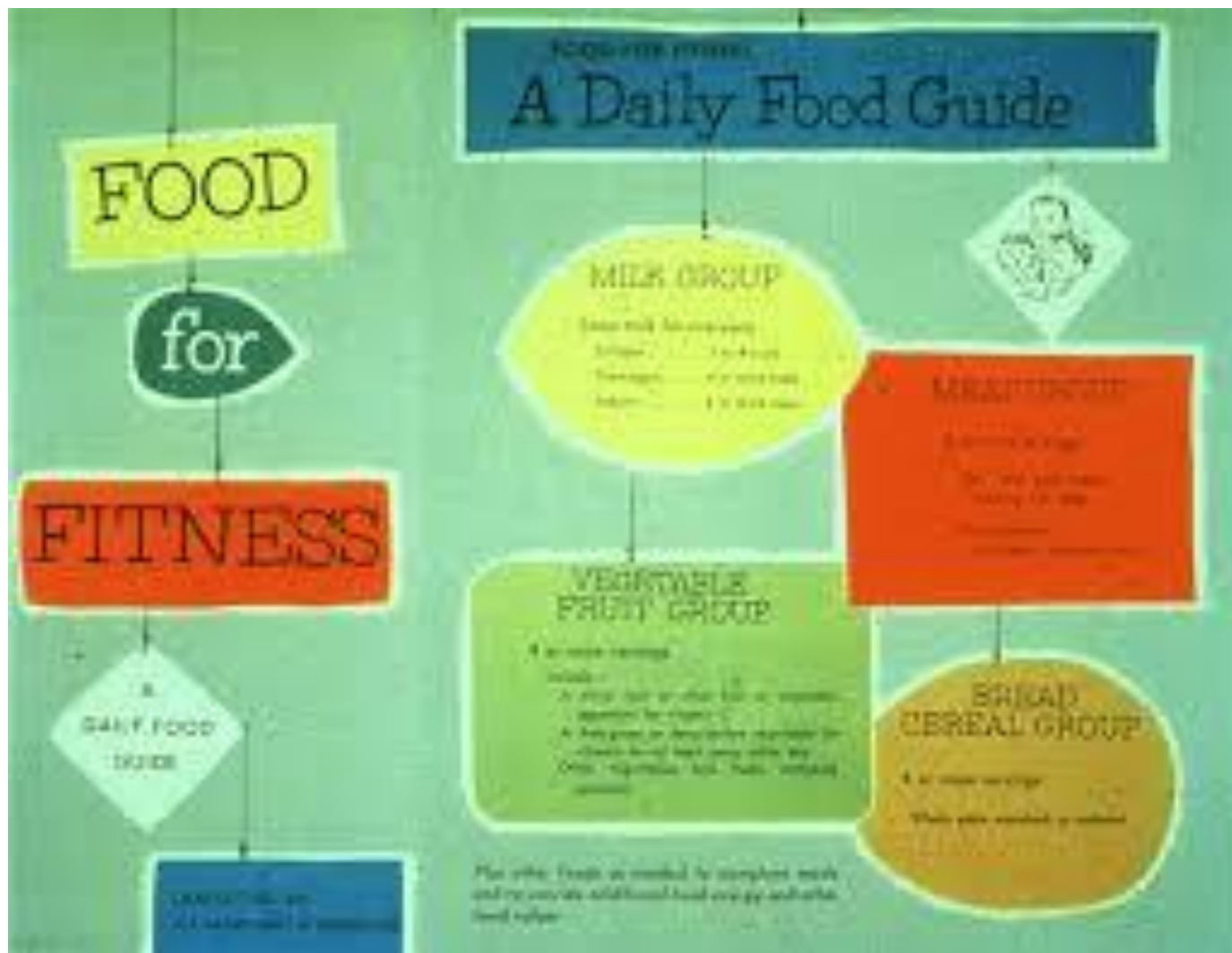
Now Mom's in on the TV fun at the start, and thanks to Swanson she's ready to serve an extra-special chicken dinner: Genuine Swanson TV Brand, the frozen dinner that gives you more for your money than any other kind.

Who else but Swanson always gives you three such choice, luscious pieces of chicken? (A rich portion of breast, meaty wing, and a plump thigh or drumstick.) Who else makes fluffy mashed potatoes like this, with milk and creamery butter? Who else gives you buttered, garden-good mixed vegetables like these, with the crispness and tenderness a good cook prizes? (And how that skillful, careful Swanson cookery will remind you of your own!)

Try Swanson TV Brand Dinners. Compare the difference in those generous servings, cooked and seasoned as only Swanson knows how. Four delicious varieties: chicken, turkey, beef, filet of haddock. Ready in 25 minutes or less—no work, no dishes. Remember, insist on genuine Swanson TV Dinners, and always keep a supply handy in your freezer.

SWANSON
TV. Dinners
MADE ONLY BY Campbell SOUP COMPANY

"TV" and "TV DINNER" ARE REGISTERED TRADEMARKS



Food Guide 1956 - 1978

(USDA, 2018)

From Sugar with **SWEET 'N LOW**
If your store doesn't carry SWEET 'N LOW, SEE OTHER SIDE FOR FREE SAMPLE OFFER.

Granulated SUGAR SUBSTITUTE
NO BITTER AFTER-TASTE
• COOKS LIKE SUGAR
• BAKES LIKE SUGAR
• MELTS LIKE SUGAR

SAVE 5¢

Shop-Stop! Cut along dotted line and take to your store (please!) Save 5¢ on boxes of 50 or 100 individual serving packets or the 5-lb. bulk package of Sweet 'N Low.

Mr. Green: As our agent, accept this coupon for 5¢ on the purchase of Sweet 'N Low (any size). Cumberland Packing Corporation will refund 5¢ plus 2¢ handling charge for each coupon you so accept. No cash value. Good only at participating stores. See store for details. The consumer pays any state or local sales tax. Any other applicable laws or regulations apply. © 1965 Cumberland Packing Corporation.

50 INDIVIDUAL PACKETS



SMALL FRY
Johnson's Tendersweet
Potatoes, Butter,
Roll and Butter,
Ice Cream, Sherbet or
Gelatin, Beverage* **90c**

HUMPTY DUMPTY
Small Tuna Fish Salad, Egg and
Tomato on Crisp Lettuce,
Potato Chip Garnish,
Roll and Butter, Ice
Cream, Sherbet or
Gelatin, Beverage* **95c**

MISS MUFFET LUNCH
Petite Garden Vegetable Plate,
Bacon Strip, Roll and Butter,
Ice Cream, Sherbet or
Gelatin, Beverage* **75c**

JACK HORNER LUNCH
Peanut Butter and Jelly Sandwich,
Gelatin in Lettuce Cup Garnish,
Ice Cream or Sherbet,
Beverage* **65c**

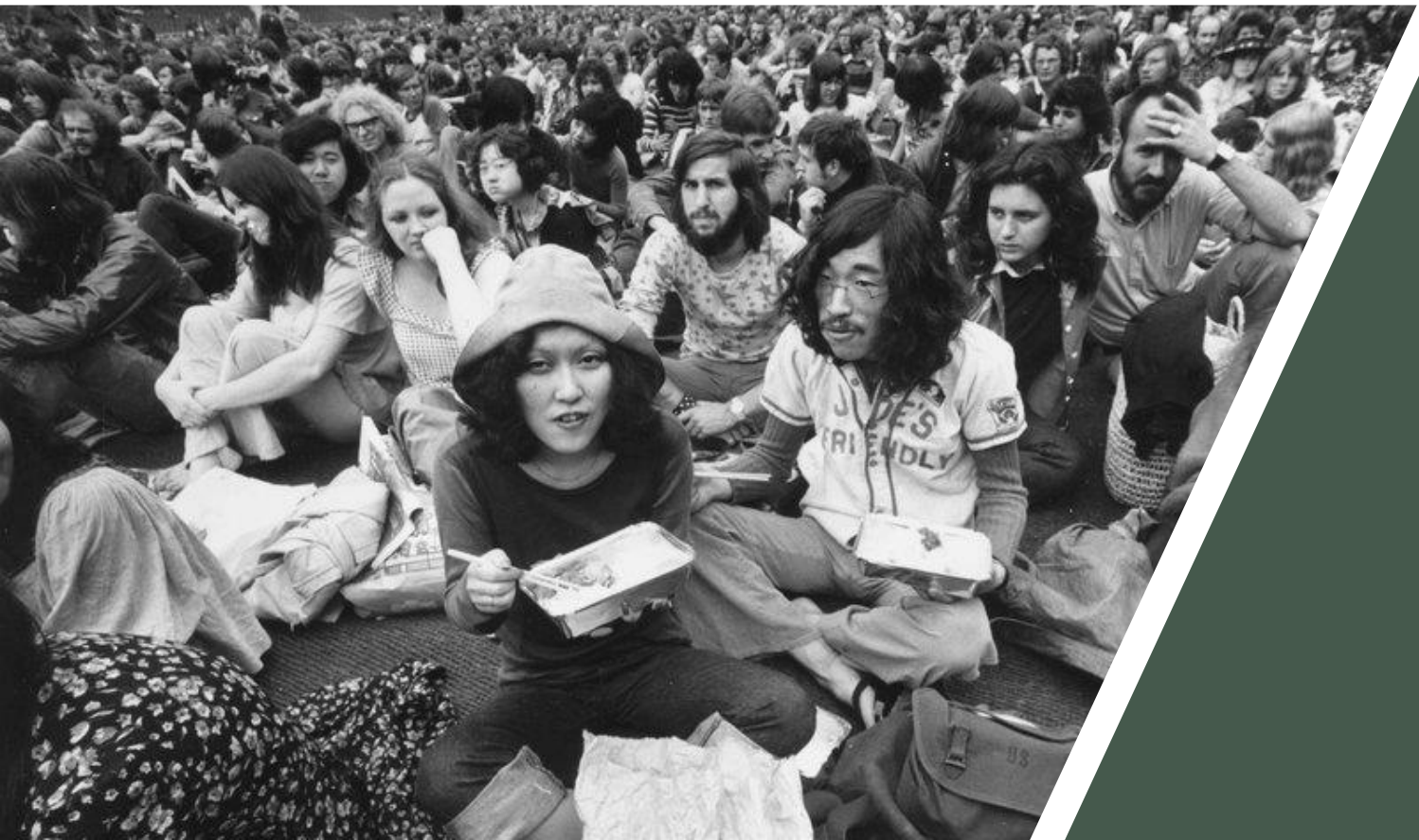
TOMMY TUCKER PLATE
Sliced Roast Turkey, Buttered
Vegetable, Whipped Potatoes
and Gravy, Roll and Butter, Ice
Cream, Sherbet or
Gelatin, Beverage* **110**

SIMPLE SIMON SPECIAL
Roast Beef, Gravy, Buttered
Vegetable and Whipped Potatoes,
Roll and Butter, Ice
Cream, Sherbet or
Gelatin, Beverage* **120**

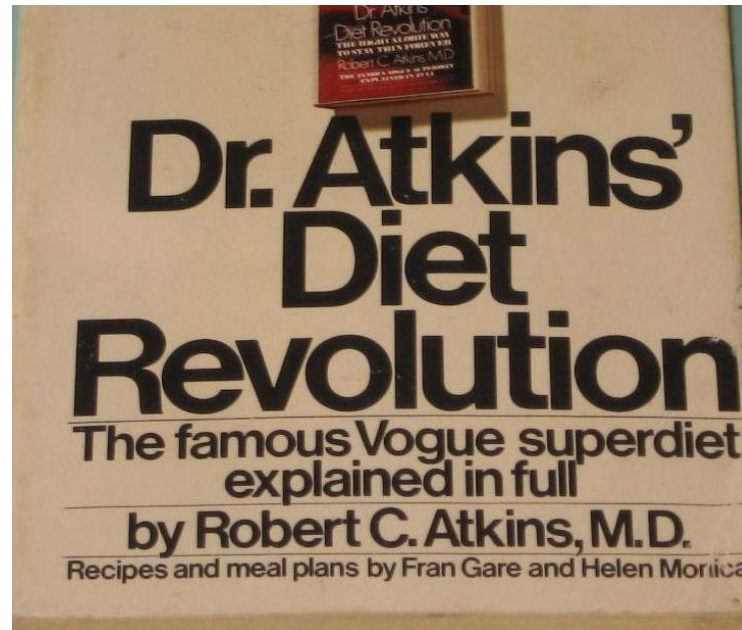
FOR YOUR CONVENIENCE
STRAINED BABY FOODS • 25c

* CHOICE OF:
MILK, CHOCOLATE MILK
HOT CHOCOLATE
ORANGE DRINK OR COLA

Breakfast with Simple Simon



1960's

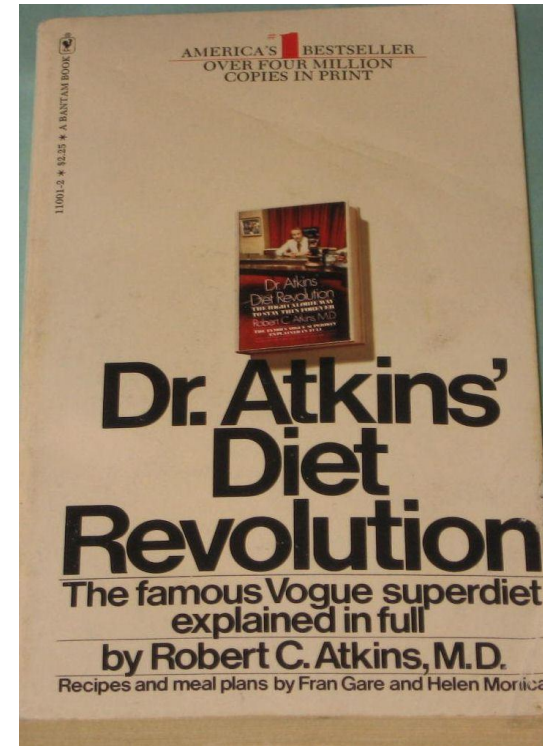
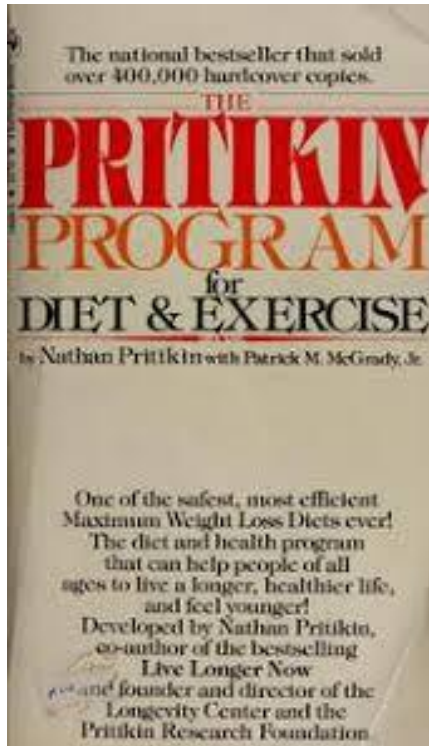


1979 Food Guide

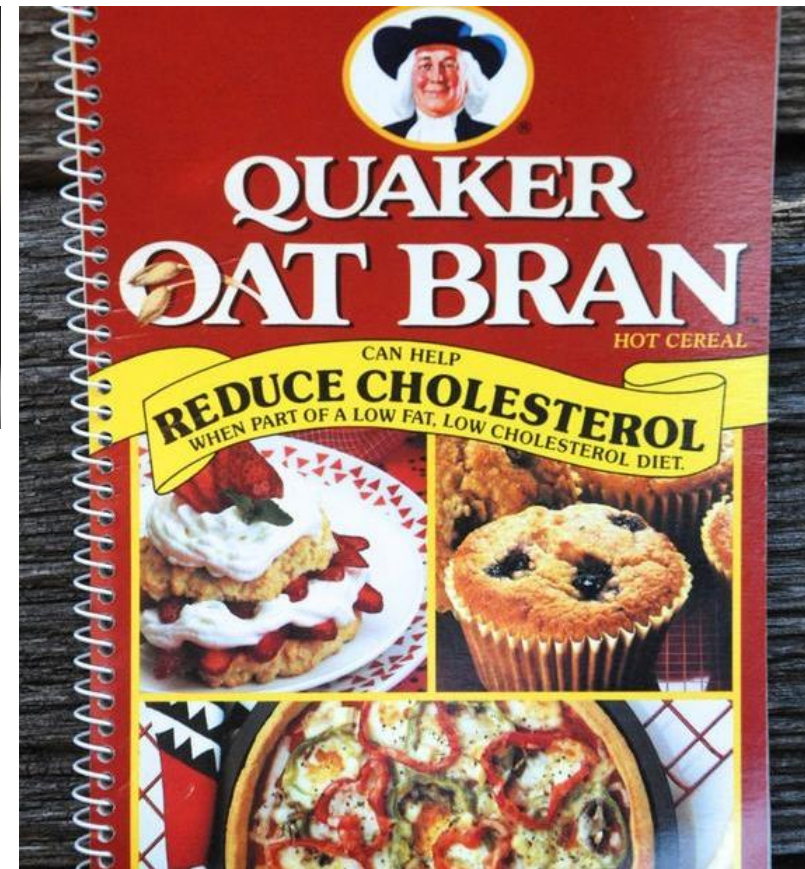
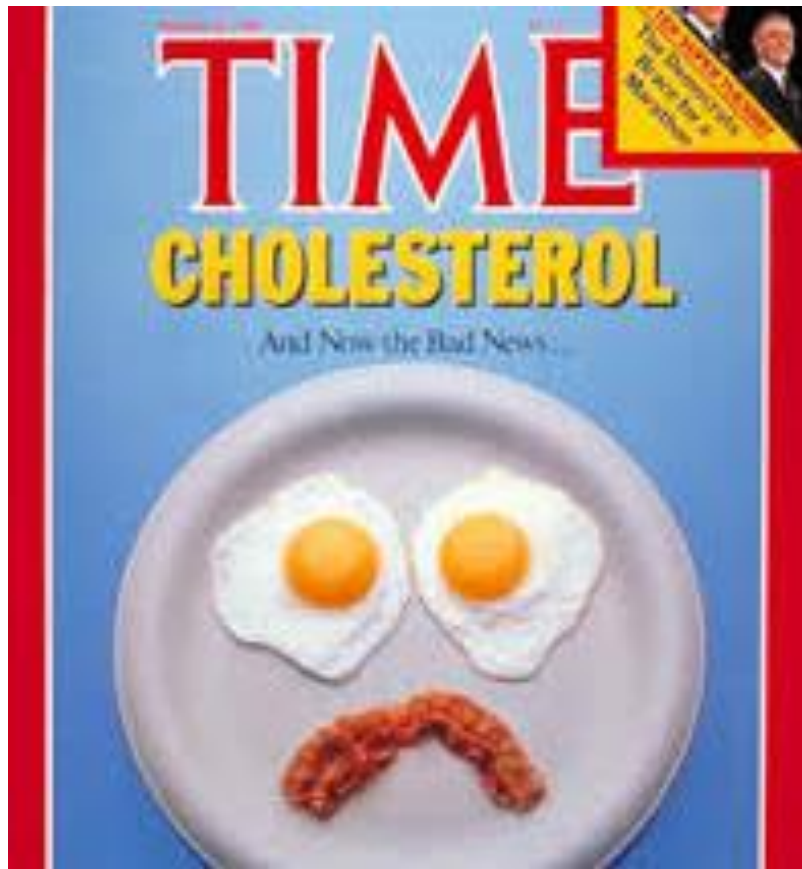


- 1977 Dietary Goals
- 5th Group added
- Moderation in fats, sweets, alcohol

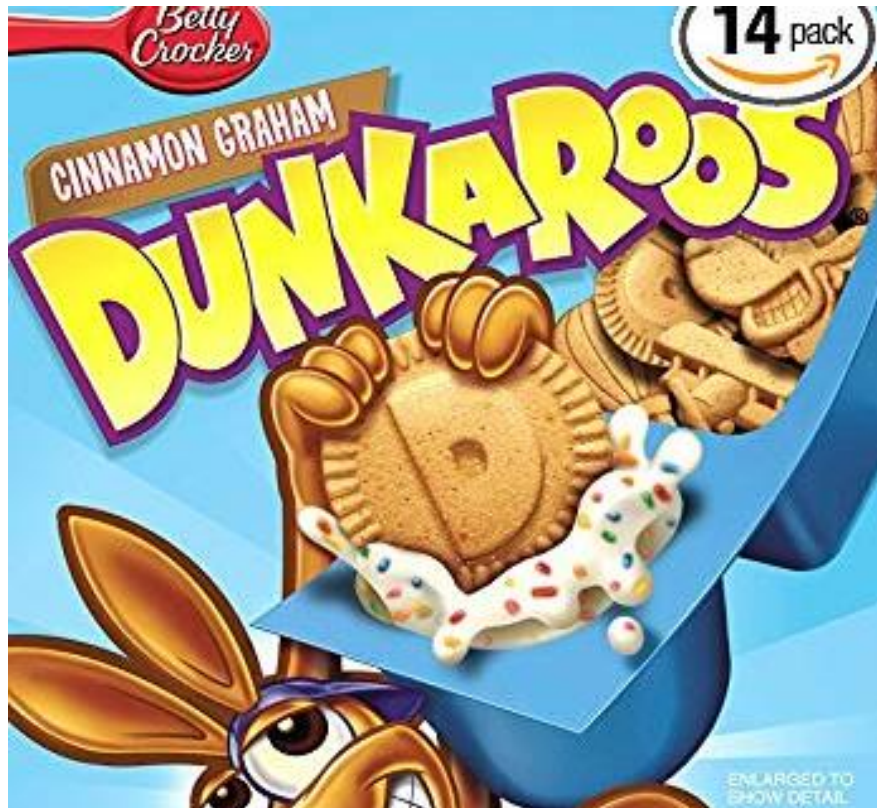
(USDA, 2018)



Pritikin Diet or Dr. Atkins Diet?



1980s





1990s

1992 Food Guide Pyramid

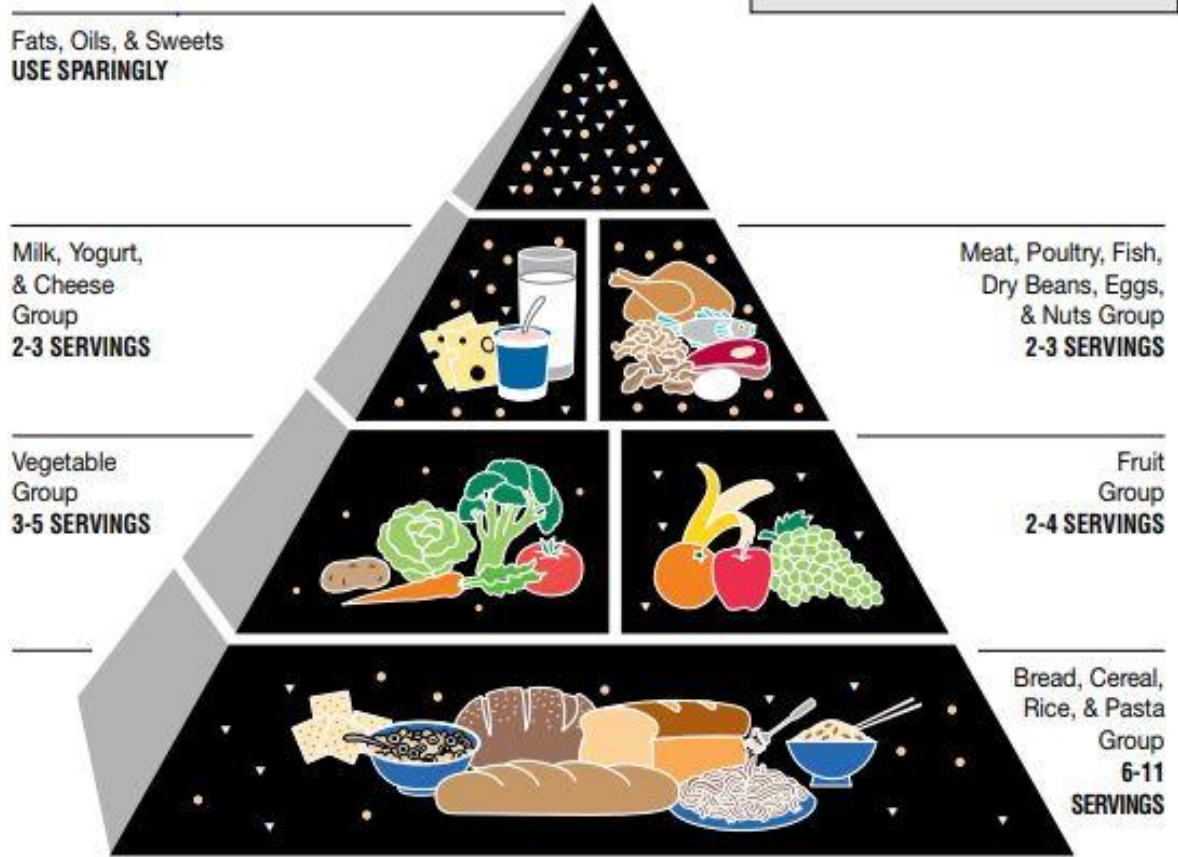
The Food Guide Pyramid

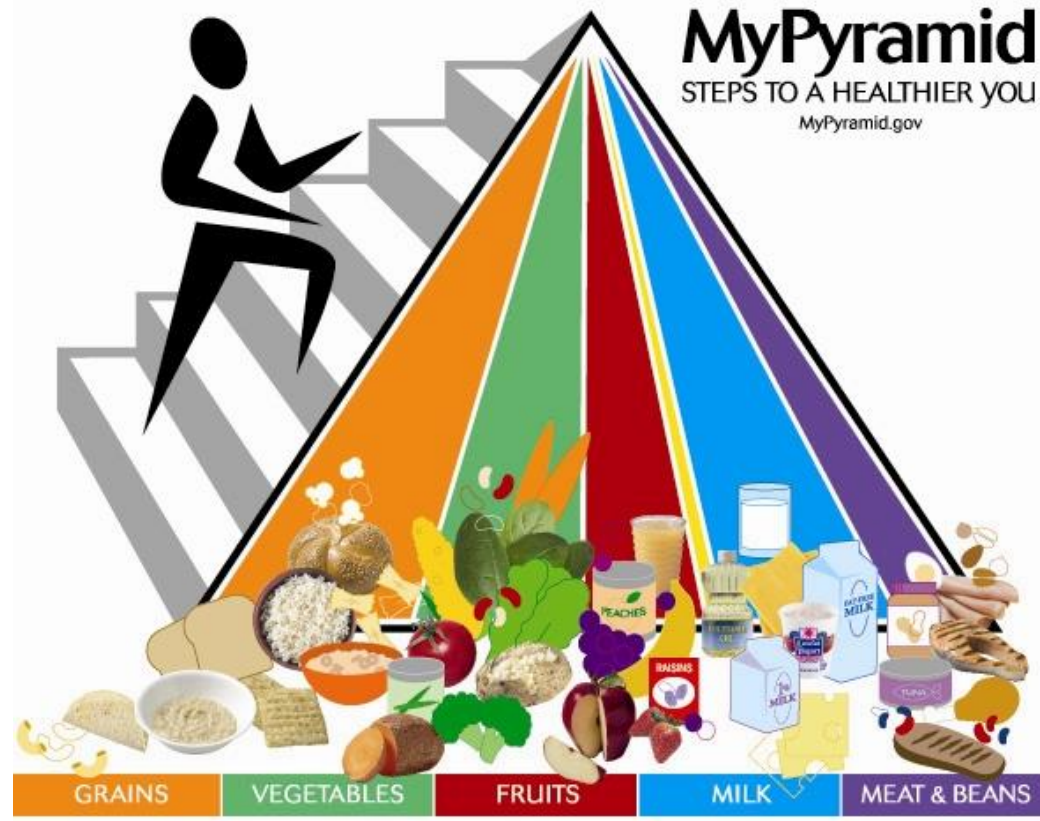
A Guide to Daily Food Choices

KEY

-  Fat (naturally occurring and added)
-  Sugars (added)

These symbols show fat and added sugars in foods.





2000 - 2010

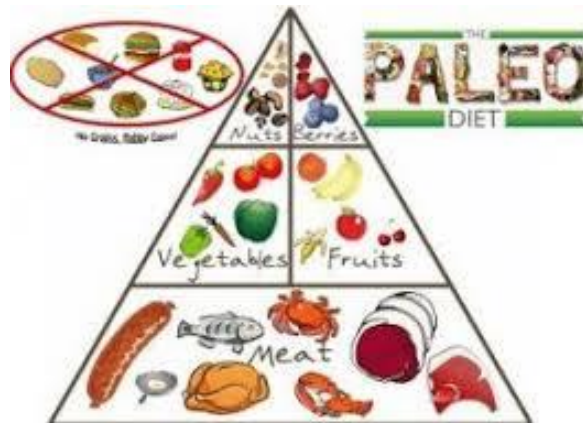


2000s

Keto food pyramid



16:8 Fasting Clock



2000s Trends and Fads

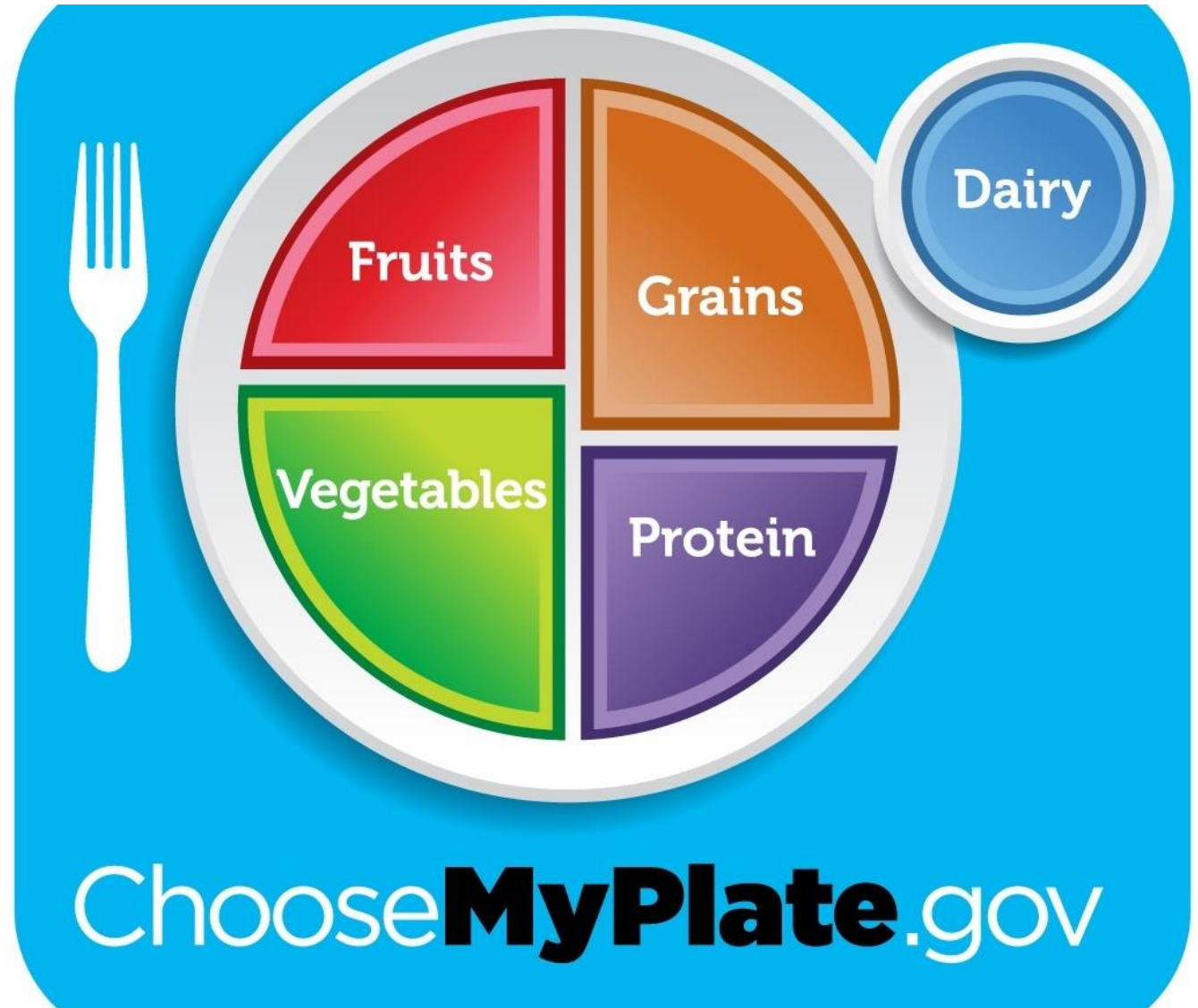
The Guidelines



- 1. Follow a healthy eating pattern across the lifespan.** All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.
- 2. Focus on variety, nutrient density, and amount.** To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.
- 3. Limit calories from added sugars and saturated fats and reduce sodium intake.** Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.
- 4. Shift to healthier food and beverage choices.** Choose nutrient-dense foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.
- 5. Support healthy eating patterns for all.** Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to work to communities.

2015 – 2020 Dietary Guidelines

Which Plate?



Food Labels

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**
Saturated Fat 1g **5%**
Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**
Dietary Fiber 4g **16%**
Sugars 1g

Protein 3g

Vitamin A 10%
Vitamin C 8%
Calcium 20%
Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg

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

CHRONIC DISEASES IN AMERICA

6 IN 10

Adults in the US
have a **chronic**
disease



4 IN 10

Adults in the US
have **two or**
more

THE LEADING CAUSES OF DEATH AND DISABILITY
and Leading Drivers of the Nation's **\$3.3 Trillion** in Annual Health Care Costs

Is This What We Want?



6 IN 10 U.S. ADULTS HAVE
A CHRONIC CONDITION



4 IN 10 ADULTS HAVE
TWO OR MORE CHRONIC
DISEASES



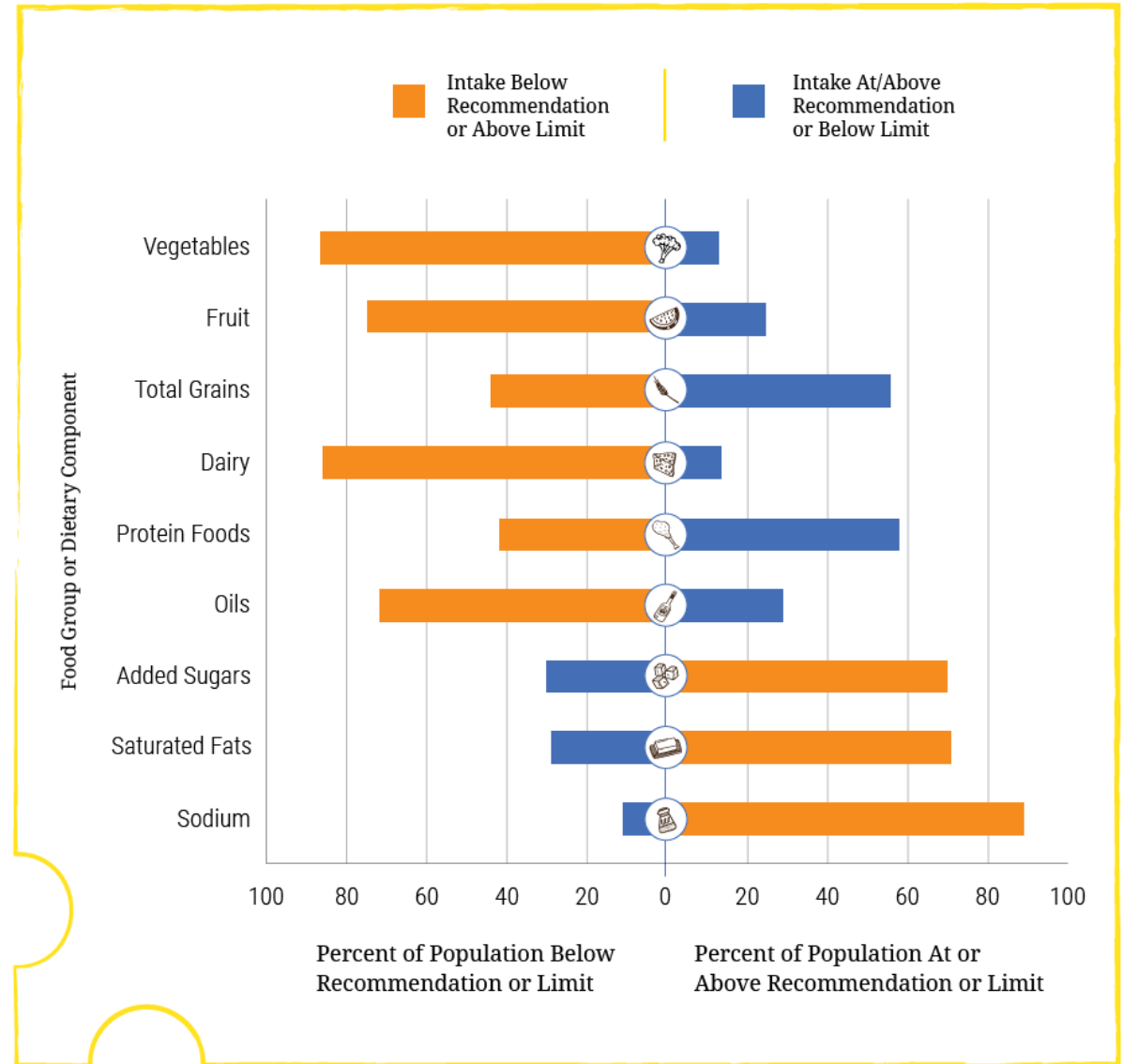
\$3.3 TRILLION IN ANNUAL
HEALTHCARE COSTS DUE
TO CHRONIC CONDITIONS



(“ABOUT CHRONIC
DISEASES,” 2018).

What We Eat in America


Dietary Intake Compared to Dietary Recommendations






Current Issues


- Pesticides
- GMO
- Sustainability
- Cost



Farmers use nearly 700 million pounds of pesticides every year.²⁵



Water: The U.S. Geological Survey found neonicotinoid insecticides in water from every one of the nine streams tested in the Midwest.²⁶



Our food: More than half of food samples (52.6 percent) tested for pesticide residues by the Department of Agriculture in 2012 contained at least one pesticide, and almost one-third (29 percent) contained residues of two or more pesticides.³³

Drinking water: The herbicide atrazine has been found in groundwater and rural water supplies.³⁴

Did You Know?

- The national Centers for Disease Control and Prevention (CDC) has found that 29 different pesticide metabolites—the components of pesticides that remain in the environment or body after they are broken down—are present in the bodies of most Americans.³⁰
- Approximately 40 different EPA-registered pesticides currently on the market are classified as known



Wildlife: Complex mixtures of pesticides

Environmental Quality Incentives Program



(Maixner, 2019)

How USDA defines 'sustainability':

The 1977 and 1990 "Farm Bills" describe sustainable agriculture as an integrated system of plant and animal production practices having a site-specific application that will, over the long term:

- satisfy human food and fiber needs;
- enhance environmental quality and the natural resource base upon which the agricultural economy depends;
- make the most efficient use of nonrenewable resources and on-farm resources, and integrate, where appropriate, natural biological cycles and controls; sustain the economic viability of farm operations;
- enhance the quality of life for farmers and society as a whole.

The Future





Production and Processing

Environmental Working Group's Dirty Dozen

EWG'S 2019 CLEAN 15

1. BROCCOLI
2. SWEET CORN
3. PINEAPPLE
4. SWEET PEAS
5. ONIONS
6. PAPAYA
7. EGGPLANT
8. ASPARAGUS
9. KIWI FRUIT
10. CABBAGE
11. CAULIFLOWER
12. CARROT
13. BRUSSELS SPROUTS

EWG'S 2019 DIRTY DOZEN

1. STRAWBERRIES
2. SPINACH
3. KALE
4. NECTARINES
5. APPLES
6. GRAPES
7. PEACHES
8. CHERRIES
9. PEARS
10. TOMATOES
11. CELERY
12. POTATOES





Fast food mobile apps: U.S. daily active users (Android), May 2018

449,000



Starbucks

276,000



McDonald's

152,000



Dunkin'
Donuts

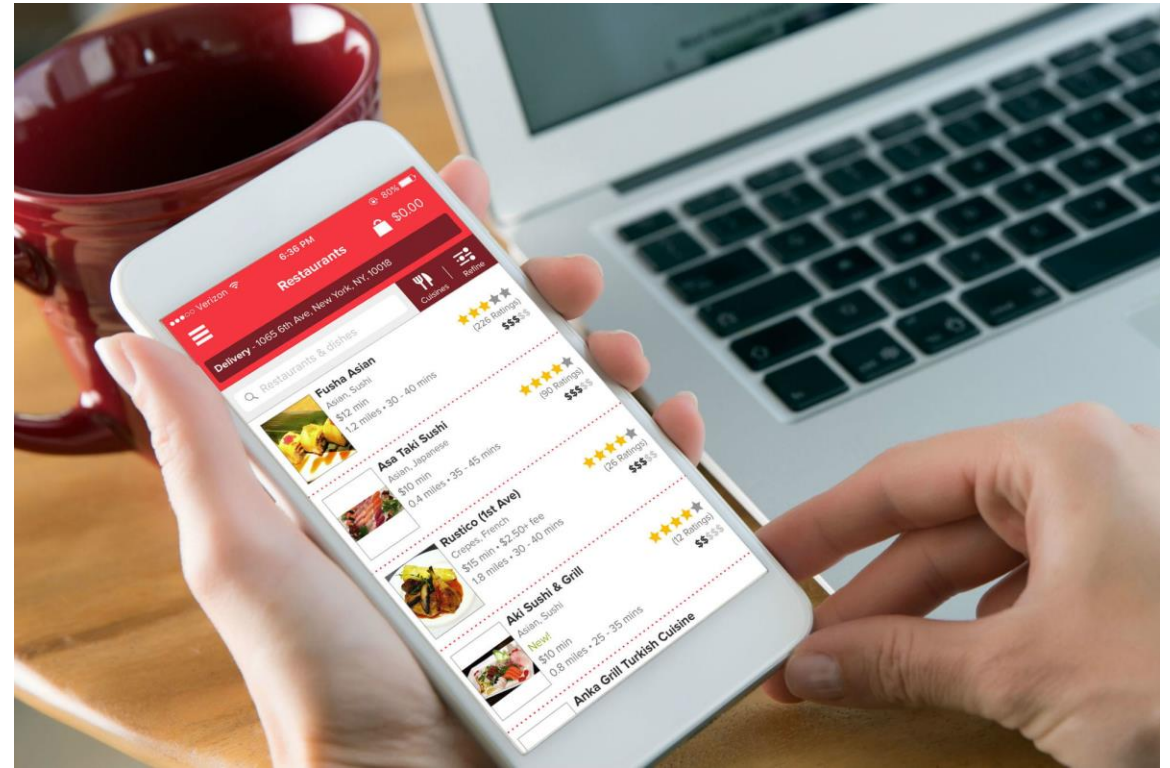
101,000



Domino's
Pizza

SOURCE SimilarWeb

Karl Gelles/USA TODAY



Apps

15 Ways Aldi Can Help You Eat Healthier On A Budget



Walmart HEALTHY + ORGANIC FOOD HAUL



We are excited to launch a new program for you called **FREE FROM 101**

This program is designed to make it easy to select healthier options at shelf without having to read every ingredient label.

We have done the work for you by identifying items we carry that are free from:

- Preservatives • Additives • Antibiotics
- Artificial colors • Artificial flavors • BHA/ BHT
- Artificial Sweeteners • Hydrogenated/ Partially Hydrogenated Oils
- Nitrates/Nitrites • High Fructose Corn Syrup • MSG
- Trans Fatty Acids • Parabens • EDTA

THESE ITEMS ARE IDENTIFIED WITH A NEW BLUE TAG

Explanatory bib tags can be found throughout the aisles directing you to our website, harristeeter.com for more information.



Look for this tag throughout the store!



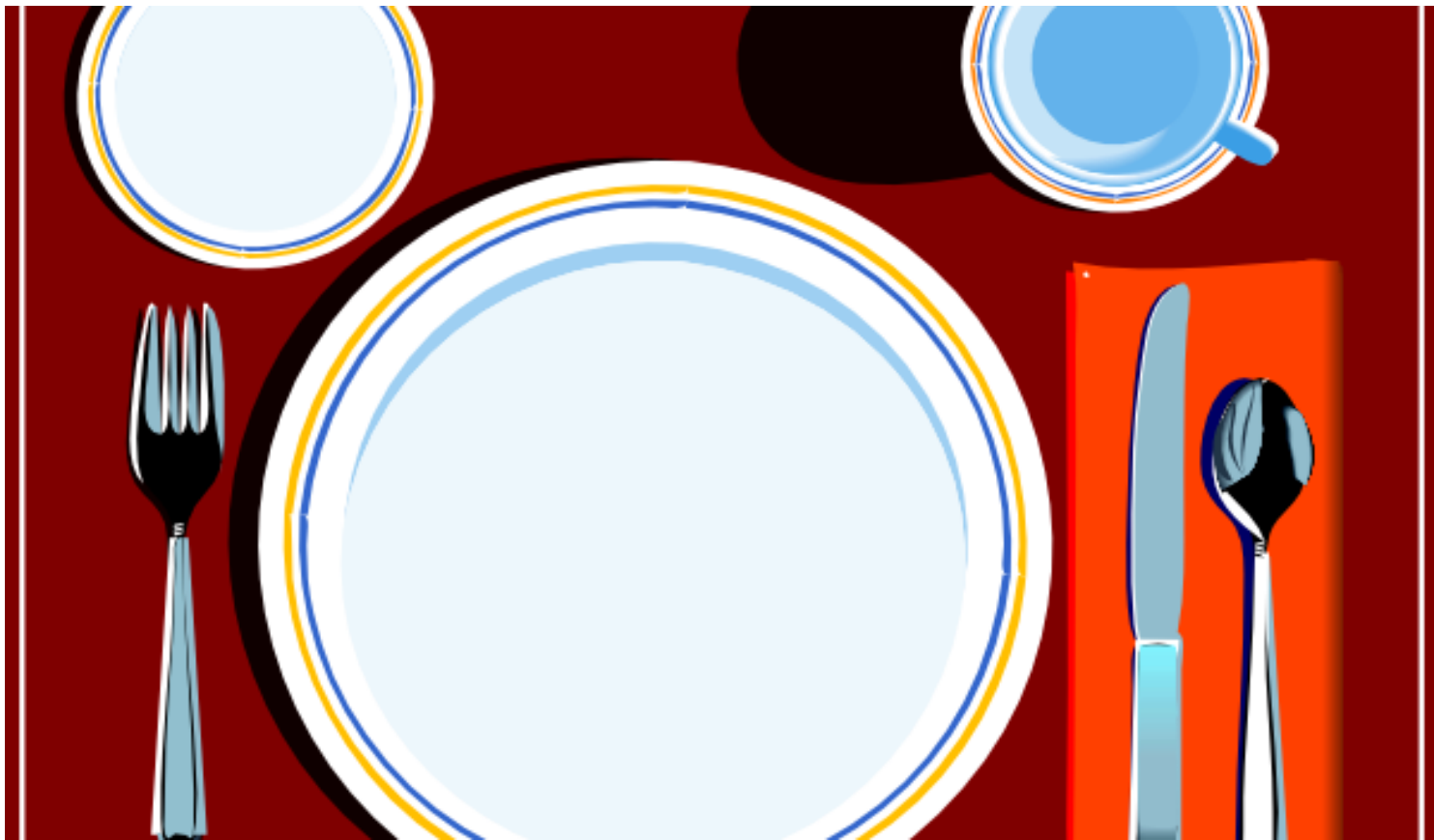
Grocery Store Messages



Community Supported
Agriculture

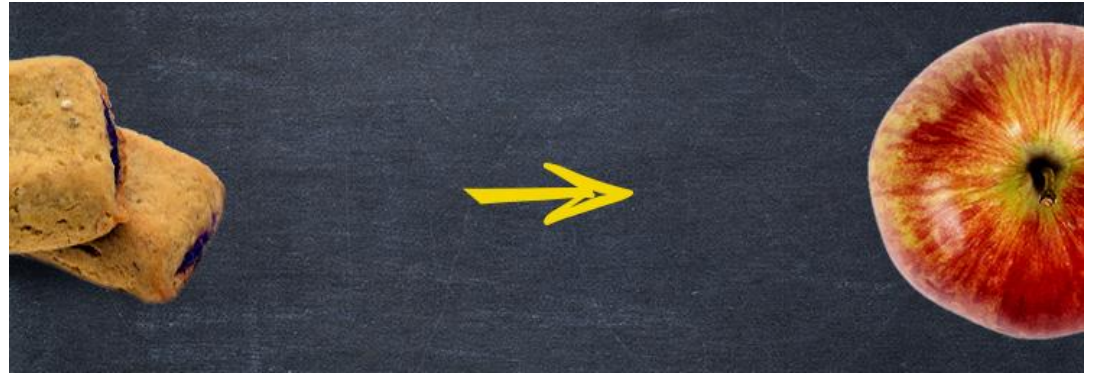


Gardens



Getting Started

- Take one day at a time
- Team up
- Make small changes



(USDA, 2019)



1. Reject the diet mentality
2. Honor your hunger
3. Make peace with food
4. Challenge the food police
5. Respect your fullness
6. Discover the satisfaction factor
7. Honor your feelings without using



Trending....

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