

Nutrition Policy Update

January 10, 2014





You'll have to
pry it from my
cold, dead,
doughy hands!

FAT- WAH!

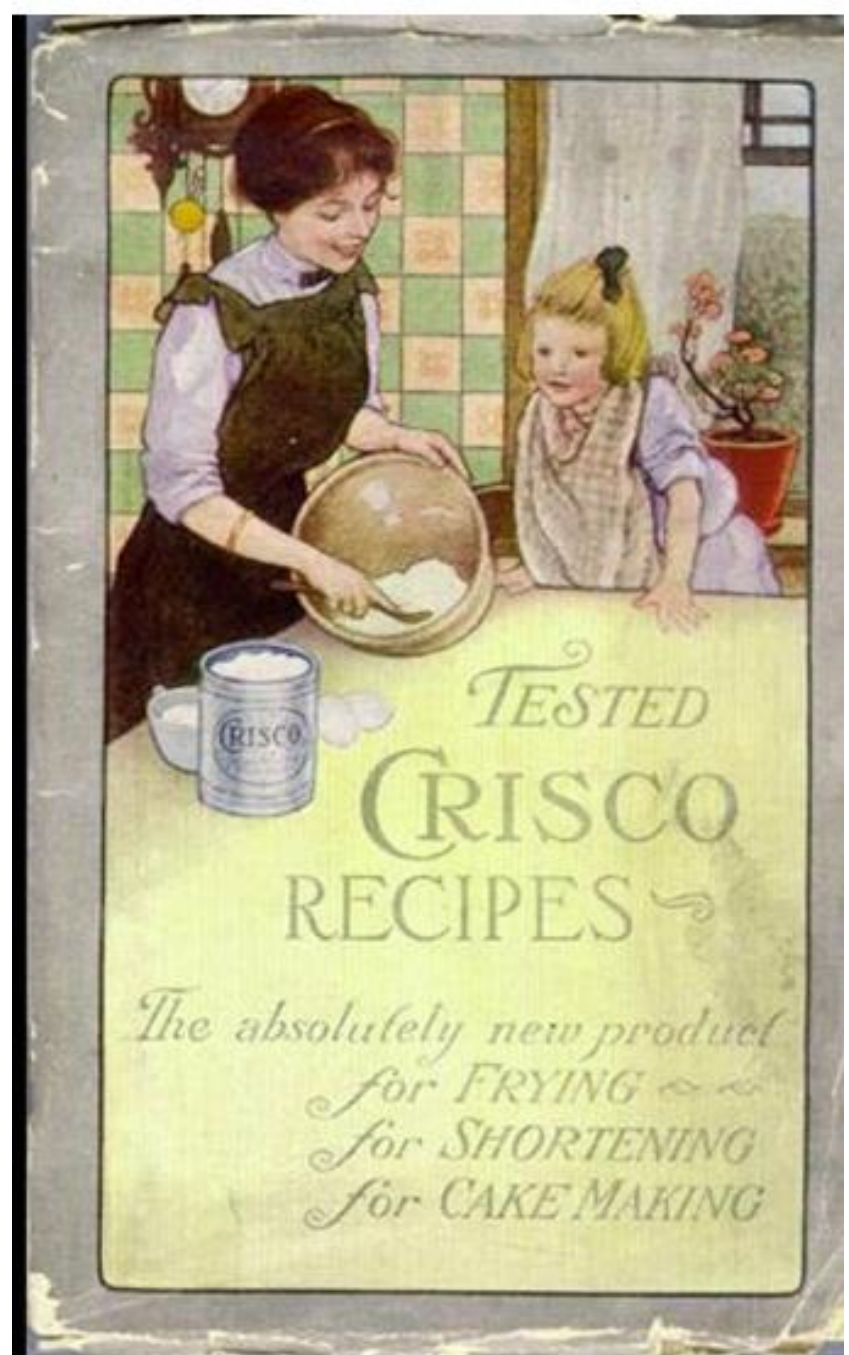
**Bad taste: Feds
eye trans-fat ban**

By EDWIN ECKHART

The FDA has declared war on artery-clogging trans fats—and the crackdown could include such popular products as Pillsbury ready-to-serve cookies. *ILLUSTRATION BY [unreadable]*

Food & Drink Illustration

- 1911 Crisco offers the first hydrogenated oils
- P&G took advantage of excess
 - cottonseed oil from candlemaking industry
 - Soybean oil
 - Corn oil
- Marketing campaigns included cooking classes, demonstrations



Dairy rationing in WWII increased the popularity of shortening



- Am J Public Health Nations Health. 1959 September; 49(9): 1120–1128.

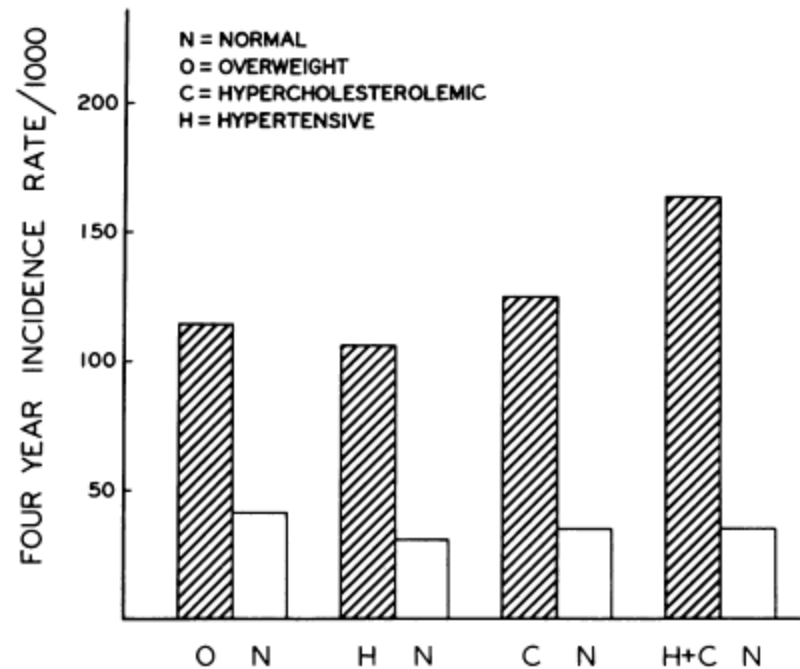


Figure 3—Incidence of Coronary Heart Disease in Relation to Overweight, Hypertension and Hypercholesterolemia.

Hypertension=160/95 or more; hypercholesterolemia=260 mg per cent or more; obesity=Framingham relative weight of 113 or more, i.e., 113 per cent or more of the median weight of the Framingham sample. After Dawber, Moore, and Mann. A.J.P.H. Part 2, 47, 4:4-24 (Apr.), 1957.

teins can be considered the agent for atherosclerosis, all other factors known to be involved may be viewed to deter-

ciates²⁰ found in their prospective study of 4,469 inhabitants of middle age in Framingham, Mass., that hypercholes-

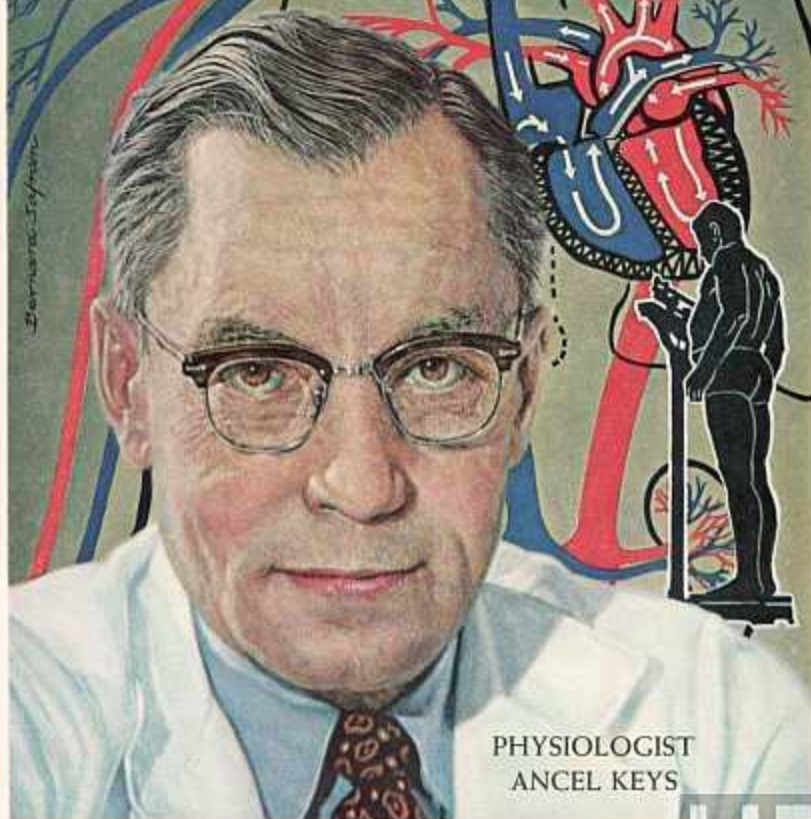
TWENTY-FIVE CENTS

JANUARY 13, 1961

Diet & Health

TIME

THE WEEKLY NEWSMAGAZINE



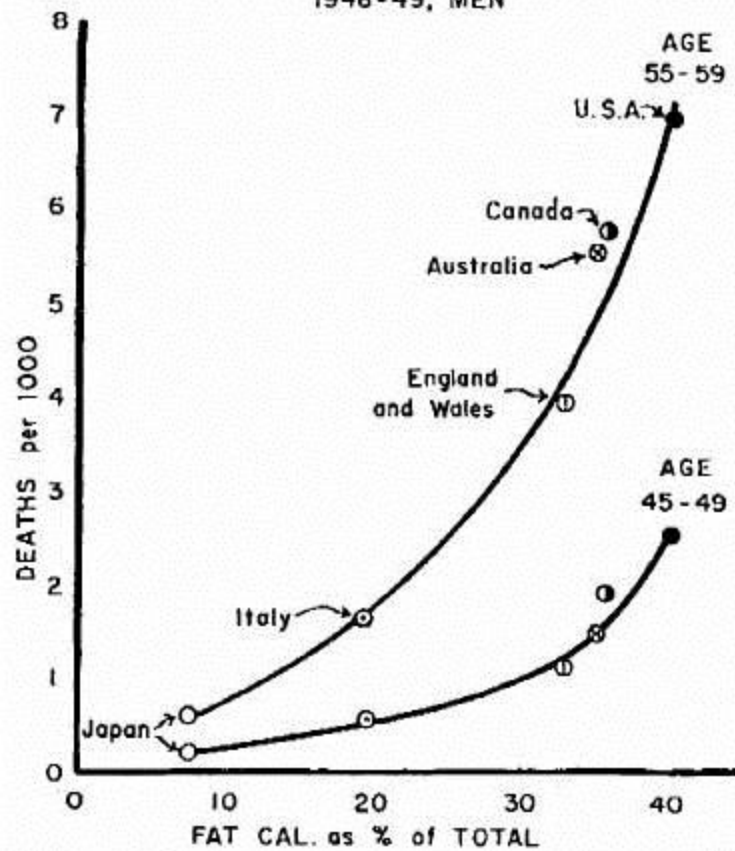
PHYSIOLOGIST
ANCEL KEYS

\$7.00 A YEAR

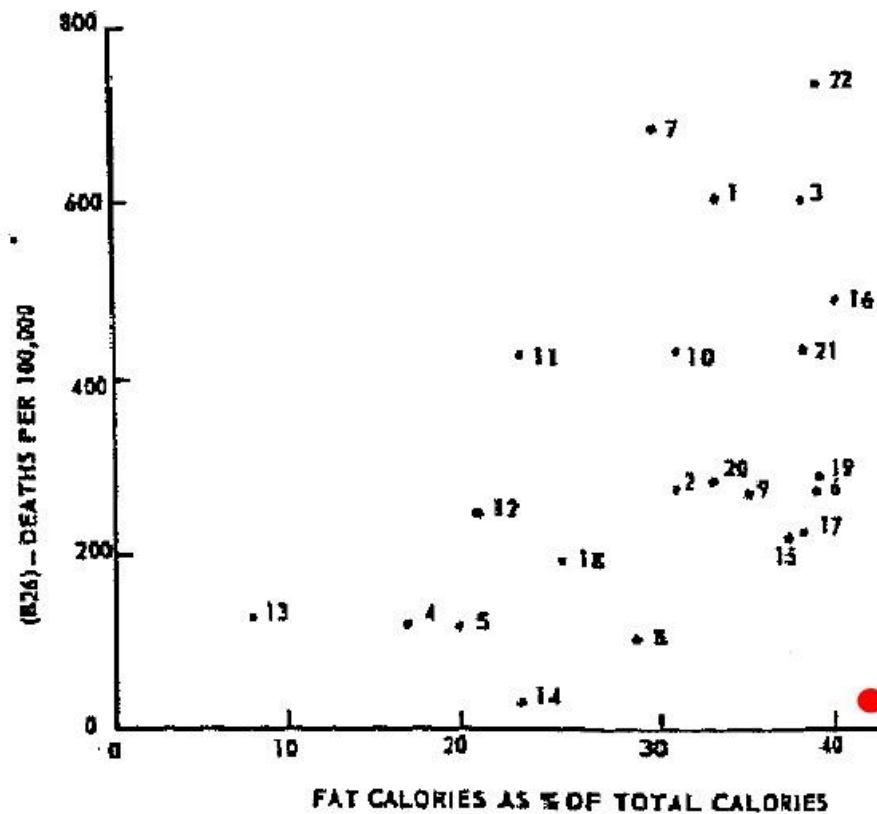
VOL. 100 NO. 3

DEGENERATIVE HEART DISEASE

1948-49, MEN



The original evidence....



Science finds Corn Oil rich in "L-plus" factor!

...so important to good health

Of all leading U.S. Brands
only Mazola® is Pure Corn Oil

New discoveries about corn oil are giving doctors a new approach to an old problem...that of controlling blood cholesterol levels...which is considered particularly important in both the prevention and treatment of heart disease.

When Mazola Corn Oil is included in daily meals, control of blood cholesterol can frequently be accomplished without drastic restrictions in the diet.

Every well-balanced diet includes carbohydrates, proteins and fats, along with adequate amounts of vitamins and minerals. Many nutritionists now suggest that one-third to one-half of the fat we eat should be the unsaturated ("L-plus"-rich) vegetable oil-type, particularly when cholesterol control is a problem.

Mazola Corn Oil, rich in the "L-plus" factor, is excellent for this purpose. Your everyday meals can readily contain an adequate amount of Mazola Corn Oil. Just use Mazola on salads, in cooking and frying...as a shortening. Mazola is *good*—and good for you!

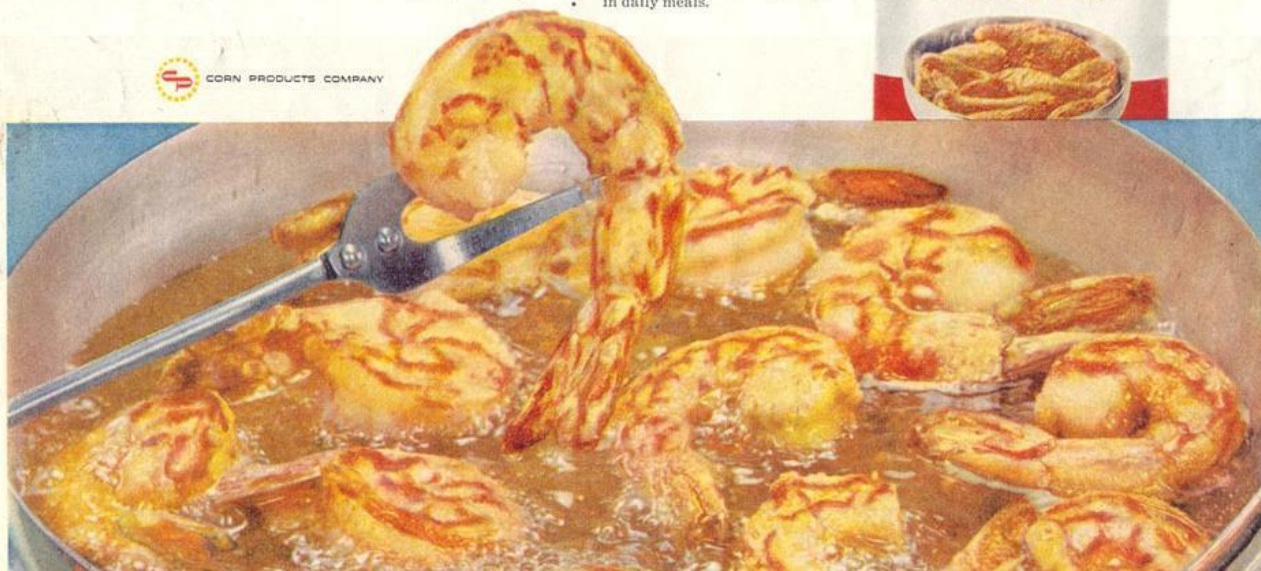
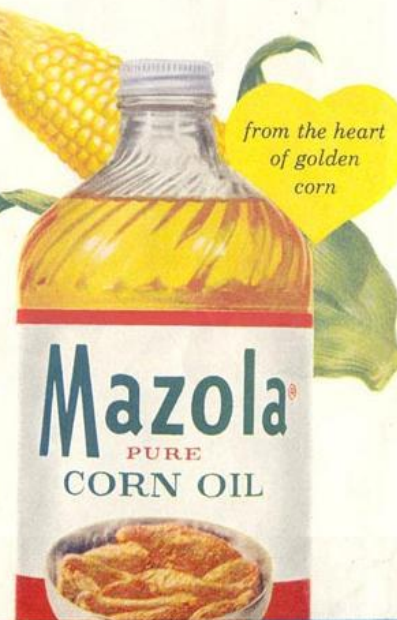
What is the
"L-plus" factor?

The desirable effect of corn oil in decreasing the amount of cholesterol in the blood has now been demonstrated repeatedly.

Doctors believe that the natural substances present in corn oil bring about this desirable effect. For brevity, we call the combination of these substances (including Linoleates) the "L-plus" factor. Mazola Corn Oil has a very high "L-plus" factor content.

Since the body cannot make the complete "L-plus" factor, it should be provided regularly in daily meals.

from the heart
of golden
corn



2. A total of 1½ oz. (45 ml.) of vegetable oil rich in polyunsaturated fatty acids should be consumed daily. Most patients prefer to use about ½ oz. in food preparation and consume a minimum of 1 oz. of the oil at the table each day. This may be used in salad dressings and on vegetables, emulsified in milk, or added to cereals or soups. In addition, you may use a 10-Gm. pat of a recommended margarine rich in liquid vegetable oil daily as a table spread. When a solid fat is preferred in cooking or baking, use a recommended margarine rich in liquid vegetable oil, preferably one with a P/S ratio of 1.5 or higher. Never use the conventional partially hydrogenated types of margarines, cooking fats, or butter. Do not reuse and do not heat it to the smoking point.

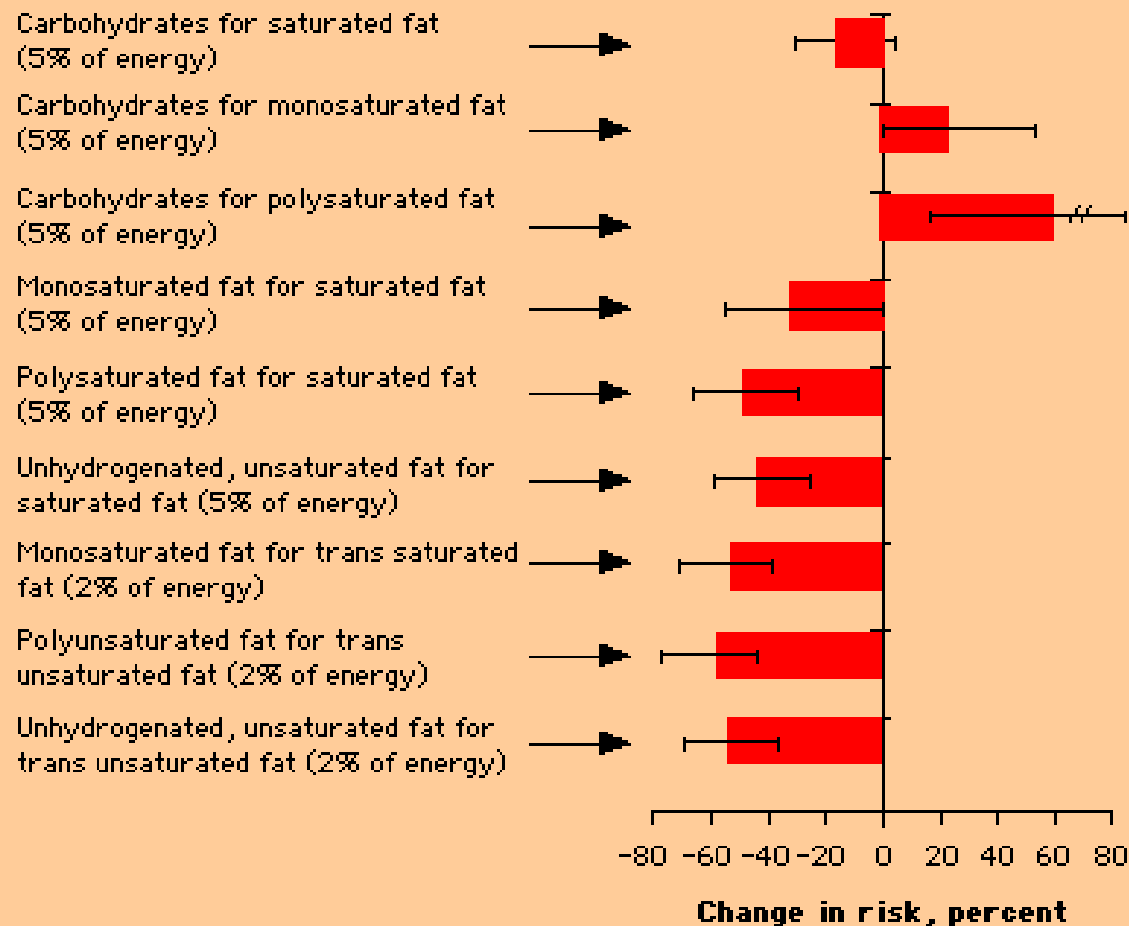
3. Do not eat the following: butter, cream, whole milk, and ice cream; conventional partially hydrogenated margarine, shortening,

recommended margarine or shortening rich in liquid vegetable oil*; in place of cream use an emulsion of a vegetable oil rich in unsaturated fatty acids.

4. Balance the diet by consuming adequate amounts of vegetables, fruits, nuts, legumes, and cereals.

More than 4 years' experience with more than 600 men and their wives shows that the following to be the most common difficulties countered by our subjects in adhering to the "Prudent Diet": 1. Giving up pastries with a high content of saturated fat, such as Danish pastry, coffee cake, pound cake, "pumpkin" cake, cookies, and pies. This prohibition is a real deprivation for many people and is the most frequent difficulty. These products need not be prohibited for the person whose wife is willing to make them with vegetable

*Solid shortenings rich in liquid vegetable oil are not, at this writing, available for use by the general public.



Risk of coronary heart disease in women is reduced by the intake of mono and polyunsaturated fat In an analysis from the Nurses' Health Study, which involved 80,082 women, the risk of coronary heart disease was reduced when intakes of saturated fat and trans saturated fat were replaced by mono and polyunsaturated fat. Lines represent 95 percent confidence intervals. (Data from Hu, FB, Stampfer, MJ, Manson, JE, et al. N Engl J Med 1997; 337:1491.)

20 year campaign to remove it from food supply



- CSPI petitions for label 1994
- IOM recommends “little as possible” 2002
- 2006 foods labelled
- Broken McPromise
- Sue KFC 2006
- NY, CA pass laws limiting restaurant use 2007
- Walmart requires suppliers to phase out by 2015

How the transfat debate helps us to understand nutrition policy

- Industrial, medical, and consumer interests are in competition
- Science was leveraged and compromised by industry
- Advocacy groups acted prematurely based on emergent science.
- Correcting the problem took decades of advocacy

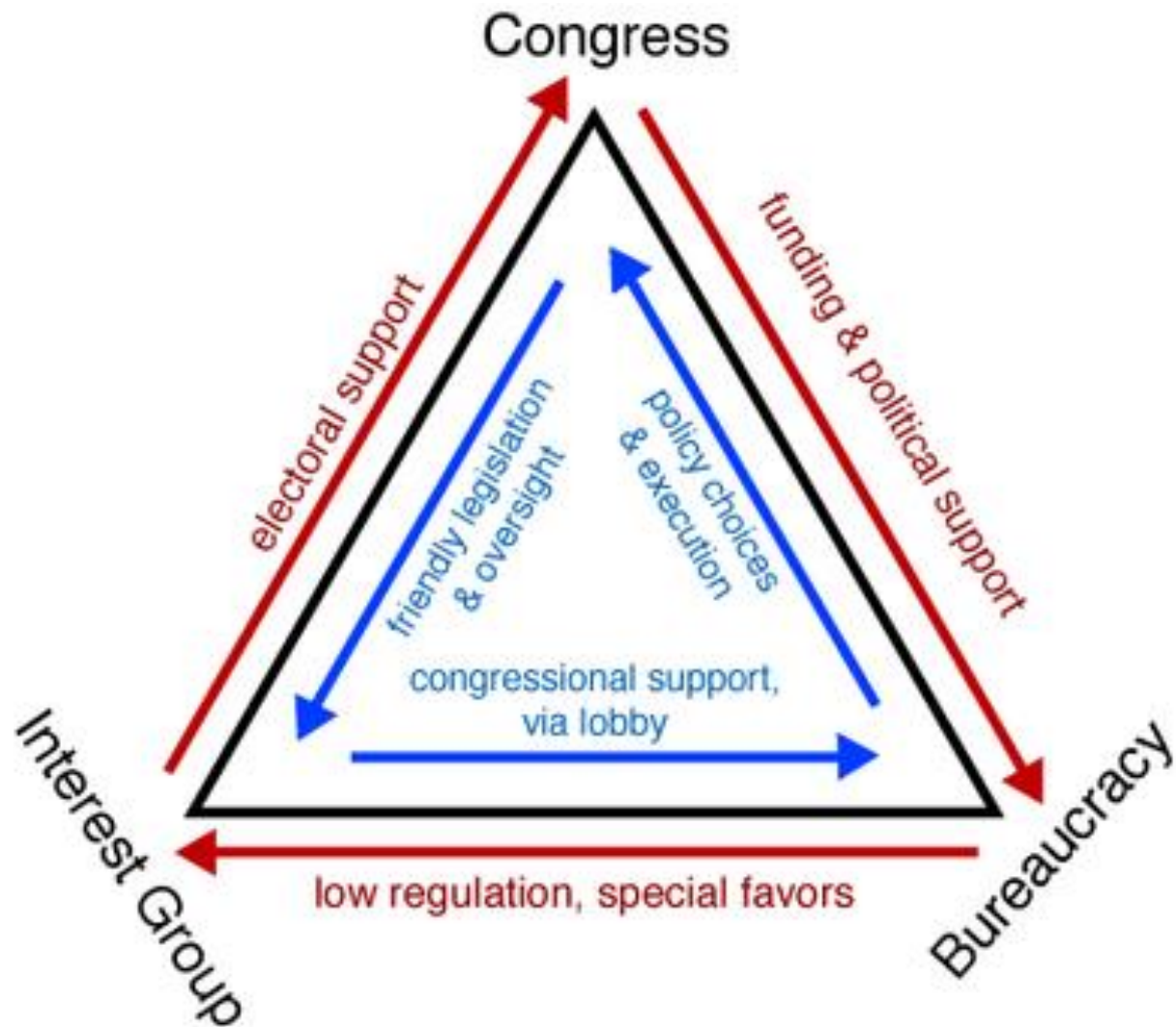
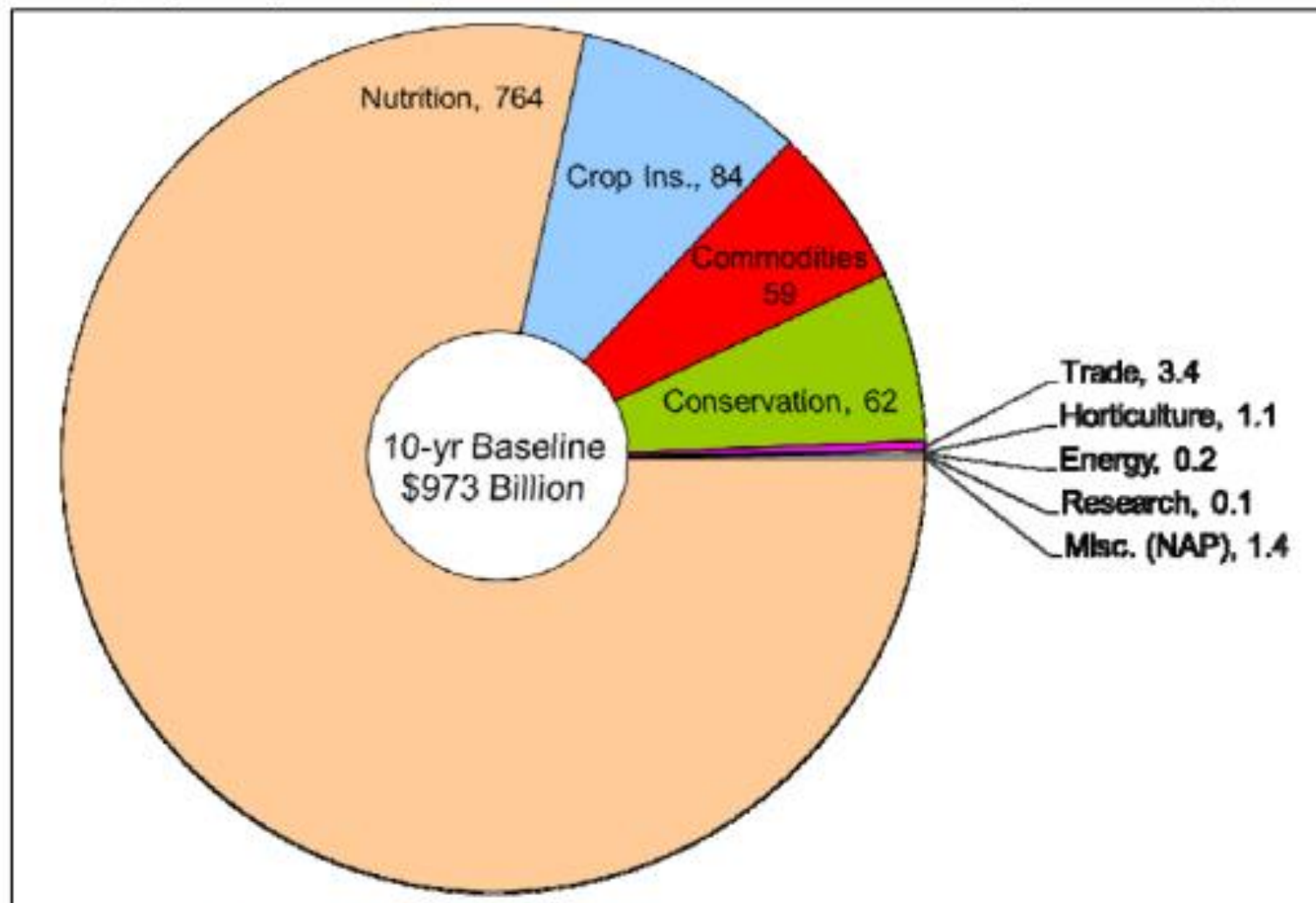


Figure 2. Ten-Year Mandatory Baseline for Farm Bill Titles

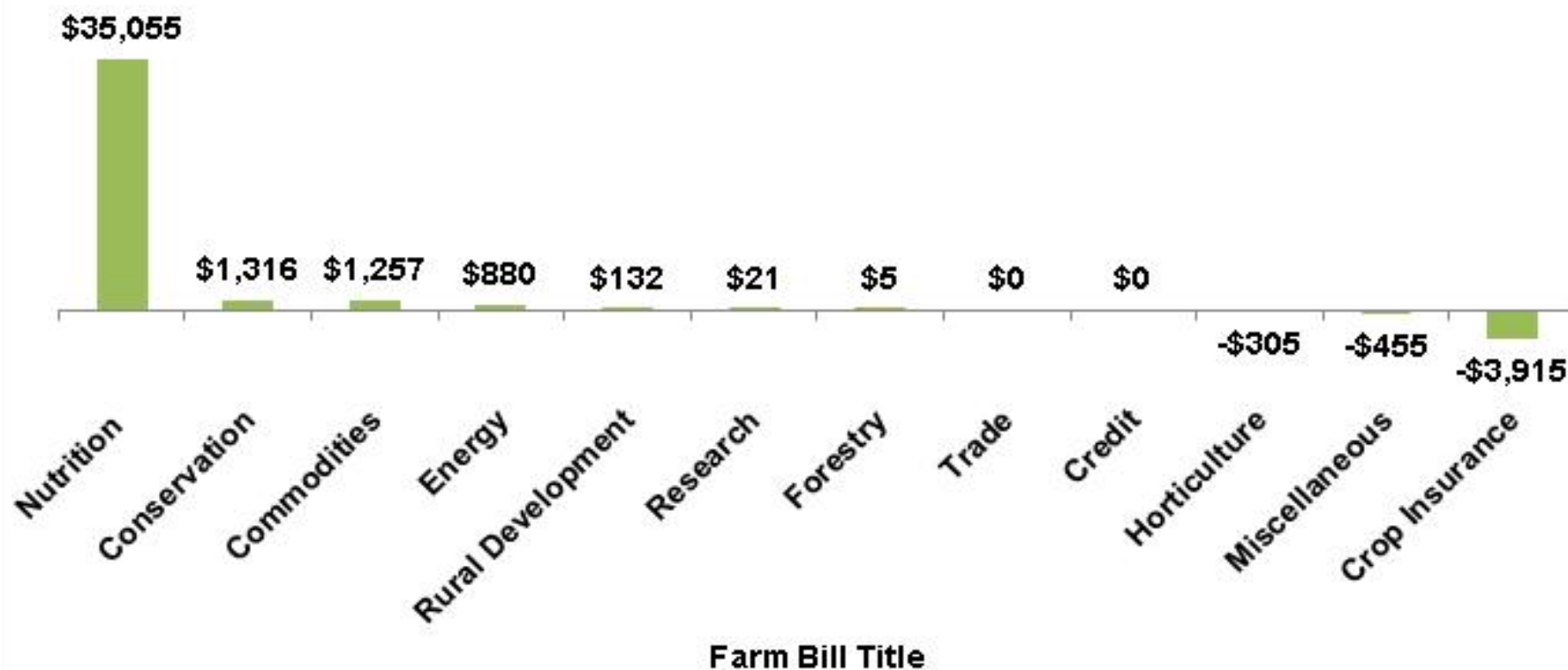
(10-year expected outlays FY2014-FY2023 in billions of dollars by farm bill title)



Source: CRS, using the May 2013 CBO baseline.

US Farm Bill Debate of 2013

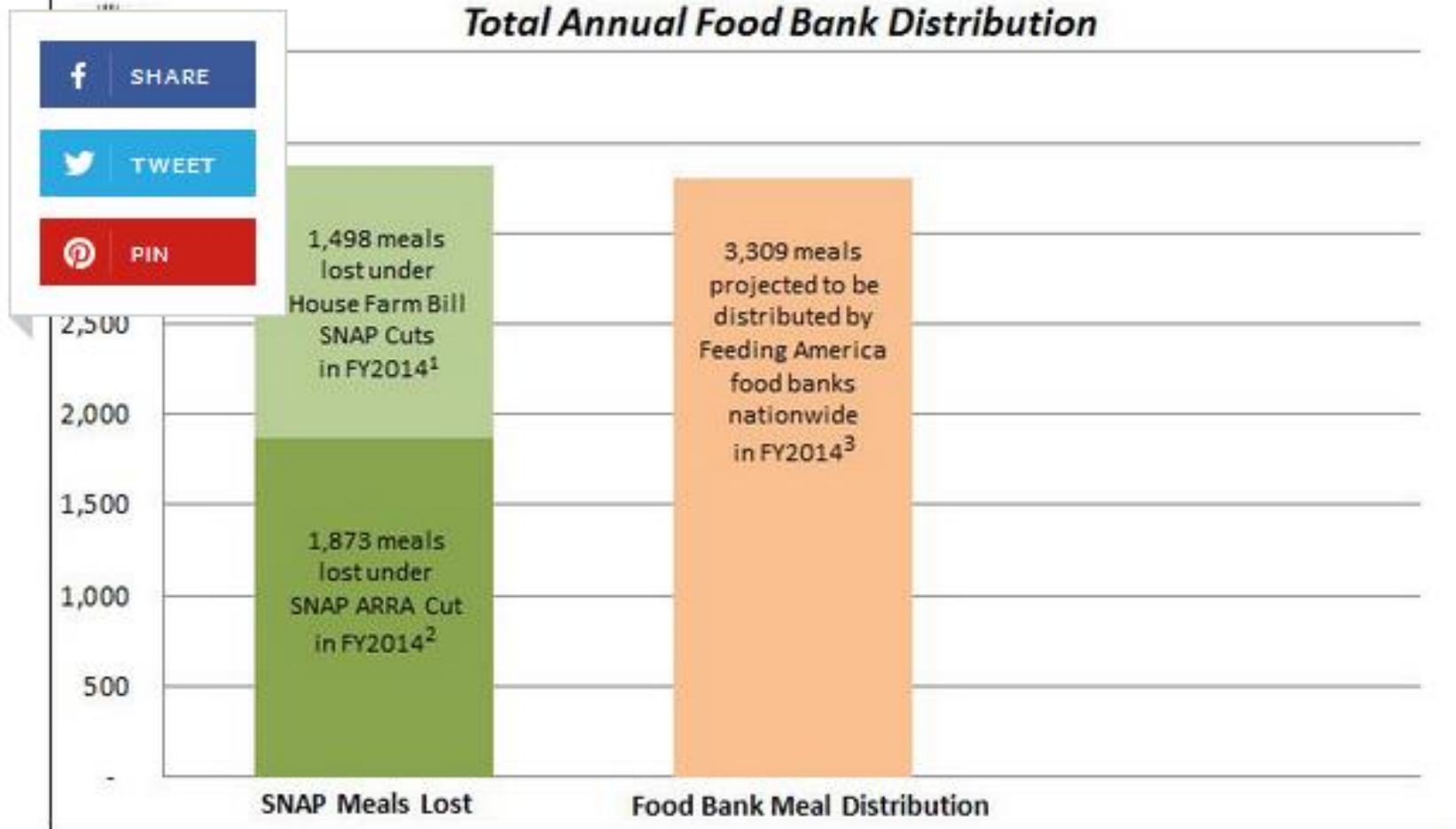
Figure 1. Difference: House Farm Bill Cuts Minus Senate Farm Bill Cuts, Outlays in Million \$, Over 10 Years, U.S.



not have the capacity to meet their needs.

Charity Can't Replace Lost SNAP Benefits

*2014 Cuts to SNAP Greater Than
Total Annual Food Bank Distribution*



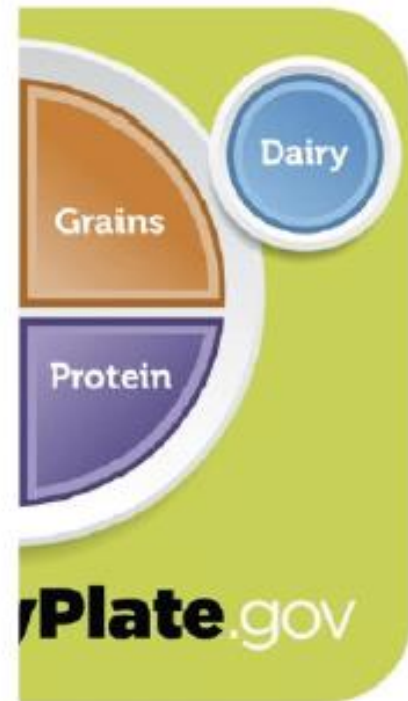


\$4.3 billion
spent on
specialty crops

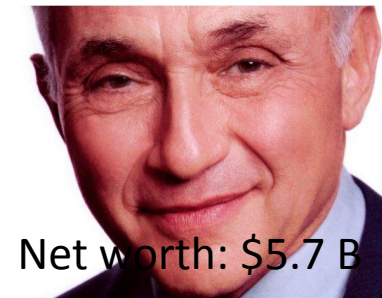
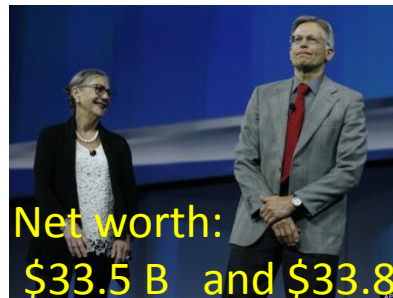
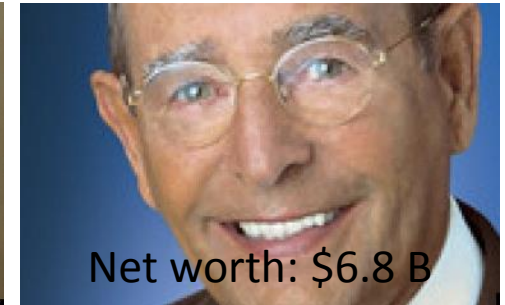
fruits
nuts
vegetables

\$33.1 billion
spent on
commodity crops

corn
soybeans
cotton
rice
wheat



Who is receiving farm subsidies?



Microsoft, Anschutz Entertainment, Chik-Fil-A, Amway, DISH Network
Cox Enterprises, Estee Lauder, Charles Schwab, Wal-Mart, Victoria's Secret

What's next?

- Conference committee elected to delay debate for a few months and extend farm bill
- Conference committee is debating the two bill versions. They can:
- Come up with a compromise and get both chambers to pass
 - Not come up with a compromise
 - 2007 farm bill extended for 1 or 2 years

Child Nutrition: Healthy Hunger Free Kids Act

- Required updated rules for school meals and competitive foods
- Research on child hunger

Competitive Foods Regulations

- Foods sold outside meals programs



Competitive Foods Rules

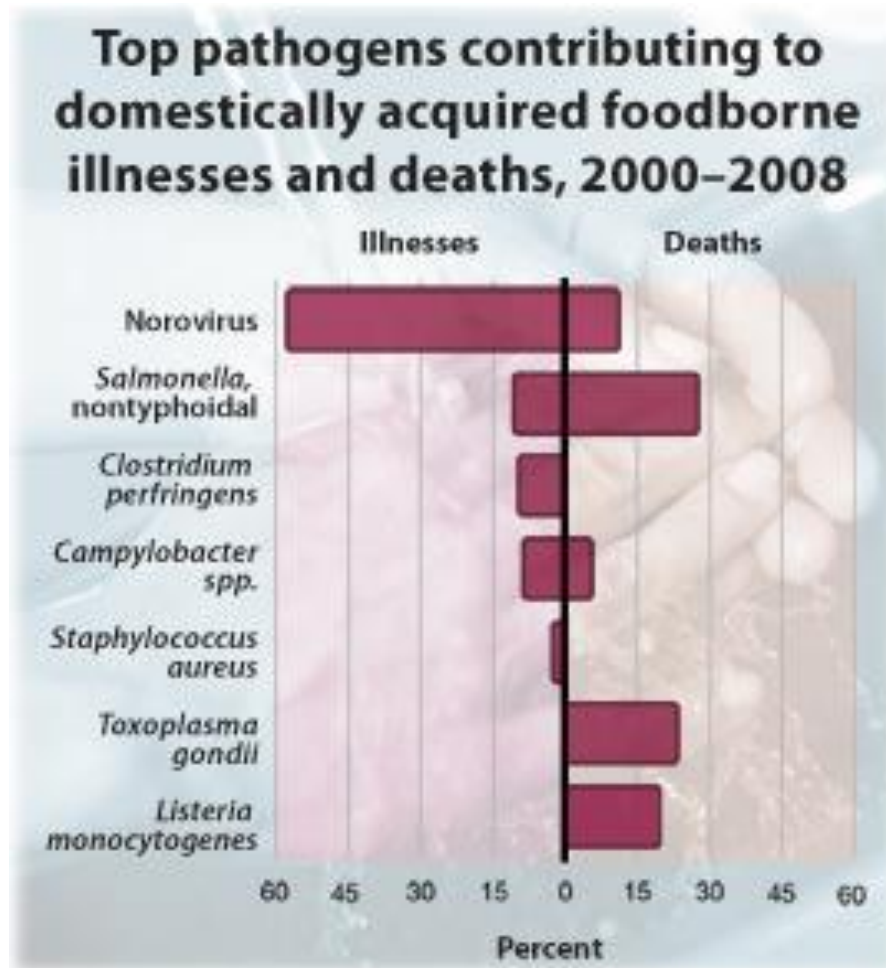




New standards say:

- Snacks have to be:
 - Fruit or vegetable
 - Or offer at least 10% of DV of C, K, D, or fiber
 - <35% fat, <35% sugar
 - No more than 200 kcals/portion
- Beverages have to:
 - All schools *sell* plain water, plain low fat milk, flavored milks, and milk alternatives (8 oz/12 oz)
- A la carte sales of foods in school meal are allowed to be sold
 - Pizza, hamburgers, corndogs can be sold (<350 kcals)
- Only during school day
- Each district defines how limited this will be based on loophole
 - Foods sold as fundraisers are not subject to standards

Food safety modernization act



10 biggest foodborne illness outbreaks

- Canteloupe and listeria (29 deaths)
- Ground turkey and salmonella (1 death, 111 infections)
- Eggs and salmonella (1600 illnesses)
- Celery and listeria (4 deaths)
- Peppers and salmonella (2 deaths, 1442 infections)
- Peanut butter and salmonella (9 deaths)
- Spinach and e-coli (230 infections)
- Tomatoes and salmonella
- Deli turkey and listeria (8 deaths, 54 infections)

Food safety modernization act

- Produce rule
 - Safe and clean water (farmer responsible)
 - Limiting biological ammendments (compost)
 - Handwashing, sick days
 - Limiting contact with animals
 - Clean buildings
 - Sprouts treatment

Food Safety Modernization Act

- Prevention Controls Rule for processors
 - Plan with hazard analysis, preventive controls, monitoring, corrections, verification
 - 99.5% of all facilities affected are small businesses/farms
 - Could be applied to direct-to-consumer operations

Why are chickens and turkeys contaminated?



Why are produce fields contaminated?





- In the courts:
- Freedom of speech suits because of “Ag Gag Laws” in Agricultural States

Want more information about nutrition policy issues?

- <http://nutritioncenter.sph.sc.edu/policy.shtml>

UNIVERSITY OF SOUTH CAROLINA

Home

Mission

Meet Us

Services

Research

News and Seminars

Policy and Practice Briefs


Seed Grants

► Research Seed Grant

► Manuscript Seed Grant

Symposium

Links

Contact Us 

Upcoming Events

Nutrition Center Seminar
Dr. Sonya Jones
January 10, 2014

Nutrition Center Symposium
Call for abstracts
March 21, 2014

Policy Briefs

About the Policy and Practice Briefs Series

The University of South Carolina's Center for Research in Nutrition and Health Disparities supports a Policy and Practice Brief series. The Center was established in 2003 with a mission to create a local, state-wide, national, and global presence that establishes the University as a national leader in nutrition and health disparities by engaging with community partners, other research institutions, public agencies, and professional organizations. Through this series, the Center provides objective, thoughtful analysis on current nutrition and health disparities related policy and practice issues from a public interest perspective.


We are actively looking for Affiliated Scholars who are interested in sharing their research experiences and findings through this series, as well as ideas from community organizations and agencies of topics for upcoming briefs that would help them in advancing their work. If you are interested in writing a brief or would like to request a topic, please contact our Policy and Community Outreach Director, Carrie Draper, MSW at draper@mailbox.sc.edu.

2013

September 2013: Policy Brief

SNAP Double Bucks Programs: Increasing Access to Produce While Supporting Small Farmers and the Local Economy

By Carrie Draper, MSW and Sonya Jones, PhD



Researchers, policy makers, and practitioners around the country have been working to find effective ways to improve access to farm-fresh foods. Some of the approaches being tested include healthy corner stores, healthy food financing, WIC and Senior farmers' market vouchers, and SNAP double bucks programs. This policy brief describes SNAP double bucks programs, and addresses its potential health, economic, and social impact.

Come to the Healthy Eating in Context Symposium: Abstracts due Jan 17!

- <http://nutritioncenter.sph.sc.edu/symposium.shtml>

The screenshot displays the website for the University of South Carolina's Nutrition Center. The left sidebar contains a navigation menu with links to Home, Mission, Meet Us, Services, Research, News and Seminars, Policy and Practice Briefs, Seed Grants (with sub-links for Research and Manuscript), Symposium, Links, and Contact Us (with a Facebook icon). Below the menu is an 'Upcoming Events' section listing a 'Nutrition Center Seminar' by Dr. Sonya Jones on January 10, 2014, and the 'Nutrition Center Symposium' on March 21, 2014. The main content area is titled 'Current Symposium' and features tabs for 'Current', 'Past', and 'Presentations'. The 'Current' tab is active, showing a 'Call for Abstracts for Symposium & Registration'. The text on this page identifies the event as the 4th Annual Symposium, 'Healthy Eating in Context: Communicating for Change & Sustainability', held on Friday, March 21, 2014. It invites faculty, staff, students, and community members to participate. A keynote speaker, Dr. Tom Baranowski, is mentioned. The background and purpose of the symposium are also described, emphasizing the goal of connecting diverse communities to improve nutrition and physical activity.

Current Symposium

Current Past Presentations

Call for Abstracts for Symposium & Registration

University of South Carolina

Center for Research on Nutrition and Health Disparities and Environment and Sustainability Program

Call for Abstracts and Registration Information for the 2014 Symposium

Healthy Eating in Context: Communicating for Change & Sustainability

Friday, March 21, 2014

The University of South Carolina's Center for Research in Nutrition and Health Disparities and the Environment and Sustainability Program invites faculty, staff, students, and community members to the 4th Annual Symposium, "Healthy Eating in Context: Communicating for Change & Sustainability."

Plan to spend the day with us! We'll start the morning off with keynote speaker, **Dr. Tom Baranowski**, Professor of Pediatrics at Baylor College of Medicine and a faculty member of the Children's Nutrition Research Center, who will be the keynote speaker.

The keynote address will be followed by oral and poster presentations from researchers, students, and community members, as well as a lunch designed to strengthen networks among attendees. The event will start around 8:30am and end by 4:00pm. Details of exact times will be released closer to the time of the event.

Background & Purpose: The goal of this symposium is to connect diverse communities who are interested in: utilizing technology to improve nutrition and physical activity of our citizens; benefit local economies; and create a sustainable future. These interest groups include the multiple disciplines represented by academic scholars at colleges and universities, researchers from for- and non-profit organizations, and concerned community members. The symposium will focus on eliciting the cross-fertilization of ideas

Upcoming Events

Nutrition Center Seminar
Dr. Sonya Jones
January 10, 2014

Nutrition Center Symposium
Call for abstracts
March 21, 2014