

the hungry mind

A JOINT PUBLICATION OF THE INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS & PUBLIC RELATIONS SOCIETY OF AMERICA

U.S. Dietary Guidelines 2005

By Liz Marr, M.S., R.D.

Amid worldwide health concerns related to excess calories resulting in obesity, unbalanced nutrient consumption and lack of physical activity, the U.S. government released its "Dietary Guidelines for Americans 2005." The Guidelines provide health education experts with a compilation of the latest science-based recommendations for the U.S. population.

The Guidelines are used to define and revise federal nutrition policy, which eventually should impact state, regional and local policies and programs. Officials claim the Guidelines will be applied to update government nutrition programs such as the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the U.S. Food Stamp program, the USDA's school lunch and school breakfast programs, and elderly-feeding programs. In turn, shifts in nutrition policies will impact both government purchases of various foods and public health-education programs. These more detailed Guidelines also could influence consumers' food purchases and their health and nutrition habits.

The latest edition highlights controlling or reducing calories while increasing exercise. A reference 2000-calorie diet is included, though various levels, along with their respective number

of food servings and serving sizes, are provided in the comprehensive background document geared to food and health professionals. In general, plant-based, higher-fiber foods — fruits and vegetables, legumes, whole-grain cereals and breads — and lower fat dairy products score highest in the Guidelines. Protein received far less attention, while recently much-maligned carbohydrates are discussed extensively, again highlighting high-fiber choices. The Guidelines emphasize limiting discretionary calories, and provide a section on food safety.

On the other hand, the Guidelines fall short by ignoring popular functional foods and

beverages. For example, soy milk fortified with calcium apparently does not count as a dairy-substitute food choice. Further, health professionals and the media were confused when an updated Food Guide Pyramid — a graphic educational tool showing the number of recommended daily food servings for each food category — did not accompany the latest Guidelines. In fact, the new pyramid — scheduled for release this summer — may take another shape or may not even appear as an illustration, depending on findings of consumer

For each half-decade review and update, a newly appointed advisory panel of U.S. health and nutrition experts sifts through the latest nutrition research. The panel hears verbal testimony from the public and reads written comments from interested parties, including non-profit health and nutrition organizations, individual researchers and experts on a particular nutrient or topic, and food industry representatives. Then, government scientists and officials develop the Dietary Guidelines after reviewing the advisory committee's report and agency and public comments.

In the third stage, experts work to translate the Guidelines into meaningful messages.

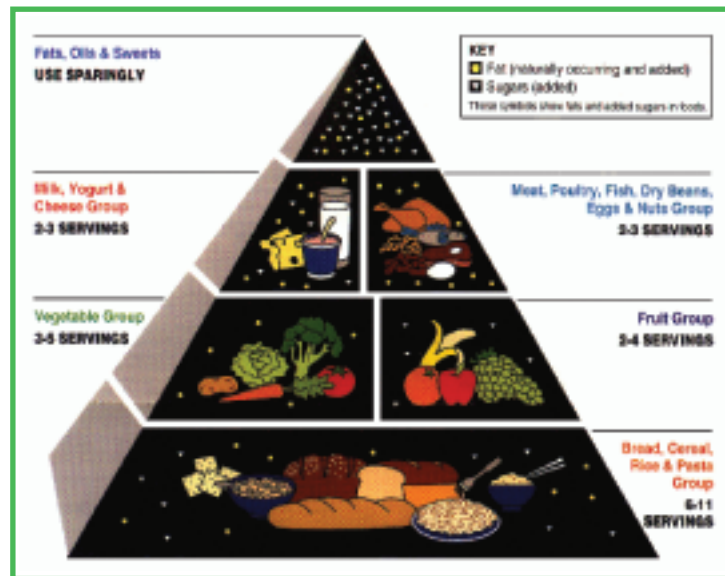
New Era of Nation's Health Concerns

Retiring Agriculture Secretary Ann M. Veneman emphasized that the changes made to the Guidelines signaled a new era in the scientific process. Speaking of the seriousness of the Guidelines themselves, she said, "The process we used to develop these recommendations was more rigorous and more transparent than ever before. ..."

In fact, past Guidelines often met with mixed reviews, due to what many health and nutrition experts viewed as excess food-industry pressure to influence and water

down the recommendations. Various food industry factions forcefully lobbied the government to avoid adversely affecting sales and consumption of particular foods unfavorably featured in the Guidelines. While food industry commentary continues, the updated Guidelines are much firmer in their recommendations to increase consumption of certain foods and food groups and to reduce consumption of others.

IACP member Liz Marr is a registered dietitian and principal of Marr Barr Communications in Longmont, Colo. Her firm specializes in food, nutrition and agriculture issues.



The shape of the U.S. Food Guide Pyramid may change, pending consumer research to determine the most effective way to convey health and nutrition messages related to the updated "U.S. Dietary Guidelines 2005."

research currently underway to determine the most effective communications tool for public education.

Guidelines Review Process

According to the U.S. government, "The Guidelines provide authoritative advice for people two years and older about how science-backed dietary habits can promote health and reduce risk for major chronic diseases." Since 1980, the Guidelines have been published jointly, as mandated by federal law, every five years. The U.S. government's Department of Health and Human Services and the Department of Agriculture jointly released the sixth and latest version.

Insights from a Publicist

By Karen MacKenzie

Collaborations between branded food and beverage or commodity products and cookbook authors are an effective and increasingly popular marketing tool. These mutually beneficial relationships let the brand borrow the author's credibility and newsworthiness to influence consumers, while the author benefits from the added exposure and resulting book sales available through a brand's marketing resources.

There are several reasons why media outlets are generally receptive to covering a cookbook author: the publication of a new book is, by definition, news — if not earth-shaking, then at least timely. Second, an author puts a human face on a story, and people are always more interesting to consumers than products.

To enhance an author's newsworthiness, it's useful to tie the publication of the book to an emerging trend in the culture, and to position the author at the leading edge of that trend (whether or not the trend has actually yet emerged). The media, and by extension their audience, are fascinated by whatever is next; public relations is the mechanism that can transform some new (or not so new) thing into the next big thing.

An author who is perceived as shilling for a brand puts his or her hard-earned credibility at risk. It's critical that authors be well rehearsed in artfully communicating the brand's key messages without crossing into blatant commercialism. (Some authors won't accept fees outright but may allow a brand to underwrite all or part of the expense of a publicity event or tour.)

While national media exposure is the holy grail of brand publicity, in fact local market media are more receptive to author appearances and reach a targeted audience more directly. If travel time and expense are an issue, authors can use satellite media tours or telephone call-ins to reach multiple local markets, although nothing beats an in-studio appearance and product demonstration for engaging and influencing an audience.

Karen MacKenzie is president of The MacKenzie Agency, specializing in food and beverage public relations, in Santa Rosa, Calif.

On The Road with "The Dish"

By Carolyn O'Neil

Densie Webb, my co-author, and I were thrilled that our publisher, Simon & Schuster Atria Books, included a seven-city book tour in their marketing plans for our book, *The Dish on Eating Healthy and Being Fabulous!*, which was published in June 2004.

What we didn't know is that signings at bookstores can be really depressing. Even with prior publicity, attendance can be lousy, but no matter how few folks turned up or how inappropriate for our demographic, we gave each appearance our all.

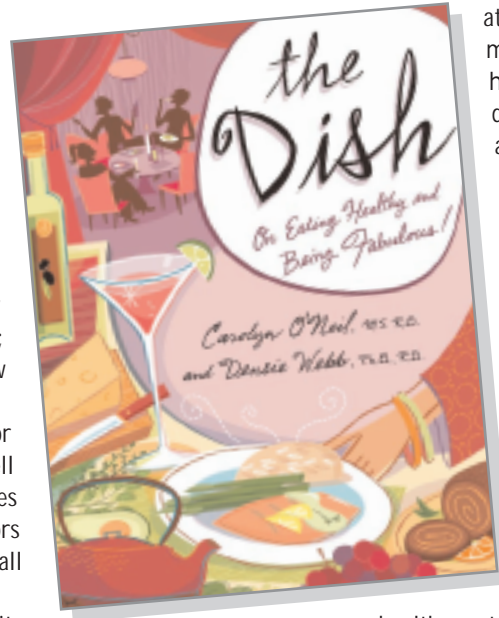
In Los Angeles, a day before Bill Clinton was set to sign his big book, the bookstore had velvet ropes set up to handle the expected crowds. I said to the manager, "I don't think we're going to need those for my book signing!"

We didn't.

What did work very well on the book tour was setting up special events targeted to our audience, which included women who want to eat healthfully and live it up. An event at a women's

health center in an affluent Chicago suburb filled the room, and we sold books to more than half of the audience. We were invited to sign books at the Food & Wine Magazine Classic in Aspen, Colo., and we ran out of books!

*Carolyn O'Neil is a registered dietitian, former anchor for CNN food and travel shows, author of *The Dish on Eating Healthy and Being Fabulous!* and media consultant specializing in nutrition communications.*



Food & Beverage By Doc Lawrence, Chair, Food and Beverage Section, PRSA



Challenges Only Make Us Better

There are many timely items in the news directly affecting public relations professionals. The new food guide pyramid challenges traditional notions of nutrition and some report that it's like mealtime boot camp. While the low-carb trend has slowed, obesity, particularly regarding children, looms as a national health issue. Recently, the New

York Times featured a provocative analysis of labeling confusion about whole grain and fiber content. Throw in hydrogenated oils and trans fatty acids and you've got more than a few concerns.

A decade back, the hot-button was alcohol consumption. Remember the "drink less but better" campaign? Today does "eat sensibly" mean eat better or eat less? Try boiling that down into an effective, credible press release.

What is the distinction between natural and organic wine? Why would either necessarily be superior health wise to a great wine from a hallowed winery that produces neither natural nor organic?

Just as food labeling is undergoing revolutionary changes, menus and wine lists are being more carefully scrutinized by increasingly sophisticated consumers. Full disclosure is the wave of the future.

The broad subjects of food and drink include many things that are both vital to survival and, thankfully, often lead to pleasure. Unquestionably, they are closely related to our quality of life and any deviation from high

standards suggests problems.

Likewise, habits and customs should not be ignored. The fabulously entertaining book by Mireille Guiliano, *French Women Don't Get Fat*, offers some robust observations from the CEO and president of Clicquot, Inc. Life is too short, she opines, to drink bad wine or eat lousy food. And who quarrels with her advice that leisurely dining adds immeasurably to *joie de vivre*? I find her words very instructive.

May we continue to educate ourselves and be better prepared to offer sound advice. Whether faced with trends or laws, our professionalism is up to the task. Ingenuity, the engine that drives entrepreneurship, is our stock in trade. By being well informed, we anticipate and address problems before they surface, thus conferring some real benefits.

This will be an exciting year for the Food and Beverage Section of PRSA.



A Piece of the American Pie: Pizza Turns 100

By Aarti Arora, M.P.H., R.D.

It is believed that pizza was created by ancient Middle Eastern cultures using a round flatbread topped with fresh spices. Years later in Naples, Italy, the pizza was updated to the fashionable form we know today with rich red tomatoes and a chewy cheese layer. Pizza has become a fixture on the American plate — and a multi-billion-dollar industry — with most Americans eating at least one pizza a month.

Pizza Migrates to the United States

In 1905, pizza was introduced in New York City by Naples immigrant and baker Gennaro Lombardi who had a keen eye on how to grab a slice of the American pie. Lombardi installed a pizzeria — Lombardi's — in his grocery store and began selling pizza by the slice to hundreds of factory workers and neighborhood patrons. The pizza was thin and charred, topped with tomato and cheese.

Growing Roots in the American Culture

Lombardi's slowly spurred a growing industry, with additional local pizzerias opening up in the 1940s. These sit-down pizza parlors dominated Italian neighborhoods — including a new deep-dish style in Chicago — and were served as whole pies. Pizza was still

regarded as ethnic fare until after World War II when the returning American soldiers brought back an acquired taste for the Italian dish, making pizza mainstream American fare.



At 100 years, new pizza products in the United States are as popular as ever. Marina Maher Communications recently launched Ellio's All Cheesy Pizza (McCain Foods USA) creating some truly "cheesy" photo ops for kids and adults alike.

Pizza Becomes a Mainstream Convenience Food

In the 1950s, pizza started to become a household staple. Boxed pizza kits were available in grocery stores containing canned pizza sauce and Parmesan cheese. Frozen pizza was introduced in 1957 and was tailored to varying audiences, including Ellio's rectangular shaped, no-crust pizza for kids.

1960 brought a new trend: home pizza delivery when Domino's Pizza opened its doors. Today the chain has one million customers across the world who enjoy its pizza every day.

Soon everyone was able to be their own at-home pizzaioli (pizza chef) with the introduction of Boboli ready-made pizza crusts.

The Pizza Evolution Continues

Pizza has evolved to many varieties and forms. Unique toppings thrive, such as barbecued chicken, but the most popular topping remains pepperoni. Sauces can be traditional tomato to tangy black bean. Crusts range from thick and thin to stuffed and whole wheat. Even the shape can take many forms from calzones to bagels.

No matter how you slice it, pizza is here to stay. The proof: Lombardi's is still in business.

Aarti Arora is an account supervisor and registered dietitian with the food & beverage practice at Marina Maher Communications. She has conducted public relations programs for multiple leading food brands and associations. Arora is also a member of the American Dietetic Association and the marketing chair for its Food & Culinary Professionals practice group. She can be reached at aarora@mahercomm.com.

Chairman's Column by Amy Barr, M.S., Ed.M., R.D., Chair, Marketing Communicators Section, IACP



The Good, the Bad, the Delicious

The January debut of the 2005 U.S. Dietary Guidelines marked a shift in government policy as it relates to nutrition education and advice for the U.S. public. This quarter's lead story underscores the comprehensive nature of the expert panel's recommendations and

signals a shift in our attention to nutrition — and, as important — physical fitness.

I doubt that IACP MarCom members, national or international, would disagree that many of the culinary delights we celebrate and promote do not fall into the "eat more of" categories championed in the updated guidelines. Our challenges then continue — respect the science of health, nutrition and fitness, yet communicate "a place for every food in the diet" as indulgent and pleasurable, often with irresistible flavors, while noting that color and texture are important, too.

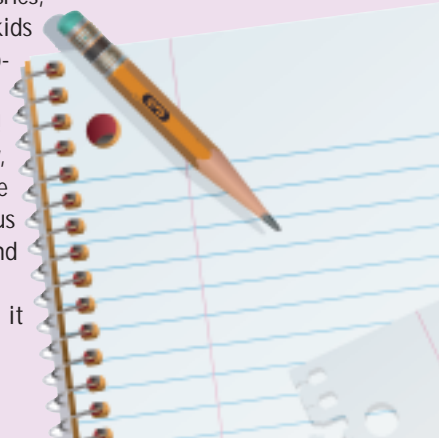
For decades, we have been promoting the concept of balance, variety and moderation (BVM). Considering the growing problems of obesity, diabetes and cardiovascular disease around the globe, it seems the triple concept of BVM has fallen short of motivating people to achieve better health and nutrition.

Yet, could the pendulum be swinging back toward dining denial and

self-righteous eating? As a registered dietitian (R.D.) proudly involved in nearly every aspect of the food world "from furrow to fork," I was taken aback recently when, following a discussion about "bad" and "good" foods, an R.D. suggested that we designate certain products "hazard foods." She concluded that the former should be avoided, period! Fortunately, the majority of my colleagues do not support this either/or view.

Some years ago, I attended a festive party hosted by the food editor of the top-selling natural foods and health magazine. He had written several cookbooks and had garnered a passionate foodie reputation. Amid tantalizing canapés, main dishes, and desserts, his guests — both kids and adults — were drawn to a two-foot-tall crystal compote filled with multicolored gummy worms! Remarking on his crowning glory, the host said, "There comes a time when you just can't get too serious about health and when fun and flavor are more important."

Our work is far from over, but it should be a great ride.



Living with Food Allergies

By Beth Hillson

Restaurant dining or grocery shopping can be akin to picking one's way through a minefield for the more than 11 million Americans with food allergies.

Even if the food is safe, there is a risk of cross contamination, especially when it is prepared near or touching other foods. For people with celiac disease (the inability to digest gluten) or peanut allergies, even breadcrumbs from a toaster or touching someone who has residual peanut oil on her hands can trigger a reaction.

A growing number of Americans have food allergies or intolerance, an abnormal response to a particular food. Reaction can range from abdominal distress, hives or eczema, to difficulty breathing. In extreme cases, death can occur. In fact, an estimated 250 people die annually from severe allergic reactions to food, says one allergy expert.

The only way to treat food allergies is to avoid foods that trigger reactions. Even careful label readers may miss a hidden allergen. For instance, soy sauce contains wheat that may be disguised as a natural flavor. Or, the term nondairy can be used even when foods contain whey, a milk byproduct. Hydrolyzed plant protein can mean that wheat, corn or soy may be the unidentified plant.

These growing concerns have prompted organizations like the FDA, Food Allergy &

Anaphylaxis Network (FAAN), American Celiac Task Force and the National Institutes of Health to advocate for full disclosure on food labels.

On Jan. 1, 2006, the Food Allergen Awareness Bill will require food manufacturers to declare any of the eight major food allergens potentially present in a product — wheat, soy, shellfish, fish, eggs, milk, tree nuts and peanuts. Many food processors have already volunteered this information on their labels. Restaurant groups, such as Outback Steak House and Carraba's, have developed gluten-free menus. "Foods to avoid" dining cards have been created by the Gluten-Free Pantry and others to share with wait staff and chefs.

With the new labeling regulations and the prevalence of food allergies, trend forecasters predict that the market for allergen-free foods will more than double over the next four years.

For more information, visit www.glutenfree.com, www.FoodChoices.com, www.celiaccenter.org/taskforce.asp and www.csaceliacs.org.

Beth Hillson, a cooking teacher and food writer, is a celiac and the mother of a celiac teenager. She founded the Gluten-Free Pantry in 1993 that provides a wide range of gourmet gluten-free products. Contact her at beth@glutenfree.com.



THE HUNGRY MIND is a joint quarterly publication of the Marketing Communicators Section of The International Association of Culinary Professionals and the Food & Beverage Section of the Public Relations Society of America.

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"GUIDELINES" continued from Page 1

Summary:

"U. S. Dietary Guidelines for Americans 2005"

- Adequate nutrients within calorie needs: Consume a variety of nutrient-dense foods and beverages; limit saturated and trans fats, cholesterol, sugar, salt and alcohol.
- Weight management: Maintain a healthy weight with a balance of calories consumed and calories expended; prevent gradual weight gain over time.
- Physical activity: Engage in 30 to 90 minutes of moderately intense physical activity on most days of the week.
- Food groups to encourage: Fruits and vegetables (2 cups fruit and 2 ½ cups vegetables—dark green, orange, legumes), 3 or more servings of whole grains and 3 cups lowfat dairy
- Fats: Total fat intake between 20 to 35 percent of calories, mostly from poly and mono fatty acids, lean, lowfat or fat-free protein sources.
- Carbohydrates: Fiber-rich sources; little added sugars.
- Sodium and potassium: Consume less than 1 teaspoon of salt or 2,300 mg sodium per day; include potassium-rich foods.
- Alcoholic beverages: For those who choose to drink, do so sensibly and in moderation (1 drink per day for women, up to 2 drinks per day for men).
- Food safety: To avoid microbial foodborne illness, clean hands, contact surfaces and fruits and vegetables; meat and poultry should not be washed or rinsed; separate raw and cooked or ready-to-eat foods; cook food to a safe temperature; chill perishable food promptly and defrost properly; avoid raw milk and eggs, undercooked meat and poultry. (For a comprehensive explanation, visit: <http://www.health.gov/dietaryguidelines/dga2005/document/pdf/Chapter10.pdf>.)

U.S. Dietary Guidelines 2005, continued

For more detailed information, visit: www.healthierus.gov/dietaryguidelines.

Included on this Web site are:

- News release, press conference transcript and a webcast introducing the "U.S. Dietary Guidelines 2005"
- Executive Summary of "Dietary Guidelines for Americans 2005" (PDF 76 KB)

- Comprehensive "Dietary Guidelines for Americans 2005" (PDF 4.2 MB), geared to health and food professionals
- Frequently Asked Questions
- A consumer brochure called "*Finding Your Way to a Healthier You: Based on the Dietary Guidelines for Americans*" (PDF 255 KB)

Or visit National Dairy Council's table-format comparison of 2000 and 2005 "U.S. Dietary Guidelines" with its obvious emphasis on increased lowfat dairy consumption (PDF 77 KB) at: <http://www.nationaldairycouncil.org/nutrition/Guidelines/DGA%20comparison%20chart%20Final.pdf>

Appendix A-2. USDA Food Guide

The suggested amounts of food to consume from the basic food groups, subgroups, and oils to meet recommended nutrient intakes at 12 different calorie levels. Nutrient and energy contributions from each group are calculated according to the nutrient-dense forms of foods in each group (e.g., lean meats and fat-free milk). The table also shows the discretionary calorie allowance that can be accommodated within each calorie level, in addition to the suggested amounts of nutrient-dense forms of foods in each group.

Daily Amount of Food From Each Group (vegetable subgroup amounts are per week)												
Calorie Level	1,000	1,200	1,400	1,600	1,800	2,000	2,200	2,400	2,600	2,800	3,000	3,200
Food Group ¹	Food group amounts shown in cup (c) or ounce-equivalents (oz-eq), with number of servings (srv) in parentheses when it differs from the other units. See note for quantity equivalents for foods in each group. ² Oils are shown in grams (g).											
Fruits	1 c (2 srv)	1 c (2 srv)	1.5 c (3 srv)	1.5 c (3 srv)	1.5 c (3 srv)	2 c (4 srv)	2 c (4 srv)	2 c (4 srv)	2 c (4 srv)	2.5 c (5 srv)	2.5 c (5 srv)	2.5 c (5 srv)
Vegetables ³	1 c (2 srv)	1.5 c (3 srv)	1.5 c (3 srv)	2 c (4 srv)	2.5 c (5 srv)	2.5 c (5 srv)	3 c (6 srv)	3 c (6 srv)	3.5 c (7 srv)	3.5 c (7 srv)	4 c (8 srv)	4 c (8 srv)
Dark green veg	1 c/wk	1.5 c/wk	1.5 c/wk	2 c/wk	3 c/wk	3 c/wk	3 c/wk	3 c/wk	3 c/wk	3 c/wk	3 c/wk	3 c/wk
Orange veg	.5 c/wk	1 c/wk	1 c/wk	1.5 c/wk	2 c/wk	2 c/wk	2 c/wk	2 c/wk	2.5 c/wk	2.5 c/wk	2.5 c/wk	2.5 c/wk
Legumes	.5 c/wk	1 c/wk	1 c/wk	2.5 c/wk	3 c/wk	3 c/wk	3 c/wk	3 c/wk	3.5 c/wk	3.5 c/wk	3.5 c/wk	3.5 c/wk
Starchy veg	1.5 c/wk	2.5 c/wk	2.5 c/wk	2.5 c/wk	3 c/wk	3 c/wk	6 c/wk	6 c/wk	7 c/wk	7 c/wk	9 c/wk	9 c/wk
Other veg	4 c/wk	4.5 c/wk	4.5 c/wk	5.5 c/wk	6.5 c/wk	6.5 c/wk	7 c/wk	7 c/wk	8.5 c/wk	8.5 c/wk	10 c/wk	10 c/wk
Grains ⁴	3 oz-eq	4 oz-eq	5 oz-eq	5 oz-eq	6 oz-eq	6 oz-eq	7 oz-eq	8 oz-eq	9 oz-eq	10 oz-eq	10 oz-eq	10 oz-eq
Whole grains	1.5	2	2.5	3	3	3	3.5	4	4.5	5	5	5
Other grains	1.5	2	2.5	2	3	3	3.5	4	4.5	5	5	5
Lean meat and beans	2 oz-eq	3 oz-eq	4 oz-eq	5 oz-eq	5 oz-eq	5.5 oz-eq	6 oz-eq	6.5 oz-eq	6.5 oz-eq	7 oz-eq	7 oz-eq	7 oz-eq
Milk	2 c	2 c	2 c	3 c	3 c	3 c	3 c	3 c	3 c	3 c	3 c	3 c
Oils ⁵	15 g	17 g	17 g	22 g	24 g	27 g	29 g	31 g	34 g	36 g	44 g	51g
Discretionary calorie allowance ⁶	165	1 71	1 71	132	195	267	290	362	410	426	512	648

Footnotes to this chart on Page 6

