The Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive Room #1034
Alexandria, VA 22302

381

Trovato 1 of 1

Thursday, August 26, 2004

Dear Food Guide Pyramid Reassessment Team Member:

I just heard that you're re-doing the food pyramid. I hope you will take this opportunity to make the food pyramid reflect a healthy diet rather than the control that the meat and dairy industries have in Washington.

I would like to see:

Fresh Vegetables at the base of the pyramid, followed by fruits, grains and beans.

Meat and dairy, being detrimental to health, should be omitted, or put in as optional with a health warning like on cigarettes and alcohol. (I am assuming because of the position you are in that you are familiar with medical studies that show the detrimental health effects of meat and dairy and that I do not need to give you references to these studies. If you would like information however, please write to me and I'll forward them to you.)

You could have a calcium portion of the pyramid; just pack it with dark green veggies.

If the new pyramid is really going to be ambitious, you could have a healthy fats section, featuring nuts, seeds and avocados, and featuring High Omega 3 sources like Flax Seeds (#1 source, even beats fish) and canola oil.

For a protein section, you can feature Whole Grains, Nuts and Seeds and Legumes.

I hope you consider these options.

Best,

Jennifer Trovato

Jennifer Trovato

Fort Lauderdale, FL

postmarked 8/27/04

Oregon
Theodore R. Kulongoski., Governor

Department of Human Services
Health Services

Portland, OR
-Emergency

Fax
-TTYNonvoice

382

Goodrich 1of2

August 25, 2004

Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy
3101 Park Center Drive, Room, 1034
Alexandria, VA 22302

RE: Comments in response to the July, 2004 Federal Register notice

To Whom It May Concern:

The Nutrition Policy and Standards committee from the Oregon WIC Program reviewed the proposal and here are our comments regarding the possibility of redesigning the Food Guide Pyramid:

- We recommend retaining the current or similar shape due to the high level of recognition. However, we need to ensure that people understand it and know how to use it
- We support a simplified symbol that would then be supplemented with specific messages and serving amounts for the individual. Enclosed is an example from the Dairy Council of California
- We recommend using real pictures of nutrient dense foods in each of the food group sections, including a variety of foods to address different ethnic groups.
- We encourage a national, creative advertising campaign to promote the Food Guidance System, perhaps partnering with the Food Industry for an effective message.

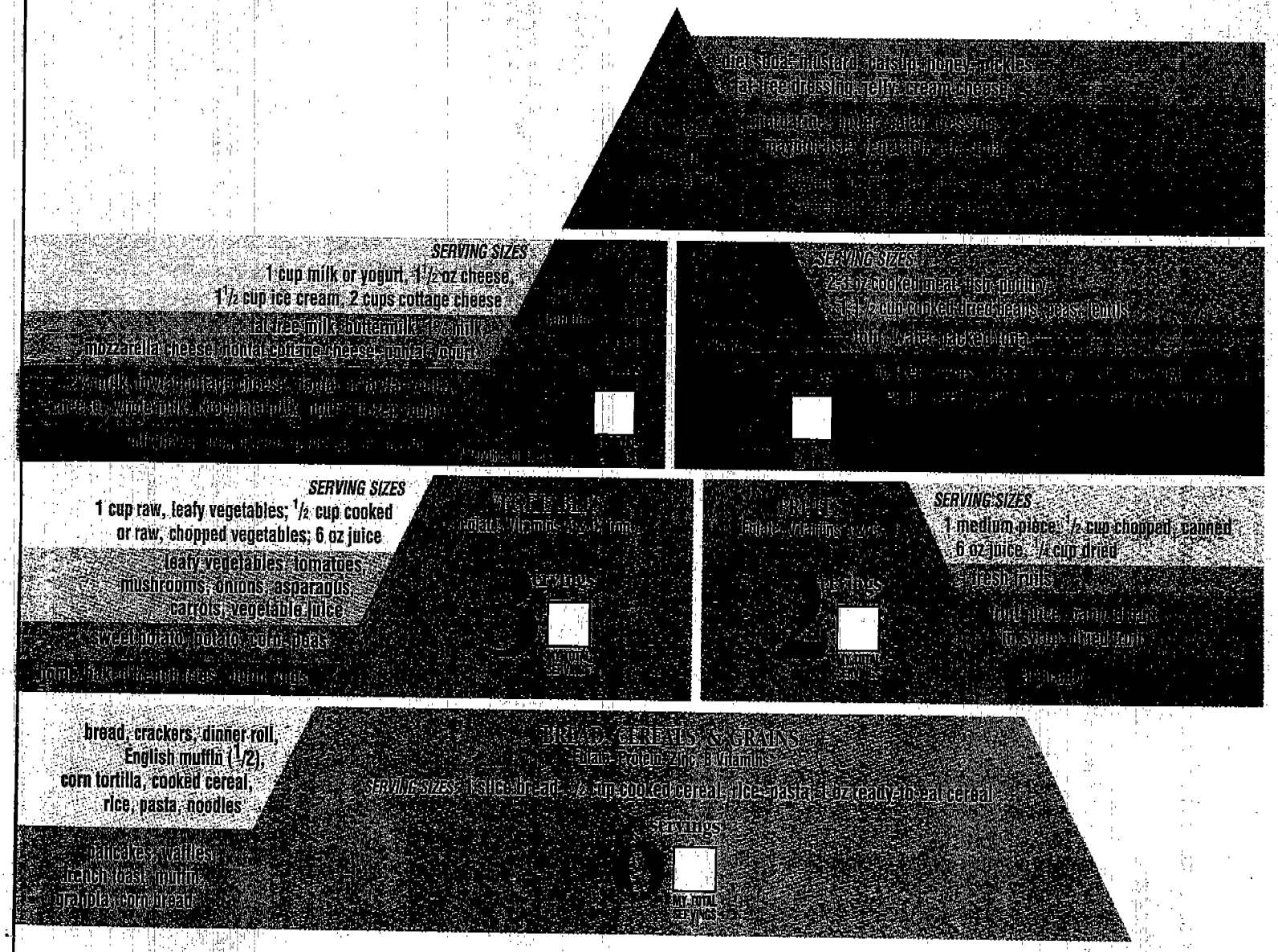
Sincerely,

Sara Goodrich

postmarked 8/26/04

Sara Goodrich, M.S., R.D.
Nutrition Education Coordinator, Oregon WIC Program

eating for me and my baby?" Goodrich 2002



Options for Improvement

1) **Choose some additional foods** if you're not getting enough servings in a specific food group. Eat foods you are already eating more often or in larger amounts. Or add a new food to try for meals or snacks.

2) **Consider changes in the "extras" group**, which are often higher in fat or calories but don't supply the nutrients you and your baby need. Substitute foods from the five food groups for "extra" foods. For example, drink lowfat milk instead of a soft drink at snack time.

YOUR plan–write down a couple of things you'll try.
For example, "I will add a carton of yogurt as an afternoon snack."

_____

_____

Share your plan with your doctor or health care provider.

383

The Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive Room #1034
Alexandria, VA 22302

Kashul 1 of 1

The current food pyramid appears to be an ad campaign for the dairy council and meat industries. It does not seem fair that their finances and marketing campaigns should determine our nutritional guidance as a country. Do you really have the scientific nutritional data to back-up their majority representation on our current pyramid?

Please start emphasizing healthier plant-based sources of protein such as beans and nuts in your "MEAT" group. I request that you change the title of the group from "MEAT" to "PROTEIN".
I also urge you to change the title of the "MILK" group to the "CALCIUM" group and feature leafy green vegetables, which are the healthiest source of the mineral.

Thank you for the opportunity to provide feedback. I appreciate it.

Sincerely,
Laura Kashul
Park Ridge, Illinois
Concerned citizen for our nation's health and well-being

postmarked 8/26/04

384

The Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive Room #1034
Alexandria, VA 22302

Halfhill 1 of 1 ATT

Sirs:

This is a plea for you to emphasize the benefits of plant based proteins such as beans and nuts in your "meat" group division of the Food Pyramid. The evidence is overwhelmingly clear that plant based protein sources are superior to animal based sources and are without the risks of degererative diseases associated with meat based sources.

Another good idea would be to change the "milk" group to the "Calcium" group, because leafy green vegetables are the acknowledged healthiest source of that mineral. Where do you think that cows and other large boned animals get their calcium??

We all know that the beef industry and the dairy industry would rather the public not recognize these facts, and will flood you with claims of value for their products for humans. But you know that these claims have been refuted long ago.

Please consider this request for the health of your grandchildren and the future of our planet. Thank you.

Sincerely:

Ron Halfhill

Sunnyvale, CA

postmarked 8/25/04

385 Geller 1 of 1

CHEF NEIL Neil Geller, , San Francisco, CA

PROPOSED IDEAS FOR THE CNPP REVISION OF THE FOOD PYRAMID

I am a personal chef whom is in direct contact with people who are influenanced by the latest diet trends. I am not a nutritionist, but I am someone who is interested in healthy eating and diet. I am extremely interested in the public gaining more knowledge of health. This has become an epidemic that I would love to see change.

The public needs to have a "general" food guide and the pyramid has great brand identity. I believe the pictures on the food pyramid need to be clearer on what it is we should be eating. Detailed information should be put on a website that has information for persons in need of different diets. The tricky part is getting people to the website, and for this, I believe, you need to hire a branding professional.

Stress the importance of balance, portion control and variety. You can't just eat bean and rice burritos all the time. A varied diet is key. Emphasize on exercise. This should be somewhere in the pyramid.

Big food conglomerates spend lots of money telling us that their food is healthy. That is very confusing to the public. Everyone is trying to cash in on the publics ignorance. If you want real change then drastic measures need to be taken. And that means limiting the intake of processed and fast foods. A variety of whole grains need to be defined. People will take the items in the food pyramid and adapt it to the food they want to eat. French fries don't count as a vegetables and Wonder bread doesn't count as a whole grain. The public needs to change they're eating habits.

Start with the youth. I would love to see a 21st. century version of Schoolhouse Rock that would get kids involved and interested in the importance of diet (a interactive DVD or an educational website that gives away prizes donated by sports teams or exercise companies?).

Slogan: You truly are what you eat!

postmarked 8/25/04

386 Frenkel 1 of 1

Food Guide Pyramid Reassessment Team,

I am not a professional nutritionist, but I am the leader of a local vegetarian group, and, as a result, have access to many nutritional reports e-mailed by professionals. Every single one, without exception, urges people to minimize their meat and dairy consumption and increase their fruit, vegetable, legume, nut and seed consumption. The health documentation for these advisories are lengthy and from experts who have done studies or reviewed studies done by others. The reason for the fruit, vegetable, bean, grain, nut and seed recommendations is that it is better for our health. Period. Numerous studies show how the major contributor to our ill health in this country, as well as other western-type nations, is the consumption of meat and dairy. Osteoporosis, heart disease, diabetes and some cancers have been directly related to meat and dairy eating.

I am aware that you have strong connections to the meat and dairy industries, but you must put the health of Americans before the profit of those industries. It is what you were created to do. Please follow through on your mandate and do the right thing for us. Please do not recommend meats, but instead urge people to consume legumes, nuts and seeds. Instead of breads, suggest that people eat whole grains and cereals, omit milk and cheese from your recommendations. Offer the high nutrient values of greens and other vegetables.

As a side note, you must certainly be aware of the terrible impact on our environment of raising cattle. To oversimplify, less cattle means less damage to the environment: less waste, less water consumption, less fuel used to produce that beef.

It is good that you are reconsidering the Food Pyramid. It is a chart that is used by many people as a trusted guide to healthy eating. These folks have been misled by previous Pyramids in the past and now need an honest Food Pyramid that reflects our current understanding of the needs for good health.

Thank you for your consideration of my letter……..Leonard Frenkel, Bethlehem, PA, 610-709-8984

postmarked 8/27/04

GoVeg.com

387

Kartzinel
1 of 2

Laguna Niguel, CA
August 25, 2004

RE: FOOD GUIDE PYRAMID REASSESSMENT COMMENTS

Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, Virginia 22302

Reassessment Team Members:

I grew up with the 4 food groups in equal divisions of a square: simple. Now there is the pyramid: more groups, but still visually self-explanatory. However, today we know that nutrition is just as important as many other things that contribute to a healthy body: "physical fitness, prevention, healthy choices" as your website states, as well as mental, emotional and spiritual well-being. Although the published research as to how much of each type of food is "healthy" seems to change with the wind (e.g., the Atkins diet), the labeling of food has not changed in many years other than the addition of the type of fat in g and % contained in the food. The whole idea of guiding the general public based on serving size is ridiculous because only strict calorie counters actually consult USDA's copious literature on this topic and measure what they eat. Most people just eat, glancing at the label to see how "fattening" it is before buying it anyway and regulating their intake of the item in some arbitrary fashion which may or may not be related to how they regulate any other items in their diet - for that meal, or that day, or that week.

I propose dropping the idea of the serving size as the guiding principle behind nutrition - in promotional materials - and replacing it with something that corresponds to how food is labeled (see attached - and please excuse the horrible drawing. I am not an artist by any stretch of the imagination...). Behind the scenes there should still be tables of information for people who want to know more, but we should acknowledge that most everyone is confused by this concept and doesn't take the time to decipher it all. I think a "whole body" approach is more appealing, contemporary, and factually correct in terms of health. Without giving all the details up front, people may be curious enough to delve deeper to get all the current nutritional recommendations. If they don't, then the guidance you provide will still be sound in a general way which may lead to an increased overall awareness of how to maintain a healthy lifestyle.

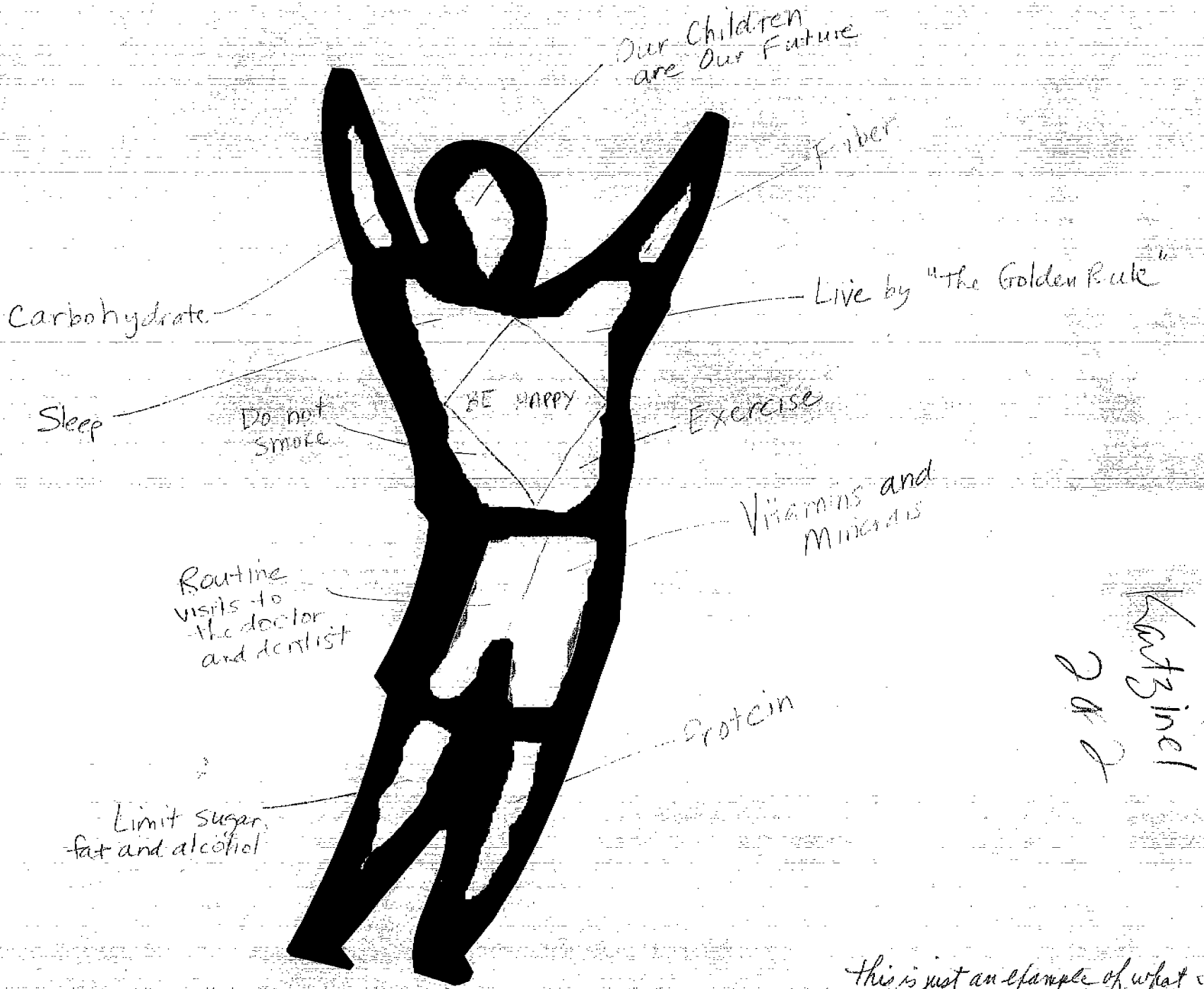
I feel very strongly that there is too much laziness, greed and lack of moral and ethical integrity in this county - and it is increasing. If the USDA can somehow incorporate an "eat right to feel great, but being a nice person is just as important" attitude into the nutritional guidelines, then America would be a better, healthier place.

Thank you for your time and consideration,

Heather J. Kartzinel

postmarked Aug 26, '04

Heather J. Kartzinel
Enclosure (1)



Katzinel
2 a 2

this is just an example of what I mean - it is difficult to convey all words or in a drawing...

388

Breitman
1 OF 1

August 26, 2004

The Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive Room #1034
Alexandria, VA 22302

Dear Reassessment Team:

In the new guidelines, please encourage more foods from plant sources and fewer from animal sources. Despite the huge lobbying power of the dairy, beef and egg industries, scientific studies still show that the healthiest diet is high in fiber which is absent in animal based products and low in saturated fats which are high in animal based products.

In contrast, plant based foods are naturally high in fiber, low in saturated fats.

Heart disease, obesity, diabetes, many cancers, and a host of gastro-intestinal disorders can all be greatly reduced with a diet focused more on plant foods and less on animal foods.

Thank you for giving more emphasis to whole grains, legumes, fruits and vegetables in the new guidelines. Encouraging these foods and discouraging animal based foods would be consistent with the message from the American Heart Association, the American Cancer Society, and a growing number of health organizations.

Thank you for your consideration.

Sincerely,

Patti Breitman

postmarked 8/26/04

Patti Breitman

Fairfax, CA

A balance of nuts and legumes can replace the animal portion of the diet for those inclined to restrict their diet to vegetarian fare. Restricting pork, shellfish, and other prohibited "unclean" elements can accommodate Kosher diets.

The triangle interfaces the environment of economy, politics and lifestyle, however present politics will not allow the governmental consideration of the spiritual moderation indicated by the Father, Son and Holy Spirit, in spite of the abundance of the comfort they can promote given a chance. I would expect the USDA to remove these elements without considering the resulting ramifications.

Submitted by:

Gary Schilling

28 Budlong Street

Hillsdale, MI 49242-1841

Additional information is included for use of the FDA in evaluating the role that excess sodium may play in escalating the pain of coping and cost of geriatric health care.

389

The Nutrition Star

The following information is submitted for consideration in reassessing the food pyramid. It seems to me we have been in the dark ages of the pyramid long enough and should be looking to the stars of the future. Good health is more than nutrition and nutrition is more than just food and serving size, but those are fundamental factors.

The Nutrition Star classifies the food first into the major classification of animal and vegetable, with only one point of the star (four servings) split into two servings of non-sacrificial (animal products) and two servings of sacrificial animal (meat, poultry and fish). This gives sufficient protein, cholesterol, and heavy fats.

The center (from a vertical point of view) two points are dedicated to the vegetable category with the left being legumes, immature grains, leafy and fleshy vegetables, while the right point gives consideration to the nuts, berries and fruit. There are four servings represented by each of these two points and provide vitamins, minerals, and fiber with additional amino acids and complex carbohydrates with energy from sugars and some polyunsaturated fats.

The two foundational points include the roots and tubers on the left and whole grains on the right. These food groups provide primarily starch and fiber, with some unsaturated fats.

The star is contained in a circle with the spaces dedicated to Exercise, Fresh Air, Rest, Water and Relationships. The circle is circumscribed by a triangle of shelter, hygiene and sanitation. *(continued on the back page)*

Schilling 10-18

postmarked 8/26/04

Food Group Classification
for Food Packaging Labels

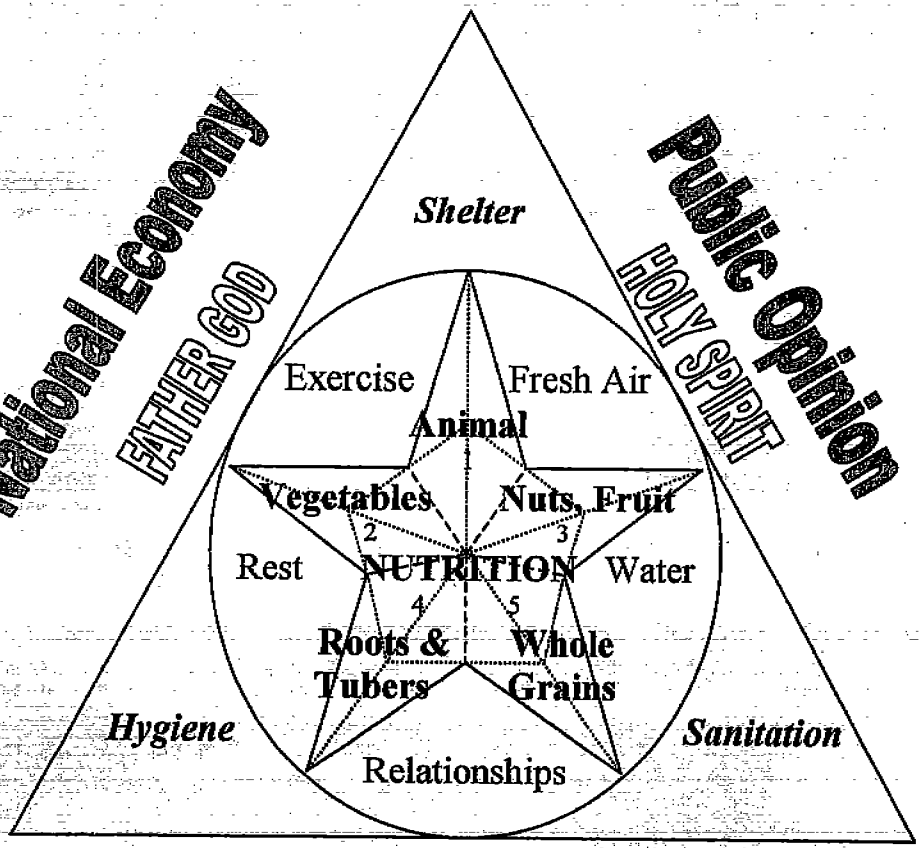


Diagram represents Protection, Condition and Nutrition needs

1 = Animal (Meat, Milk, Eggs)	4 (100 Cal) Servings
2 = Legumes & Vegetables	4 (100 Cal) Servings
3 = Fruit, Berries & Nuts	4 (100 Cal) Servings
4 = Root Vegetables & Tubers	4 (100 Cal) Servings
5 = Whole Grain Cereals	4 (100 Cal) Servings

Provides 2000 calories per day (limit sodium intake at 2000mg/day)

The Triangle (Protection)

Shelter – Keeps you warm and dry
Sanitation – Keeps your surroundings clean
Hygiene – Keeps you clean

The Circle (Condition)

Exercise – 20 to 30 minutes, 4 - 3 times a week
Fresh Air – Pollution free/Sunshine each day
Rest – Six to eight hours per night (or day)
Water – 16 to 32 Ounces per Day (if beverage double quantity)
Relationships – Committed & Honest (Home, Business, Work) *not just opportunistic or manipulative associations*

The Star (Nutrition)

1 **Provides Protein, Cholesterol & Saturated Fat**
Sacrificial (requires killing) - Meat/Poultry/Sea Food
Non-Sacrificial (from live host) - Milk & Egg Products

2 **Provides Vitamins, Minerals, Fiber & some oils**
Mature Legumes - Dry Beans, Dry Peas, Lentils, etc.
Fleshy Vegetables - Immature Grain, Legumes, Tomatoes, Squash, Celery, Broccoli, Cauliflower, Kohlrabi, etc.
Leafy Vegetables – Lettuce, Cabbage, Spinach, etc.

3 **Provides Vitamins, Minerals, Sugars, some oils**
Nuts – Walnuts, Pecans, Almonds, Peanuts, etc.
Fruit – Oranges, Grapefruit, Lemons, Apples, Pears, Bananas, Pineapples, Avocados, Papayas, Olives, Melons, etc.
Berries – Strawberries, Raspberries, Blueberries, etc.

4 **Provides primarily Starch and Fiber** *Roots & Tubers* – Carrots, Beets, Turnips, Potatoes, Sweet Potatoes, Taro, etc.

5 **Provides Starch, Fiber and Polyunsaturated Oils** *Cereals* – Wheat, Oats, Corn, Rice, Bread, Tortillas, Pasta, and other cereal products.

The Father, the Son and the Holy Spirit SURROUND You, your Health, Nutrition and Environment, buffering you from the World.

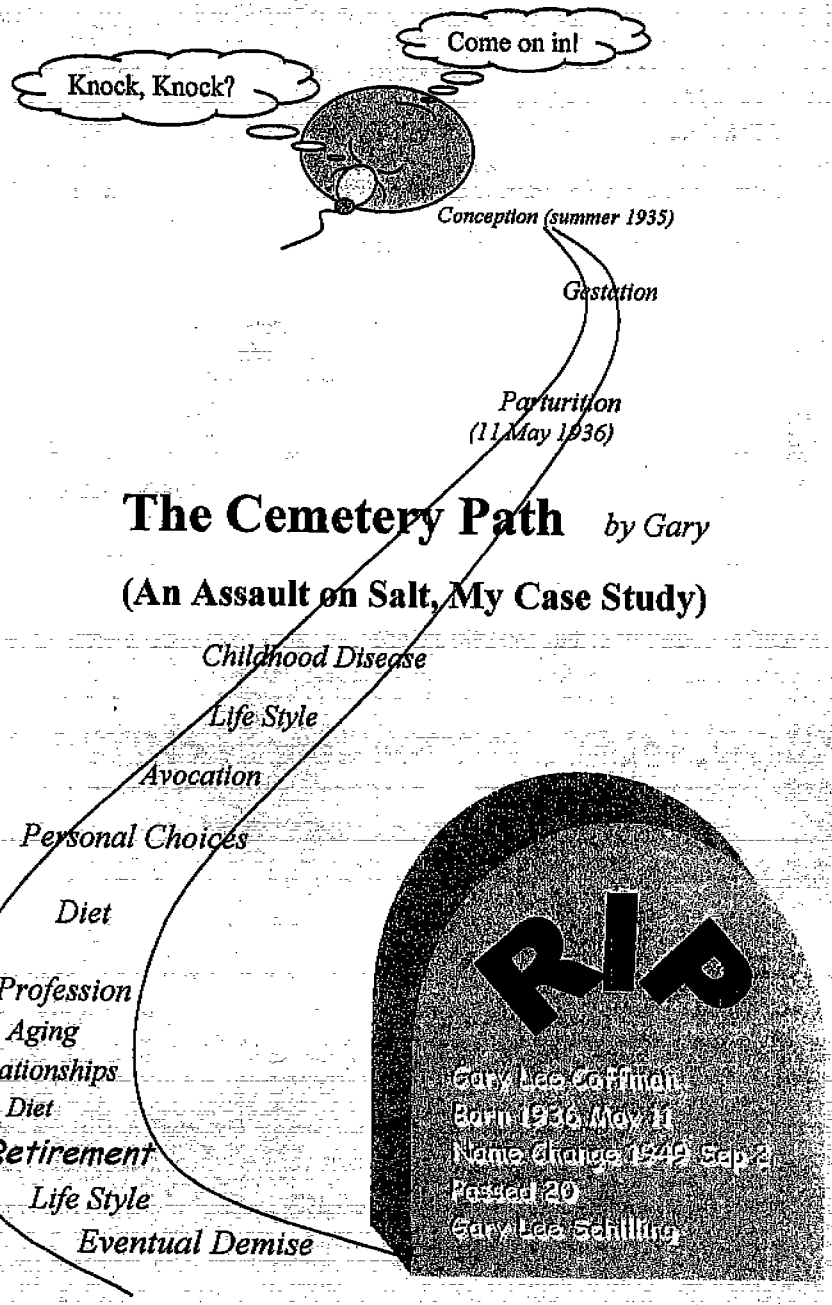
One Hospital Care Billing Situation
(No idea what the surgeons and anesthesiologist may have billed)

Hospital Billing: following the quad cardiac arterial bypass graft (without complications), four plus days: admitted 6 AM 10 May and discharged about noon on 14 May:

Hospital Charges	$50,596.40 Billed 06/11/03, Past due 17 July 02 and Final Notice on 27 July 02. The mattered was eventually compromised after several calls from CIGNA without any additional remittance to the best of my knowledge.
CIGNA Payment	$ 2,300.00
CIGNA Adjustment	$17,698.00
CIGNA Payment	$ 2,350.00
CIGNA Adjustment	$17,648.00
Balance Due	**$10,600.40 (with later threats to turn the bill over for collection)**

There was no breakdown of services rendered as a basis for the above billing, but it is presumed that there was billing from the Cardiac Recovery Intensive Care Unit (CRICU) and also for the patient-care unit. However the Hospital (Virginia Hospital Center – Arlington) had a contract with CIGNA to perform specific services for specified amounts and was prohibited to bill the patient for any amount in excess of the contracted amount. Note that the actual amount billed ($50,596.40) was over ten times the contract paid amount ($4650.00). Although the contract apparently recognized or anticipated billing up to an amount of almost $40,000.

If the Hospital has contracted to perform the services for less than one-tenth of the billed amount, it seems hardly ethical to consider an entry into the journal or ledger so inflated. More Corporate practice of cooking the books I suspect. *There should be a Congressional Investigation of such practices.* Talk about scalping the Senior Citizen, **I would say that the above billing practice could cause a heart attack (definitely a bankruptcy) and should be considered a felony!**



The Cemetery Path *by Gary*

(An Assault on Salt, My Case Study)

Dedicated to those who would like to extend the length of their path in life, reduce the uneven places where disease is likely to cause uneasy times and shed some light on some of the tripping hazards.

And to the medical professionals who have dedicated a career to repairing the devastation we patients have in many cases unknowingly self inflicted upon our bodies through ingesting inappropriate amounts of various food stuff, chemicals and minerals added to FAST and packaged convenience products.

Publisher: Gary L. Schilling
110 Oak Tree Lane, Warrenton, VA 20186-2164

8278 Woodhue Drive, Manassas Park, VA 20111-2303

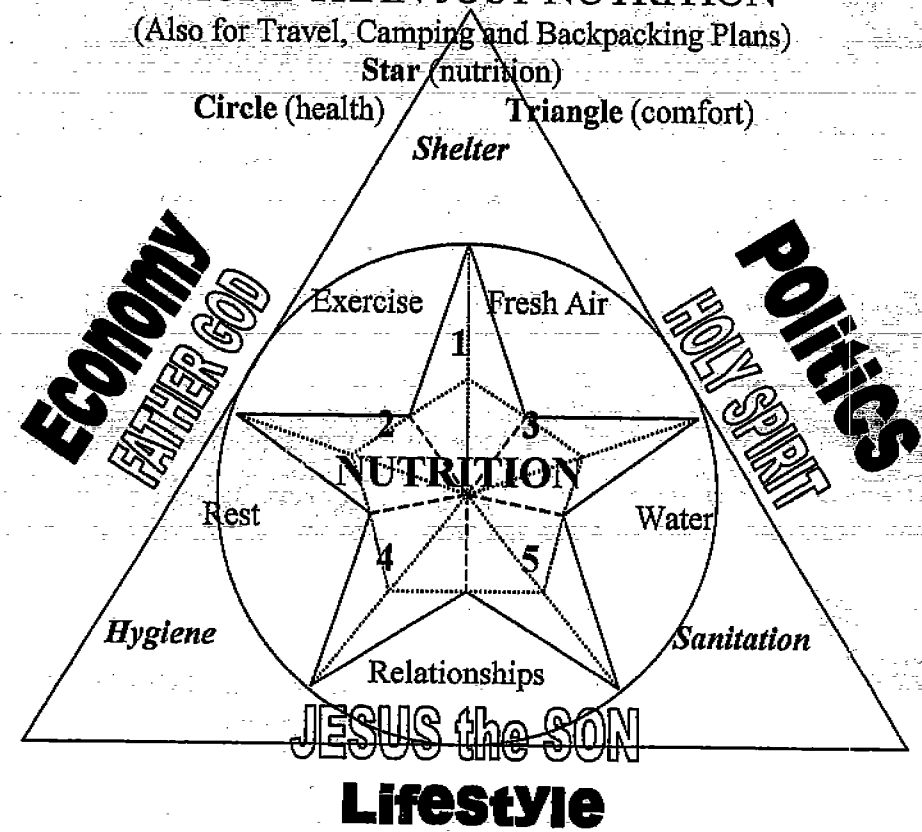
2795 Taylor Road, Hillsdale, MI 49242-9407

LIFESTYLE CONSIDERATIONS

MORE THAN JUST NUTRITION

(Also for Travel, Camping and Backpacking Plans)

Star (nutrition)
Circle (health) **Triangle** (comfort)



Lifestyle

Diagram represents Protection, Condition and Nutrition needs

1 = Animal (Meat, Milk, Eggs)	4 (100 Cal) Servings
2 = Legumes & Vegetables	4 (100 Cal) Servings
3 = Fruit, Berries & Nuts	4 (100 Cal) Servings
4 = Root Vegetables & Tubers	4 (100 Cal) Servings
5 = Whole Grain Cereals	4 (100 Cal) Servings

(Animal compliment may be replaced with legumes and nuts)

Exercise: at least 20 to 30 minutes five to three time a week
Fresh Air and Sunlight: 1 to 3 hours per day average
Rest: 6 to 8 hours per 24-hour period
Water: ¼ to 1 fluid ounce per pound of body weight per day
Relationships: Honest, Sharing, Caring; not exploitation, manipulation

Schilling 7-04-16

stepping, cycling, etc.) or outside by brisk walking, jogging, skating, cycling, canoeing, swimming, etc. Gossiping may increase the pulse rate (TV spectators even get adrenaline rushes), but provides no verified benefit over other sedate lifestyles.

Sufficient fluid to flush the system is important, but each author seems to have a personal opinion. Some specifically include all beverages; while others opt for water only (watch the source for hidden sodium). The water volume seems to range from as little as a pint daily (in addition to other beverages), to as much as an ounce (of distilled water) for every pound of body weight each day. Fluid intake definitely affected my blood pressure in a complex way; as I increased the water intake it lowered my diastolic pressure, but increased the systolic pressure; urine flow is somewhat improved (less urgency and less hesitancy, better stream, less color, but definitely more frequent). Long term affects unknown.

Regular exercise, proper mineral balance from a variety of food groups with sufficient fiber in the proper calorie range for your desired weight will result in improved health. Your body needs regular rest to recover on a daily basis and sufficient fluids to flush the waste efficiently. Again, moderation is the ultimate goal; balance is the key! See the "Nutrition Star" in the "Circle of Health" surrounded by the "Trinity of Comfort".

Spiritual health is also important. Honest relationships as opposed to opportunistic or manipulative associations will remove many forms of stress including worry and guilt, both of which can be killers. Guilt can be a life sentence even with an acquittal! Fellowship with like-minded people on a regular basis, praying for each other, rather than preying on one another will ease tension, stimulate emotion and stabilize self esteem for improved life functions. "Love is a Many Splendored Thing!"

References:

The Salt Solution, Herb Boynton, Mark F McCarthy and Richard D. Moore, MD, Ph.D., Avery Press, 2001

The High Blood Pressure Solution, Richard D. Moore, MD, Ph.D., Healing Press, 1993, 2001

The K-Factor, Richard D. Moore MD Ph.D., & George Webb, Ph.D., Macmillan Publishing Co. 1986

The Salt—Free Diet Book, Graham MacGregor, MD, Arco Publishing 1984

The Cemetery Path

(An Assault on Salt, My Case Study)

by Gary

Born: Gary Lee Coffman 1936 May 11

Name Change to Gary Lee Schilling 1949 Sep 2

Still living 2004

Married 1970 Oct 31 to B. Ann Schilling

Mrs. William F. (Fidler) Shilling [widow with four children]:

Minor Benefactors: Daughter Jill 9, Son Rob 11

Daughter Gwen 12 & Daughter Ann Marie 13

Table of Content

Preface 4
Presumption 5
Potassium to Sodium Ratio 7
Body Cell Function 9
Heat Exhaustion 9
Ulcers 10
Hypertension 12
Heart Disease 13
General Maladies 14
Remedies 16
Salt-Free Bread 18
Low Sodium Shopping 20
Wrap-up Conclusions 21
References 22
More than Just Nutrition 24
Hospital Accounting 26

Preface

Mortality begins at conception, which always occurs, except in the case of Adam, Eve & Jesus, as a result of a male sperm and female ovum having united, usually following intercourse. There are neither single-parent children nor illegitimate children born, but the legitimacy and identification of the paternal parent may sometimes be in question. Circumstances include

- Natural expectation (matrimony)
- An unplanned consequence (promiscuity/cohabitation)
- Timed occurrence (birth control)
- Manipulated event (infertility treatment)

Mortality ends with the demise, resulting from

- Manipulated event (abortion)
- Unnatural intervention (homicide)
- Lifestyle circumstance (accident, disease)
- Natural conclusion (old age)

The path to the cemetery may be extremely short in the case of abortion, mid-length by risk management or long and fruitful with a truly healthy lifestyle. A coworker cites the four basic food groups as sugar, salt, fat and beer. All these are flagstones on the pathway to the cemetery. These are not the only flagstones of consequence, however, obesity, smoking and refined flour are certainly worthy of mention as are promiscuity, prostitution, homosexuality, drug abuse, and other deliberately risky types of behavior, like sky diving, auto racing, test pilots, police and rescue, etc. Such lifestyle provides a modicum of immediate pleasure or even a brief rush of adrenaline, but have long term consequence such as unwanted pregnancy, AIDS, broken bones, broken homes, guilt and in some cases even revenge on/by others.

Politically there is a distinct problem of promoting choice as a civil right, while ignoring any norm of civil responsibility. Intercourse may be a civil rite "Choice", but having made the choice to have intercourse, resultant conception is a moral responsibility. The key is always balance, moderation and/or self-control. Until we return to some moral standard of responsibility, we will continue on the road to anarchy. If it feels good, do it. If you feel motivated, the consequence to others does not matter. If it has a profit potential,

generally priced somewhat above the white varieties, but still is a better health buy.

Cholesterol can be restricted to some extent by buying low fat cheeses, milk, yogurt and medium sized eggs. Hydrogenated oils are difficult to avoid, but some natural peanut butter and the softer margarine have a lower degree of hydrogenation. Natural peanut butter avoids the salt, sugar and hydrogenated oils.

Many sauces and dressings have 200-mg or more per tablespoon serving, in which case I try limiting the serving to a teaspoon (1/3-Tablespoon). I find the salt-free Spike to add palatability to salads, meat loaf, no-salt pasta sauces (or made from no salt tomato sauce/paste with salt-free spike). "Spice Island Popcorn Cheese" has only 55-mg per ½ teaspoon and adds pazazz to popcorn. I go easy on the potassium chloride salt substitutes, but have some on the table (microwave popcorn has a horrendous amount of salt) but popcorn by the pound popped in a skillet or microwave device is essentially sodium-free). Vegit and Mrs. Dash's seasoning are other possibilities to add palatability. It only takes a couple of months or slightly more to wean off the salt without withdrawal symptoms and/or consequences.

There is a low sodium variety of bullion, sodium free baking powder, and baking soda which is calcium bicarbonate. They are a bit difficult to find, but are available even at some grocery stores. "30% less sodium" soups (still 400 or so mg sodium for 70 or so calories) [condensed cream of celery soup] can be found fairly easy, but the low sodium (65 mg sodium for 200 calories) [ready to eat cream of mushroom] variety is much more difficult to find. No salt added canned vegetables are not too difficult to find, but you must look for them and they are pretty bland! Frozen vegetables are generally not adulterated with salt. I have not found any canned beans (except string beans) without salt, but dry beans are without salt unless a flavor packet is included and some bean soup flavor packets have less than half a mg per calorie (compared to others with three mg per calorie) prepared.

Wrap-up Conclusions

Also important is regular exercise that raises the pulse by at least ten percent and holds it there for at least twenty minutes, for at least three times a week (four times a week for thirty minutes is far better). This may be accomplished on exercise equipment (rowing,

and bland, but is very low in sodium (around 10-mg sodium per slice vs. nearly 200-mg for regular breads).

Low Sodium Shopping

Nearly every package of foodstuff has a label, which indicates among other things the sodium content in mg (milligrams) per serving. There is no standard serving size so the size serving must be checked. Some relatively small packages are still multiple serving and some relatively large cans may be only a single serving. I generally check to see the ratio of mg sodium to calories and if below one-mg sodium per calorie, it is fair game, but if more than 1.5-mg sodium per calorie it is to be restricted. Any product with more than two-mg sodium per calorie is to be severely restricted or forbidden.

Rolled oats, shredded wheat and Kashi are cereals with no salt added in many cases. Fresh fruit and vegetables are in general not adulterated with salt, but some packages of frozen vegetables or dry legumes (beans, peas and lentils) have a flavor pouch or packet laced with salt (and priced about one dollar more); yes, you can buy poor health.

Most stores have some canned vegetables with no salt added. I was perplexed not finding unsalted tomato juice until I noticed most were made from concentrates and most tomato paste and some tomato sauces were unsalted. Tomato sauce can be reconstituted to juice by adding one or slightly more cans of water per can of sauce. Tomato paste requires the addition of about four cans of water per can of paste and mixes somewhat better if the water is folded in one can at a time.

Many stores have a dietetic section or aisle, but not all the low sodium fare will be found there. In addition to the sodium content, the sugar must be watched if preparation is for a diabetic (and high sugar content is generally to be restricted especially as age increases). Canned and packaged meats, cheeses (low salt Swiss is frequently available, no salt Swiss occasionally) and any helper pouch or packets are generally laced with salt, but need not be.

Dry rice and pasta are generally not sodium enriched, but brown or whole grain is a better health choice than enriched white. The vegetable (tomato, spinach, etc.) additive to pasta does not in general replace the nutrition value of bran and germ removed, but does add some color and increases the price. Whole grain pasta is

jump on the bandwagon. If it will gain you influence; by all means take advantage of anyone and everyone. And so every man did what was right in his own eyes (Judges 21:25). Responsibility is ignored while choosing thrill, profit, influence, authority and power. Terrorism is the hostile exercise of presumed civil rites. All criminals are terrorists and **All crimes invoke terror.** Where there is no vision, the people perish: but he that keepeth the law, happy is he. (Proverbs 29:18). PRIDE is just I surrounded by Power, Ritual, Deceit and Envy.

Liberty for all will not be realized until each accepts responsibility for the actions he initiates. Without civil responsibility norms, anyone has the civil rite to do *whatever (s)he considers appropriate*, and if society takes offense it has the option (or obligation) to investigate, prosecute, and punish the presumed offender. **Lack of any moral norm results in full-blown anarchy and may encourage any form of holocaust!**

Health care is a personal responsibility, but in many cases the medical community concentrates on disease management, losing sight of disease prevention. Obesity and sedate lifestyle coupled with excessive amounts of empty calories (fat, sugar and starches) tends to shorten the path to the cemetery. Such a lifestyle regimen is self-reinforcing; leading to more health complications as time passes.

Cholesterol and hydrogenated (Trans-fatty) oils contained in convenience and fast foods combined with sumptuous amounts of salt and refined flour may keep them coming back for more, but also adds to health stress. My doctor recommended trying niacin (1000 mg to 2000 mg per day) to improve the good cholesterol and reduce the overall cholesterol. At 1000 mg per day my total cholesterol was reduced from 225 to 175 while the good cholesterol improved from 25 to 35 (improving the ratio of total to good from 9/1 to 5/1). Zocor and Niaspan has further improved cholesterol to 130/50 or better than 3/1.

Presumption

The primary consideration of this composition is a lifestyle consequence of diet, specifically electrolyte imbalance. Many of the nineteenth and twentieth century diseases are aggravated by diet. Scurvy was caused by a deficiency of vitamin C (ascorbic acid) found in lemons and limes (British sailors became known as limeys, as limes were carried on the ships to prevent Scurvy). Rickets was

caused by lack of vitamin D (sunlight) and was essentially eliminated by adding vitamin D to milk. Goiter was the result of iodine deficiency, essentially eliminated by adding potassium iodide to salt.

However heart disease and cancer are two of the leading causes of death as the twenty-first century (and third millennium) is beginning and hypertension and diabetes are two of the most prominent health care problem. In addition asthma, dementia, arterial sclerosis and obesity are rampant. **There is ample undisputed evidence and test results to indicate all of these maladies and the associated exorbitant treatment cost are aggravated by, if not the direct cause of potassium/sodium imbalance or excessive sodium with possible chloride issues.**

Man was created to live on fruits, nuts, vegetables and seed, (Genesis 1:30) all having a Potassium (K) to Sodium (Na) ratio (K/Na mineral balance) greater than ten. As meat, fish and fowl was assimilated into the diet (Genesis 9:3), the K/Na ratio was still well above three. As salt (NaCl) became a commercial commodity it was used liberally as a preservative (and to enhance flavor) especially for meat, fish and fowl, giving sodium the upper hand in the mineral department. Note that the term salary is derived from salt, hence the phrase, "He is (or is not) worth his salt", however, "The wages of sin is death" (Romans 6:23).

As industrialization made available pottery, then glass and eventually metal cans, the boiling process for sterilization to extend shelf life robbed potassium and salt intervened to restore palatability completely overturning the K/Na ratio from tens to tenths. Drying and freezing, the earliest and a more recent form of processing do not alter the mineral balance, but reconstitution and preparation is still sometimes deleterious to the balance as salt is frequently added. *I predict that "Salt" and food packing will become as controversial and in the news as nicotine and tobacco have been during the last ten years. Food processors and packers will be held liable for health ramifications of salt the same as tobacco processors recently were held liable for smoking maladies. The excessive use of salt is approaching a national crisis!* **Billions of dollars in health care can be saved, while improving quality of life, if the intake of salt is reduced by just fifty-percent!** And general health may be further improved by a reduction of seventy-

thoroughly before bagging it and store in the refrigerator. Slice it as you use it or slice the whole loaf before bagging it.

Gary's Salt Free Multi Grain Bread (with a bread making machine) 28-ounce loaf (as small as our Sunbeam will handle) less dough doesn't catch on the pan sides during the kneading time. This should work from scratch with hand kneading also!

Put the ingredients into the machine as the instructions direct (for our Sunbeam as follows)

Liquids ingredients first:
1 ½-cup water *(Orange juice may be okay, but if you try even half milk it will retard rising of the loaf substantially)*
1-Tablespoon olive oil *(butter or margarine will be fine)*
1-teaspoon molasses *(sugar, syrup or honey is okay, applesauce is probably satisfactory providing some water)*
Dry ingredients next:
2-Tablespoons gluten *(If you use mostly bread flour it will have enough gluten, if you leave out the gluten, reduce the liquids slightly)*
¼-cup oatmeal
¼-cup cornmeal
1-cup unbleached all purpose flour
1-cup whole wheat flour
1-cup whole rye flour

Option: 2 cups Bread flour
½ cup whole wheat
½ cup whole rye

Last of all: ½ to ¾ teaspoon of bread yeast *(place in a depression in the dry ingredients if you use the delay bake timer). More than ¾ teaspoon yeast will result in falling.*

The dry ingredients allow for much variation. If all bread flour is used the gluten is unnecessary, but if left out the liquid must be reduced by a Tablespoon or so. All whole wheat, whole rye or any combination of three and five-eighths cups (3-cups + ½-cup + 2 Tsp.). A slight adjustment of liquid is required.

Again the salt is normally a very small part of the ingredients, but has four purposes: it conditions the dough, it retards the yeast, it acts as a slight preservative and it enhances flavor. Potassium chloride does not work as a salt substitute for bread. Just leaving the salt out will result in collapse even before the loaf begins to bake and it falls even further as it bakes. Reducing the sugar and the yeast prevents the falling. The gluten enhances the dough when whole flours are used. Salt free bread will be somewhat more dense

(especially saturated fat, hydrogenated oils and cholesterol) as problems with US dietary intake today. Several cited mineral or electrolyte imbalance without being specific. Several hinted at the empty calories and low fiber of highly refined starch and sugar.

A well-balanced dietary trend is seemingly about eight-percent saturated fat (including some cholesterol) and not more than seventeen-percent poly and monounsaturated fat (Omega-3 from fish sources and flax is touted as beneficial) providing nine calories per gram. Protein should contribute about twelve to fifteen percent of the calories at four calories per gram, which supplies amino acids, vitamins and minerals, but no fiber to speak of. Fruit, vegetables and whole grains should provide about forty percent, primarily carbohydrates with four calories per gram contributing vitamins, minerals and fiber. Less than ten percent should come from starch (flour) at four calories per gram. The remaining less than fifteen percent may include refined sugar with four calories per gram. Starch and sugar provide energy, but little fiber, vitamins or minerals.

Salt-Free Bread

Making salt free bread is somewhat problematic. Salt is a minor component in the recipe, but has a major effect on the finished loaf. Salt acts as a dough conditioner, yeast retardant and as a preservative, while enhancing other flavors. Leaving out the salt requires reducing the yeast and sugar, and modifying the rising and baking times and reduces shelf life. Simply leaving out the salt leads to severe falling, but careful adjustment of yeast to about one-third and sugar to about one half the normal recipe can yield a pretty good tasting and textured loaf of bread. Using even part milk (for protein) will retard rising and result in a substantially more dense loaf.

If you wish you may add dried fruit (such as raisins, currents, cherries, blueberries or cranberries), nuts, spice or herbs. If adding fruit or nuts do it at the timer signal or according the machine's instructions (for our Sunbeam at the beep halfway through the second kneading cycle).

Set the machine for a normal loaf (for our Sunbeam that's three hours) and for a light crust. The express bake cycles don't allow enough time for raising or baking without the salt. Start the machine and have fresh hot bread in about three hours. I lightly butter the whole outside of the loaf, fresh out of the machine. Let cool

five percent! Good health may be maintained by as little as 500mg to 1500mg of sodium per day. Most packaged food should carry a label **"Excessive salt intake aggravates many health problems".**

Potassium to Sodium (K/Na) Ratio

This imbalance is a direct result of our food processing and packing industry and can be easily corrected by simple low cost changes. The natural foodstuff available from agribusiness has potassium to sodium (K/Na) ratio of between 3 to over 100. That is three, to more than one hundred times more potassium (K) than sodium (Na). And sparing amounts of chloride.

Wheat (and other cereals) loses much of its minerals including potassium and most of its fiber as the bran and germ is removed during the milling process to produce white flour. After the flour is robbed of all but energy (starch) it is enriched (replacing no fiber and precious few of the nutrients removed); the resulting flour is grossly nutrient and fiber poor, compared to cereal grain having been manufactured into whole-grain product or whole-grain flour. Rolling oats or other cereals has essentially no effect on the mineral or fiber content.

Vegetables have a natural K/Na ratio of fifteen to more than forty, but when canned by boiling, may lose up to half the potassium to the processing water and then are seasoned with salt (NaCl). After draining the fluid and dumping it down the drain, the result is a table ready product with a K/Na ratio of less than two and if more salt is added at the kitchen stove during preparation or at the dining table winds up with more sodium than potassium. This sodium/potassium imbalance interferes with the insulin/rennin process hastening the development of hypertension and diabetes.

Fruit has an initial K/Na ratio of thirty to more than a hundred, but if processed by boiling looses much of the potassium to the process water and then is canned in sugar syrup. Much of the potassium was lost reducing the K/Na ratio and the syrup overloads the body's insulin/rennin balance aggravating if not an actual precursor to diabetes.

Meat, fish and fowl have a natural K/Na ratio of three to five, but if processed by boiling looses potassium and is usually seasoned with an over ample amount of salt. Curing meat adds inordinate

amounts of sodium (chlorides & nitrates). Final product before adding salt in the kitchen or at dining table is approaching one, but as eaten may be as low as one tenth (ten times as much sodium as potassium). Fast foods are laced with salt and prepared using hydrogenated oils both deleterious to basic health. The prepackaged meal helpers, seasoning packets and packets for sauces and dressings have ridiculous amounts of salt and sumptuous amounts of hydrogenated oils. The amount of sodium is sometimes more than 500 mg per meager ½-cup serving of 15 to 300 calories. After 20 servings (2000 calories) for a days intake, the sodium may be more than 4000 mg and potassium as low as 1000 mg; the exact opposite of a healthy intake.

The processor is not the only culprit, because you noticed additional damage was done in the kitchen and at the dining table. Little wonder our medical profession is strapped with a job of disease management, rather than health care and the pharmaceutical business is getting wealthy as the patients are bilked of precious income and continue to suffer from the suppressed symptoms and induced side effects.

Processing institutions are profiting abundantly, while their customers are suffering continually as patients in the medical and HMO institutions, which take millions of dollars from the social security payments and Medicare benefits of the already poverty stricken geriatrics (some social security benefits or grants are below the poverty income level). The younger sets are laden with obesity, plagued by PMS, tortured by cancer, threatened with miscarriage, and limited by hypertension, rheumatism, asthma and other degraded body functions. Teenagers are experiencing strokes and heart attacks.

My doctor says that hypertension as a function of sodium (or sodium sensitivity) shows up in very few patients and not until the sodium intake is reduced substantially. I think I have found that until I get the sodium below 2000mg per day, there is little correlation, but if I get down to around 1000mg per day and then have an upswing by eating half a pizza or a large dill pickle. My blood pressure will jump by 10/5 or more and will take a couple of days to come back down. It takes about a quart of water to flush out 1000mg of sodium. And the extra 1000mg of sodium will add nearly a pound to my weight by hydration. Since the Daily Value of sodium has

- *Promote the use of whole grain flour for bread, pastry and pastas.*
- *Encourage the use of brown rice, barley and oats.*
- *Discourage the primary use of highly refined sugar, highly refined flour and hydrogenated oils.*
- *Continue education to discourage smoking, excessive consumption of alcohol and drug abuse including pharmaceuticals.*

It is entirely possible that smoking and alcohol consumption desensitizes the taste buds resulting in the use of even more salt than the average, which aggravates the intake mineral imbalance and intensify the resulting health maladies.

The incidence of stroke and related cardiac problems in Finland was reduced substantially when Finland promoted the national use of PanSalt, a mixture of 57% sodium chloride, 28% potassium chloride, 12% magnesium sulfate and 2% lysine. Perhaps the inclusion of potassium gluconate, potassium sorbate, potassium citrate or other potassium salts rather than chloride, could provide the increased K/Na ratio and also reduce the chloride, while achieving an even more favorable taste, but the pleasant taste may be more related to Chloride than the metallic component.. The addition of some calcium compound(s) would also seem to be in order. (Perhaps 50% potassium compounds, 25% calcium compounds, 12% sodium, 6% magnesium compounds and the other 7% including lysine, iodine, boron and even fructose). **Such a product could save our senior citizens billions of dollars in prescription cost, eliminate much of their suffering and delay the onset of many diseases by several years.** Many would enjoy these additional years without the need for fulltime assisted care. This booklet is *not intended* to cover the subject completely, nor is it intended as physician advice, but only to expose the problem and suggest an improvement direction. The cited references present undisputed documented case studies conducted during the last century in many countries. **No change in lifestyle regimen should be undertaken without your physician's involvement.**

The listed references (and my personal history) provided the major basis for this article, but many other books, articles, cookbooks, etc. partially read were source material. Most sources cited salt as a culprit to be reduced, and most cited excessive fat

potassium than sodium, but many do not list the potassium content at all! If 2400 mg is to be used as sodium DV, it should be an absolute maximum and 3500 mg of potassium should be an absolute minimum.

Hypertension and arterial sclerosis leads to circulation disorders including hot flashes, chills and toxemia-like problems including swelling, water retention, gout etc. The more severe debilitation lead to heart attacks and strokes.

A few foods are listed below, more complete lists can be found in the references. (The processed peanuts gained potassium, a rather unexpected change unless a source of potassium was added)

		Fresh		Processed	
Food	**Serving**	**Potassium**	**Sodium**	**Potassium**	**Sodium**
Beef	3.5 oz	355	63	145	1134
Salmon	3.5 oz	505	60	326	554
Corn	Ear/½ cup	197	21	195	286
Peas	½ cup	192	3	147	214
Peanuts	1 oz	187	2	196	125
Flour / Bread (white)	1 cup/slice	134	3	30	135
Same whole wheat	1 cup/slice	486	6	71	148

Remedies

To reverse the twentieth century trend in the twenty-first century there are several possible steps, some of which are:

- *Acknowledge the problem and place the health of the population above the financial status of the food packers and pharmaceuticals.*
- *Require all labeling to include the potassium content if sodium exceeds 1-mg/calorie.*
- *Educate the public concerning the potassium sodium ratio dilemma.*
- *Reduce or eliminate the water used in processing meats, fruits and vegetables.*
- *Use potassium salts for curing meat, fish and fowl (ham, corned beef, bacon and canned fish). These products might be called K-ham, Korned beef, baKon and K-fish.*
- *Promote the use of salt substitutes containing potassium, magnesium and calcium.*
- *Promote the use of potassium and calcium compounds for leavening agents.*

been established at 2400mg (and most people are getting 6000mg to 8000mg per day) it is little wonder there seems to be no significant correlation between sodium intake and degree of hypertension (most people are sodium saturated).

Body Cell Function

Normal function of the human body requires an input of more potassium ions than sodium ions. The kidneys are designed to waste the excess potassium, while conserving (retaining) the normally meager amount of sodium. This is accomplished by osmotic filtration, passing pre-urine into the kidney filter tubules and then with electric potential controlling the filter porosity, selectively returning ions based on their charge and size. Sodium has a lesser potential and smaller size passing back into the blood stream, while the larger potassium ions with higher charge is wasted into the bladder. The bladder may allow some fluid to return into the blood stream for perspiration thereby further concentrating the urine.

Mineral	Atomic Number	Atomic Weight	Ion Shells	Oxidation Voltage
Sodium	11	23	3	+2.714
Magnesium	12	24	3	+2.37
Chlorine	17	35	3	-1.36
Potassium	19	38	4	+2.925
Calcium	20	40	4	+2.87

Since the atomic weight of potassium is nearly twice the atomic weight of sodium, it takes almost twice as many milligrams of potassium to provide the same number of ions as the lesser amount of sodium. Unfortunately the typical dietary milligram intake of sodium is frequently more than the milligram intake of potassium due to the alteration of mineral content as a result of processing, packaging, preparation and additional seasoning at the table.

Heat Exhaustion

At this point let me flash back to my childhood (forties) on the farm. During the summer with hard work at temperatures above one-hundred degrees, like making hay in July, working in the upper reaches of the barn, sweating like a stuck pig bleeds, there were times that conditions were suitable for heat stroke. It was not uncommon to reach a point where sweat would decrease due to lack

of mineral and/or water and our body temperature begin to rise. Our classic solution was to stop work briefly, drink a glass of water with a half-teaspoon of salt and in no time the queasy, nauseous, unwell-feeling would give way to normalcy and back to work making hay. We would say, "I was just running out of salt."

Fast forwarding ahead into the Air Force (fifties) and while in the Tropics assisting the Army (sixties), salt tablets were provided to stay off heat exhaustion. It seemed pretty obvious that salt was an essential input to active lifestyle. When the "no salt" craze entered circa seventies, I accepted it as just the newest fad and was want to ignore it for the most part. Most of our food was not of the prepackaged type and adding some salt, I felt was not out of order. A third of a teaspoon of salt has around 800mg of sodium.

Salt had made its assault on and insult into my lifestyle, and was not to be pushed aside; after all I had substantial irrefutable first hand evidence that salt insufficiency could lead to heat exhaustion-like health malady leading even to death. The Red Cross First-Aid Classes even espoused such a cause/effect. However, too much of any good thing, is not necessarily a good thing? Balance with self-control is the key.

The established sodium daily value is now set at 2400 while the potassium Daily Value is at 3600mg so the ratio is way out of balance. If these values are to be retained, the 2400mg of sodium should be an absolute maximum and the 3600mg of potassium should be an absolute minimum. It would be better to establish the sodium at 2000mg maximum and the potassium minimum as 6000mg or more. References for the Recommended Daily Allowance table circa 1989 listed Sodium at 500 mg and Potassium at 2000 mg with Chlorine as 750 mg. I realize the potassium may be a problem in cases of kidney failure, but there is a good chance that with proper electrolyte balance there would be far fewer cases of kidney failure. Bear in mind I am an electrical engineer not a health care professional.

Ulcers

In the seventies, my lifestyle became somewhat sedate as a design engineer in air-conditioned space. Our food fare trended somewhat toward the prepackaged varieties and the salt content was not objectionable. With the stress of work and home, I married a

stiffness such as rheumatism, arthritis, arterial sclerosis, etc. Signaling difficulty leads into dementia, Lou Gehrig's, Parkinson's, Alzheimer's and other memory and nerve/motor function disorders. Chloride seems to assist the sodium in its deleterious interference. Osteoporosis is aggravated by the artificial predominance of sodium, when the natural trend would have a predominance of potassium. This may be a mineral replacement process similar to ion exchange the resin bed of water softeners. As potassium is replaced by sodium, a spongy texture results from the smaller size of the sodium ion.

I am trying to keep my daily sodium intake well below 2000 mg, which makes for tough grocery shopping, but does manage my blood pressure, fairly well. After about four months, a meal with 1000 mg of sodium would cause my systolic/diastolic blood pressure to surge (15 to 20 systolic / 7 to 10 diastolic mm/Hg) enough I can feel my head throb. It takes a couple of days drinking more than a quart of water a day to settle back.

On the basis of less than one milligram sodium per calorie, a daily intake of 2000 calories (more or less) will likely include between 1000 and 1500 milligrams of sodium. Since potassium is listed for only a few products, it is somewhat problematic to ensure my potassium intake is more than 4000 milligrams, but including several servings of fresh fruit and raw vegetables will likely provide more potassium than the sodium. The circa 1989 RDA for sodium was listed as 500 to 2000 milligrams while potassium was listed at 2000 to 8000 milligrams. While this range is in the order of a K/Na-ratio of four, it can as low as one or as high as sixteen! Reportedly the ratio is more important than the individual amounts; a good target seems to be a ratio of four or more, which provides about twice as many potassium ions as sodium ions. A teaspoon of salt has 2360 milligrams of sodium and around 3600 mg of chloride. Sodium in water from a NaCl based water softener is often overlooked and **some prepared "helper" foods and/or flavoring packets have more than 700 milligrams of sodium per serving** as small as one-half cup. Such fare can exceed the 2000-milligram upper limit in as little as three servings (a cup and a half), not an unreasonable meal portion. Current food labels list the sodium "Daily Value" as 2400-milligrams and potassium as 3500-milligrams, a K/Na ratio of less than 1.5, therefore less ions of

my cardiac circulation was impaired under stress, even though it appeared normal unstressed.

The following week a cardiac catheterization revealed there were two total blockages and another nearly seventy-five percent. Collateral circulation in the heart wall had developed about forty-percent bypass of the total blockages. The next week open chest quadruple cardiac bypass grafts were performed. I am now on the road to recovery; the mended heart after healing should be good for decades more of active essentially unimpeded lifestyle. Without that stress test, the cardiac situation probably would have remained shrouded, waiting for a stress opportunity to present itself as a stroke, heart attack or worse. I did not recognize the episode expressed above to be more than possibly side effects of blood pressure medicine or temperature elevation from mineral imbalance or deficiency.

Following discharge from four days in the hospital (substantial Acetaminophen, potassium chloride and little food), I developed colon-rectal bleeding into the stool, and urinary slowdown, followed by a week of upper gastro-intestinal bleeding. Some Flomax improved the urinary problem and gastric acid inhibitor (Zantac then Protonix) controlled the UGI bleeding. Helicobacter Pylori breath test was negative; no further problems have been encountered in two years.

Following the cardiac bypass surgery I started on Lopresser (Metropolol 25 mg / day) and Digitek (250 µg.). The Lopresser resulted in substantial sexual dysfunction (not all bad for the first few weeks of healing) but reducing the dosage to half (12.5 mg / day) seemed to alleviate most of this impotence problem. About five weeks after discharge from the cardiac unit, I started working up to thirty minutes of exercise four times a week. Since the CardioFit unit was rather stressful on my chest, we purchased a stationary air-bike with articulated handlebars, but left the handlebar articulation disengaged until about eight weeks after the surgery.

General Maladies

When the K/Na ratio becomes too low, the cell wall function is degraded also resulting in calcium-magnesium imbalance upsetting cell reproduction, operation, and signaling. The reproduction (cell division) irregularity allows cancer like diseases to develop. The operation degradation promotes hypertension, stroke, heart attack,

widow with four children (two teenagers within a week). It was only a couple of years before ulcers were diagnosed and resolved by a regimen of bland diet (very little salt and low fiber) lots of milk and bottles and boxes of Mylanta. Bananas and mashed potatoes were recommended. During the middle seventies, I quit the engineering profession to buy a farm. In addition, I proffered a consulting arrangement whereby I was available at the Company's request to assist them with problem solving worldwide. Life on the farm was at times hectic and consulting was at times high-keyed, but the outside income more than offset the farming short fall of getting started. In five years the farm was nearly self-supporting, but I decided to go back to engineering full-time and try to keep the farm afloat as an avocation. This would have been somewhat easier had the full-time work been closer to the farm, but the engineering work mostly was in Germany and the farm was in Michigan. Within five years the distance became unmanageable, so we sold most of the active farm assets.

Within a few years, gastritis was back at the door and Tums became a control of life. Not too many years and Zantac was my daily assistant, until my older brother sent me an article on Helicobacter Pylori (a bacteria living in the stomach lining). Within a couple of months I did some library research, presented it to my doctor and he decided there was sufficient evidence and very low risk so I underwent a regimen to eradicate the H-Pylori. Zantac nor Tums are any longer necessary and life flows pleasantly for the last eight years. Then one day I went to get my teeth cleaned, the hygienist reported that my diastolic blood pressure was over one hundred, so back to the library for more research only to discover excessive salt may be involved as well as a sedate lifestyle.

Exercise

I started a regimen of exercise on our CardioFit machine twenty minutes, three times a week, working up to about one stroke per second and cut back substantially on sodium. This activity and diet adjustment resulted in feeling better, reduced blood pressure and a modest loss of weight. In an effort to get the sodium under 2000mg per day at around 2000 calories per day, I adopted a method of looking at the nutrition label and if the sodium exceeded 1mg per calorie to restrict this item severely. If the sodium was less than 1mg per calorie, consumption was okay, but only if the sodium was less

than one-half mg per calorie was it unrestricted. Initially I used a modest amount of salt substitute but after a few months food tastes pretty good without salt, but I have been experimenting with a salt replacement consisting of about 50% potassium compounds, 25% calcium compounds, 12% magnesium compounds and 10% sodium compounds. The remainder is lysine and potassium iodide. Compounds of asorbates, citrates, glucomates, sulfates and chlorides were included. I would like to find a mixture that tastes-good, seasons-well and is less than 50% chlorides.

Hypertension

All animal cells (human included) possess an electric charge powered K/Na pump mechanism exchanging sodium and potassium ions (calcium and magnesium to a lesser extent) across/through the cell walls. The ratio of potassium to sodium (calcium and magnesium also) determine the length to width ratio of many cells. As sodium enters the cell the width increases contracting muscle cells and as the sodium exits to be replaced by potassium the length increases relaxing the muscle. Cells associated with the blood vessels contract or relax to steer blood and energy to the location where needed and to maintain consistent flow over the vertical body dimension and conserve heat. Without this control the brain would be blood starved, being the highest point in the system, requiring the greatest pressure to assure flow. Various organs use electric charge to control osmotic flow direction and/or use the osmotic flow to generate electric current for signaling.

Estimates put about one fourth of the energy of the life process as input power to these K/Na pumps maintaining life functions while the balance provides locomotion and warmth for the body. When excess heat must be rejected, this is accomplished by evaporation of perspiration on the body surface (mineral content decrease surface tension, which increases the rate of evaporation). For mankind the whole body surface is used, but some animal species use only the tongue for evaporation and only radiation from the body in general. These animals have a thicker, tougher hide to provide heat retention and repel predators in general. Neurons (nerve cells) are very long compared to their width and control general motor function by electrical current conduction from the brain to the heart, lungs and other body parts. There are both sympathetic (voluntary) and autonomic (involuntary) system functions.

Most hypertension treatment drugs regulate the whole body system without regard to the actual body function requirements. For this reason, side effects include fainting or dizziness when sitting up or standing quickly, male (and female) sexual dysfunction, lack of energy for sports, sluggishness for other regular daily activities and sometimes general-unwell-feelings. I was having some success with blood pressure control using coenzyme Q-10 dosed at 100 mg per day, while keeping my sodium intake below 2000 mg. It also has taken the stone of male dysfunction out of my shoe (a stone in my shoe makes me limp). "The Salt Solution" (see references) mentions that coenzyme Q-10 (dosed 100 mg to 300 mg per day) has an affect similar to hypertension drugs, but with no known side effects.

When I was taking ACE inhibitor (Zestril 20 mg/day), I experienced poor muscle response, dry cough and male sexual dysfunction (impotence from three to sixteen hours after dosing). At 20 mg each morning the symptoms were marked, at 10 mg per day less pronounced (six to twelve hours after dosing), and at 5 mg per day hardly noticeable and still some blood pressure reduction. Angiotension antagonist (AvaPro 150 mg/day) resulted in some male sexual dysfunction (two to ten hours after dosing) and reduced muscle response (general aching under increased activity), but no dry cough.

One evening (October 2001) I was hurrying home from the auto dealers (having left the car for repair), I experienced an episode of ill feeling where a subtle numb-tingling started at each elbow and gradually progressed until my entire upper torso was engulfed. I stopped to rest, leaning on a cable termination post, and in a couple of minutes the general unwell feeling subsided, I began to sweat, so continued on toward home at a slower pace. At the time I attributed the incident to side affect of the blood pressure control drug or possibly sodium deficiency, but later mentioned it to my doctor, who immediately advised stress testing and circulation study.

Heart Disease

Unfortunately, about that time I changed employers, which resulted in change of health care provider near the end of the year and group providers numbers were not stable until the following February. An upper extremities Doppler circulation report was normal, but the eventual Thallium Treadmill Stress Test indicated

Echo Cardiogram mid Feb 02 [Normal]

Thallium Stress Test 11 Apr 02 [Restricted Blood flow to the lower (anterior) portion of my heart under stress at 150 heart rate]; normal at rest

Cardio-Catheterization 3 May 02 [Two total blockages and one 75% restriction] all 40% bypassed by collateral circulation [stint repair not appropriate]

Quad Bypass Surgery 10 May 02

Upper Gastro-Intestinal 5 Jun 02

Colonoscopy 9 Jul 02

To correct Cholesterol (225 total- Jun 01), considered elevated

Niacin (Vitamin B3) Started 500-mg 19 Jul 01, increased to 1000-mg 23 Jul 01, increased to 1500-mg (1000 nights, 500 mornings) 29 Jul 01 (Sep 01 cholesterol reduced to 177 with HDL at 47)

Lipitor 10-mg nights mid May 02 [replaced Niacin] (Jun 02 cholesterol reduced from 177 to 115 with HDL at 28)

Zocor 20-mg nights 3 Aug 02 (replaced Lipitor) (Sep 02 cholesterol increased from 115 to 117 with HDL at 33)

Niacinamide added with Zocor 750 nights, 250 mornings (Jan 03 cholesterol increased to 127 with HDL at 44)

Niaspan 1000-mg at night, reduced Niacinamide to 250-mg mornings with the Zocor (Jun 03 cholesterol 115 with HDL at 49)

Jan 04 Switched from NiaSpan to **Niacin TR** 1000-mg nights, 500-mg mornings with the Zocor

Medicines I tried looking for a hypertension solution

Zestril: (Started Aug 08 01 20-mg morning) Caused marked erectile dysfunction 3 to 15 hours after dosing, some dry cough. Aug 19 01 reduced Zestril to (10-mg morning) Erectile dysfunction 6-10 hours after dosing, 30 Aug 01 Stopped Zestril

AvaPro: 8 Oct 01 150-mg Erectile dysfunction 4 to 12 hours after dosing. Stopped AvaPro 13 Jan 02

Co Q-10: 100-mg 19 Jan 02, increased to 200-mg 26 Jan 02, decreased to 100-mg 9 Feb 02, Stopped Co Q-10 9 May 02

Hydrochlorothiazide: 12.5-mg mornings 4 Apr 02

Digitek: [heart rate stabilizer] started 0.125-mg 15 May 02 Stopped Digitek 22 Jun 02

Metropolol: 20-mg morning, 20-mg night 4 May 02 Reduced Metropolol to 10-mg (morning a& night) 15 May 02 Reduced Metropolol to 5-mg (morning & night) 19 June 02 Stopped Metropolol mid Feb 03 (replaced with Toprol XL)

Toprol XL: 25-mg morning 2 Aug 02 reduced to 12.5-mg 19 Feb 03 increased to 25-mg 13 Jun 03, reduced to 12.5-mg 12 Oct 03,

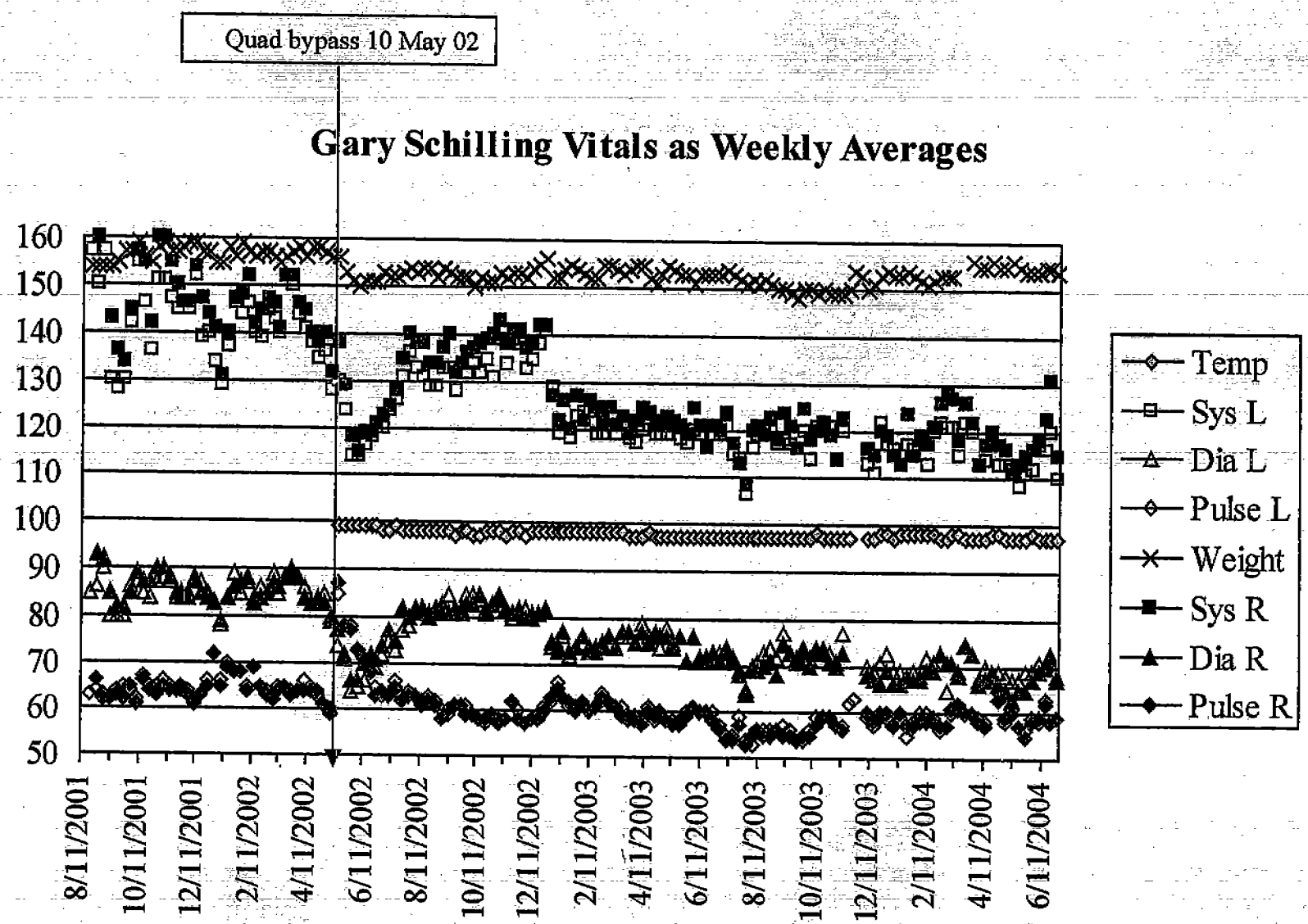
The abrupt correction during early January 03 occurred during a trip to Germany, but I can not attribute the correction to change of diet, exercise or medicine regimen.

The valley in late July 03 was when my wife was in the hospital.

The missing data in November 03 was due to a broken Blood Pressure Monitor.

The rise in March 04 was during the period that I was visiting our children, grandchildren and great-grandchild in California (poor sodium control)

The rise in June 04 was during a period that I was visiting our kin in Michigan (poor sodium control).



Schilling 16 of 16

NUTRITION, DIETETICS AND FOOD SCIENCE
BRIGHAM YOUNG UNIVERSITY
PROVO, UTAH

390
Brown 1 of 2

RECOMMENDATIONS FOR REVISING THE FOOD GUIDE PYRAMID

We teach introductory college nutrition at Brigham Young University to about 2000 students annually. **We have found the current Pyramid:**

1. **Useful** in teaching the need for a variety of foods.
2. **Flexible** for using with a wide range of ethnic preferences.
3. **Easy to remember** standard portions because of consistency from group to group (1/2 c cooked cereals, pastas, vegetables, fruits; ¾ c fruit or vegetable juices, etc.)
4. **Works sufficiently well** with mixed dishes, once people understand standard portions in each group. Our clientele (college students) seems to quickly grasp the notion of mentally dissecting combination foods and estimating the food groups they represent.

The following need to be strengthened:

1. Consumers' don't know or can't visualize portions.
2. Consumers don't understand that the low end of the range of portions in each group is appropriate for people with low calorie needs, and that the high end of the range is for people with higher calorie needs.
3. Consumers aren't aware that the Dietary Guidelines provides qualifications on the Pyramid (esp., calorie balance, moderation in fat intake, adequate intakes of fruits, vegetables, whole grains, etc.).
4. Consumers don't understand the benefits of following the Pyramid (i.e., meet nutrient needs without excesses of calories, fats, and added sugars).
5. Consumers don't realize that choices within a food group can vary greatly in nutrient density (e.g., iceberg lettuce vs spinach).
6. Current recommendations and portions in the Meat group are confusing (two-to-three, 2-3 oz servings daily). Using 5, 6, or 7 oz total through the day, according to estimated calorie need, works well. This also makes it easier to work with meat alternates.
7. Consistency in portions on Nutrition Labels and Pyramid recommendations is needed.
8. Clarify the relationship between starchy vegetables such as potatoes and grains. Many people use potatoes and pastas interchangeably in meal planning and find it confusing that potatoes are not grouped with the grains.

Please don't designate 12 calorie levels! We believe that the majority of consumers will

- Be inaccurate in estimating their calorie need and thus misled in the recommended number of portions,
- Be confused, overwhelmed, or discouraged at the technical aspects of this process, or
- Not care.
- Moreover, given the large variation in metabolic rates, activity levels, and energy in portions of foods even within the same food group, basing the recommendation on specific calorie levels gives a false sense of precision.

We believe that a more successful approach would be better communicating the message that **weight gain comes from taking in more calories than one expends.**

postmarked 8/27/04

RECOMMENDATIONS FOR REVISING THE FOOD GUIDE PYRAMID

Brown 2 of 2

Lora Beth Brown, EdD, RD, CD
Associate Professor
Phone
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Member of Society for Nutrition Education, Division of Higher Education
Member of American Dietetic Association

Alison K. Campbell RD, PhD
Assistant Professor
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Email
Member American Society of Nutritional Sciences

August 27, 2004

August 26, 2004

391

Wright
1 of 2

Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

Dear Food Guide Pyramid Reassessment Team,

Thank you for your efforts to update and revise a great educational tool. The food guide pyramid has been effective in giving a visual guidance system to base healthy eating habits on. The pyramid shape is a good display of the food groups and moderation of particular groups.

The development of a slogan to coincide with the food guide pyramid would be a helpful addition. The slogan needs to convey the idea that the food guide pyramid is just a symbol to display a general healthy eating plan. The food guide pyramid is a starting point for good nutrition and should be used as such. Good nutrition must be very individualized for each person. It would be impossible to create a symbol that would be an exact healthy eating plan for one person, or even a group of similar people.

Some helpful additions/revisions to the current food guide pyramid might be beginning with a base of fruits and vegetables, a second level with carbohydrates and water, a third level for protein—including nuts and legumes, and dairy products, and a fourth level including fats, sweets, foods high in cholesterol, and foods high in sodium. A small pyramid could be displayed within each level to indicate the best choices (most nutrient dense foods) from each food group along with clear graphics displaying whole grains, lean meats, low fat dairy products, and vegetable oils.

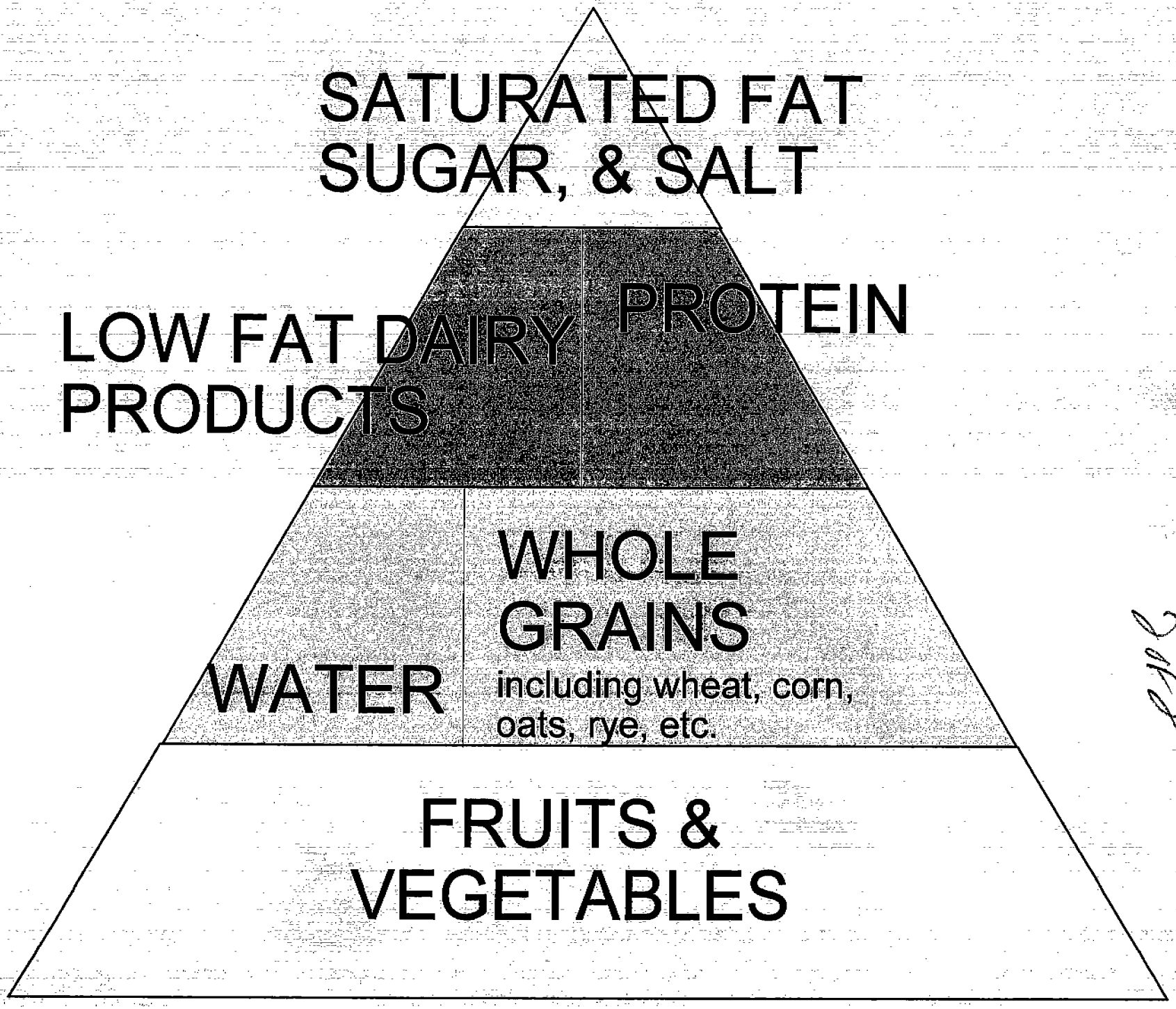
Individualizing the food guide pyramid is a good idea. Specific food guide pyramids could be developed for specific groups of people, i.e. elderly, athletes, etc. These could be available to individuals requesting the information, but a general food guide pyramid is still the best option for basic nutrition education to the population as a whole. It gives a standard for the majority of the population to adhere to, and to base a healthy diet on. With some revisions the current food guide pyramid is a great tool to convey in a simple format specific foods to eat and proportionate amounts.

Sincerely,

Lisa Wright

Lisa Wright
Dietetic Intern
Idaho State University

postmarked 8/26/04


SATURATED FAT
SUGAR, & SALT
LOW FAT DAIRY PRODUCTS
PROTEIN
WATER
WHOLE GRAINS
including wheat, corn, oats, rye, etc.
FRUITS & VEGETABLES

UNIVERSITY OF MISSOURI
Extension

NUTRITIONAL SCIENCES EXTENSION
College of Human Environmental Sciences
Columbia, MO
PHONE
FAX

392

Gabel 1 of 21

August 27, 2004

Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

Dear Team Members,

Please consider the enclosed comments related to the Food Guide Pyramid.

Thank You,

Candance Gabel

Candance Gabel, MS, RD, LD
Associate State Nutrition Specialist
State Coordinator - FNEP

Postmarked 8/27/04

Gabel 2 of 21

Food Guidance Discussion - NW Unit
August 13, 2004 ITV

1. Do we keep or change the Pyramid shape?

I like the pyramid shape – ones you need most of are at the bottom, and what we need least of at top

(From Summer Nutrition class) Canada's symbol is rainbow shape – symbolism of covenant with God; largest piece is still the grains

Physical activity and water need to be included in whatever we end up with – plus the food groups – see Penny's graphic

Saw pyramid but upside-down – grain/big at top and that's where we want to be – goal to move "UP" the pyramid to be the "tops" (one NPA's second-grade daughter pointed this out)

If it's new, people will look at it; on the other hand, if we change the symbol, some will say it's always changing - what's the use of trying to follow it, or what really is right?!

Use measurable quantity instead of "serving" that is not as clear

Graphic: Plate shape – we talk about filling your plate with majority of plate being f&v and breads, that's more realistic, looks more like what I actually will see when I eat

Vision: have pyramid 'swish' into plate – a way to "connect the dots' between the pyramid (past) and plate (realistic) OR have pyramid that has a colored path to a plate with amounts needed from each type of food in the graphic as well

Concern with the graphic not being very user friendly, should be understandable at a glance

Graphic: have a balance (or scale or seesaw type thing) with food on one side and exercise on the other

2. What type of slogan would you use to encourage consumers to make healthy food choices?

Seems like calories is the bottom line in weight management – people know this but forget it when making food choices

Somehow slogan needs to equate that balance between eating and moving

Use the Pyramid (or its replacement) and say "get 'er done – more energy, feel better"

"I move. Don't chew?"

'Eat to live, don't live to eat' (this one from the past had a lot of support in our group)

"Move it and lose it"

The slogan needs to include more than just food.

3. What do you think are the advantages or disadvantages of the pyramid plan to provide a more individualized message as opposed to a generalized message?

Obvious advantage: more tailored to the individual, but disadvantage may be access and cost

Would FNEP teach a general message? We would think so, with a varied audience like ours

Would the symbol/slogan be generalized so it would fit for all? We think it should be.

Accessibility – assuming it's a on web site – could use any public or private computers

For physicians – would info be available for them to use with patients?

This is where particular measurable servings would be advantageous.

For average everyday person using the info would need to include "average, everyday" foods like onions and potatoes, not "recipe" foods like capers (whatever they are!)

Must have goals/suggestions/recommendations) that are attainable and that do not scare folks off

Individualized info must be easy to understand for someone who's not studied a lot of nutrition classes
(Here's a wild idea, but not necessarily so far off when you think about the Bod Pod) Need a little computer – individual would stand on a 'scale' and the computer would tell you all you need to eat/move/be. It would need to also have the ability to input other variables like age, race, gender, and any hereditary concerns that might influence food/activity choices.

4. What core messages would you use to meet the following behavior changes?
   a. Keep caloric intake balanced with energy expenditure to prevent weight gain, promote weight loss, and/or maintain a healthy weight

"Exercise, drink water and stop eating when you're full'
'Eat when you're hungry, stop when you're full' – we'd then need to help people identify TRUE hunger
[We liked this one from SE Bootheel – "Change your outside from the inside"]

   b. Promote nutrient dense food choices to increase the intake of vitamins, minerals, fiber, and other key nutrients especially those that are often low in typical diets

Provide recipes for quick, easy to fix, nutrient dense foods or meals
Suggest different foods – other than what the individual is accustomed to (healthier but similar choices)
Get fast food places to change their menus and offer healthier choices
All grain foods are not created equal – "not all foods in a food group are created equal"
"Eat a variety of foods"

   c. Lower chronic disease risks by lowering intake of saturated fats, trans fat, cholesterol, sodium, and other food components that are often consumed in excessive amounts

Have classes on label reading
Focus on cooking/preparation methods – e.g., baking instead of frying
Have schools or other public food servers prepare food in ways other than frying - more often
Note on foods that indicate "Heart Healthy" or "Heart Smart" – good to continue – it's helpful

5. What do you think are the components of effective interactive educational tools?
See "little computer" above
See answers to #3 above
Needs to be simple
Able to personalize with your own info (like hereditary concerns)
Need other venues besides internet and cd's
Could be a phone number with menu: Male press one/female press two; if your age is between 18-40 press one/40-65 press two/65-80 press three/ 80+ hang up and enjoy yourself.
Worksheet (hard copy) to fill in, send in and get results back - for those who are not interested (for whatever reason) in using an electronic version (don't like computers, like my dad; or don't use computers, like Amish or Mennonite families, for example)
Public service announcements on tv and radio, even in printed media, letting all know where/how to access info

Have opportunity to tell activity of choice, and favorite foods so feedback could include activity level needed in terms of favorite activities and recipes/meal plans that include favorite foods

6. How should the new Food Guidance System and its message be delivered?
FNEP
Make cartoons or Saturday morning/after-school jingles (like "conjunction Junction, what's your function?" that have the nutrition messages
Also see above #5

Gabel 5 of 24

Proposed Changes – Food Guidance System
ITV – August 13, 2004

Question #1 – Do we keep or change the Pyramid shape? If we change, what type of graphic would you use?

Responses:

- A shape that suggests movement – For example a train with different cars as food groups, caboose as fats, sweets and oils.
- A tree – with branches representing food groups, leaves the nutrients or healthy foods like whole grains.
- Transitioning from a pyramid to another shape is a problem – Instead update the pyramid by incorporating movement – a pyramid wearing tennis shoes.
- The walking nutrition and food pyramid.
- Food Pyramid in Motion.
- The food groupings could also change even if the pyramid shape is kept.

Question #2 – What type of slogan would you use to encourage consumers to make healthy food choices?

Responses:

- Fuel it and move it.
- Pyramid in motion.
- Foods in motion.
- Healthy people in motion.
- Food to go – pyramid with feet.
- Train – Song – Do the Locomotion.
- Rainbow on a plate – graphic of a plate showing the amounts of recommended servings from food groups as a rainbow.
- Walk in health.
- Pyramid for family – incorporate movement and food.
- Encourage activity that is fun, part of life (not belonging to gym, etc.)

Question #3 – What do you think are the advantages or disadvantages of the proposed plan to provide a more individualized message as opposed to a generalized message?

Responses:

- It's very important to have individualized messages because of varying energy levels.
- General message as well as individualized are needed.
- Use graphics of plates with varying amounts of food to depict individualized energy levels.
- By using individualized messages it seems that the food guidance system is trying to catch up with what as nutrition educators are already doing.

Question #3 – Continued:

- Caution – Nutrition educators do not always know an individual's health profile well enough to individualize food guidance, e.g. vegetarian diets, diabetes, heart disease, religious preferences, etc.
- With individualized guidance, would we be walking a thin line between nutrition education for healthy populations and the need for a registered dietitian because of clinical problems like diabetes?
- The individualized caloric recommendations may be too much information for the general public to handle.

Question #4 – What Core Messages would you use to meet the following behavior changes?

Responses:

Keep caloric intake balanced with energy expenditure to prevent weight gain, promote weight loss, and/or maintain a healthy weight.
Use equations to convey message, for example: Increased physical activity and decreased calories = weight loss.
Use graphics like a scale balancing activity with calories. Could also use a see saw for children.
Focus on nutrients rather than food groups.
Use age sensitive messages.
Include serving sizes.

Promote nutrient dense food choices to increase the intake of vitamins, minerals, fiber and other key nutrients, especially those that are often low in typical diets.

- Eat fruits, vegetables and whole grains.
- Use colors: Color is cool; color me healthy; eat your garden first.
- Mother Nature knows best.
- Back to the basics.
- Eat low on the food chain.
- Size it down, Pump it up, Keep it real – for all three behavior changes.

Note: Ran out of time before getting any responses for behavior change #3 (lower chronic disease risk.

Question #5 – What do you think are the key components of effective interactive education tools?

Responses:

- Motivate consumers to use tools.
- Where can they access tools?– libraries, schools, etc.
- Have CD-ROMs available to check out or buy.
- It's contradictory to have consumers sit in front of computer when we want them to move more – use pop-ups to remind them to get up and move or use chair exercises.
- Keep it simple, current, colorful and fun.

Question #5 – Continued:

- Frisbee, jump rope giveaways – partner with commercial sponsors to provide these.

Question #6 – How should the new Food Guidance System and its messages be delivered?

Responses:

- Nutrition educators.
- Point of purchase like grocery stores, school cafeterias, restaurants.
- Advertising -- how do nutrition educators compete with food manufacturers who have lots of money to develop messages? Contracts with universities to design messages.
- Get all commodity groups on board to use the same messages.
- Have Martha Stewart work on designing messages as part of her community service.
- Have all participating partners on the same time line.
- Provide through health care providers.

Gabel 8 of 21

From: Aborn, Marsha
Sent: Tuesday, August 17, 2004 3:38 PM
To: Gabel, Candance E.
Subject: Feed Back from ITV on 8/13

Dear Candy,

Here is the SC's Feed Back from the ITV on 8/13. Thanks for letting us be a part of the process.

Marsha

Question #1 - Do we keep or change the Pyramid shape? If we change, what type of graphic would you use?

- Building Blocks
- Whatever design add exercise and water
- Shape should be different to indicate new message
- Look at Mayo Clinic and Mediterranean Food Guide Pyramid
- Instead of servings sizes use cup measurements

Question #2 - What type of slogan would you use to encourage consumers to make healthy food choices?

- Building a Healthy Life
- Building Blocks of Life
- Pyramid for Life
- Circle for a Healthy Life
- Keys to a Healthy Life - Keys colored coded to Food Group
- Key into Health
- Make it simple!
- Put symbol on all food products

Question #3 - What do you think are the advantages or disadvantages of the proposed plan to provide a more individualized message as opposed to a generalized message?
Advantages - if it were individualized for life stages and/or culture, ethnicity, etc.
People would be able to look for one that best suits their personal situation
Nutrition facts should correspond to activity and serving sizes as well be age appropriate

Disadvantage - would be too confusing with so many individualized messages

Question #4 - What *Core Messages* would you use to meet the following behavior changes?

Bullet #1 - Eat Less/Move More
Eat Closer to Nature
Bullet #2 - More educational messages on food labels
Bullet #3 - More education messages as to what is good fat/good cholesterol; different types of sugar--separate natural sugars from refined (added) sugars on food labels

Question #5 - What do you think are the key components of effective interactive educational tools?

- Lots of visuals
- Easy access/light weight
- User friendly - simple
- Concrete concepts based on real products
- Keep in mind - culture/ethnicity

Gabel 9 of 21

- Model/role play - tutorial
- Pop-ups with reminders on the web

Question #6 - How should the New Food Guidance System and it's messages be delivered?

- By Nutrition Educators like us
- Doctors/ Offices
- Where food is purchased
- Through all forms of media/mass mailing
- Continue to pressure fast food industry to offer healthy choices
- Mandate food stamp recipients to participate in educational programs like WIC does
- Magnets with new symbols
- Requiring all restaurants or wherever ready to eat food is sold to have the new one posted

Exhibit 10 of 21

Answers to ITV Questions on August 13, 2004
SE-Bootheel FNEP Unit

Question #1:

Do Not Change the Pyramid

Children usually relate to the pyramid
Leave it as it is
Food pyramids are universal – work with what we have (pyramids for diabetics, etc.)
Credibility issue if changed
Add whole grain and lean in describing foods for different food groups

Change:

Add water to current pyramid
Put a rainbow through the fruits and vegetables with a slogan "Somewhere over the rainbow, we'll all be healthy

Question #2:

Eat like an Egyptian (like the song "Walk Like an Egyptian"
It's your life, choose to improve it
Have a healthy heart; eat smart
One step at a time, one day at a time to better health

Question #3:

"The You Message" would personalize the message
Create flaps on each food group. When lifted, health messages underneath

Question #4:

A.

A. Balance your calories with activity
B. Change your outside from the inside
C. Check the trips from your mouth to your hips

B.

A. Eat a variety of foods
B. Choose nutrient dense to get the most calorie value
C. You can't run on empty (i.e. empty calories)
D. Do right; Eat brith

C.

A. Use "soft" fats to protect your heart
B. Don't harden your heart or arteries
C. This is your life – feed it wisely
D. Moderation is the key
E. Don't get "tipsy" (refers to tip of pyramid)

Question #5:

Interactive activity (flap idea) for general public on web
Take home food pyramid with flaps person can use at home

Flap idea: Food pyramid with "flaps" that can be lifted to reveal nutritional information about that food group. Include visuals pertaining to what you need the group for (i.e. Meat – muscles; Milk – teeth and bones; fruits & vegetables – eyes skin, hair, healing grain – energy

Question #6:

Delivered by FNEP & EFNEP programs
Interactive games (internet, classroom)
Media spots questioning why you are sitting watching tv
If you want to get your groove on, you got to get your move on
Promote message with bumper stickers

Gabel, Jan 21

ITV: August 13, 2004
Input to Proposed Food Guidance System
Southeast Ozark Foothills FNEP Unit

Question #1

We think the pyramid shape is highly recognizable and should be retained. Otherwise we're afraid there will be much confusion.

Question #2

In relation to the importance of both making healthy food choices and physical activity:
" Move it and lose it"
Also any of the proposed slogans with the word "move" in them

Question #3

Advantage of individualized messages: They might be helpful to people with specific health problems.
Disadvantage of individualized messages: It might be difficult to convey all messages related to specific health problems.

Question #4

a. Watch saturated and trans fat content of the food you eat. Balance eating nutrient dense food with physical activity.
b. Eat foods containing whole grains. Eat lean meats and use lowfat dairy products. Eat brightly colored vegetables.
c. A or B above address most of the things to avoid. To address avoiding sodium, they might add: Season food with herbs and spices instead of salt.

Question #5

One key component of effective interactive education tools is that they be accessible to everyone. We are concerned that many people in poorer and more rural areas of the country will not have easy access to a computer to use either the Internet or CD-ROMs.

Question #6

1. The new Food Guidance System and its messages should be delivered by Nutrition Educators of the Family Nutrition Education Programs.
2. By advertisements on television since that is where the majority of people get their information.

Cabel 13 of 21

Proposed Changes – Food Guidance System
ITV – August 13, 2004

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- Provide through health care providers.

Gaba 1 of 2

Food Guide Pyramid Input- August 13, 2004 ITV Input SW Region

Question 1:
Like the Pyramid image, consumers really identify it now, include physical activity in graphic, use pyramid, do not put foods in, or use different foods.
Do grains need to be at the bottom of the pyramid?
Keep pyramid shape, add active icons around the pyramid and/or activities inside each group, using degree of calories burned
Pros: recognition and association with FGP
Cons: associated messages that may be changing—less grains, more Fruits and Veggies

Question 2: Slogan
Take the step make the step Take a step toward health
Step up to change
Eat less, play hard
Eat Smart, Play hard can't run on empty
Be right, play hard Feel your fullness
Be bright, eat right Eat outside the box
Choose Health Move like you eat
Making a change Go-Glow-Grow
Time to move and change Don't be dense- eat with sense
Making the move to a healthier you
Time is about change
Move on up to health
Eat to live
Choose for you
Don't "sat" on your fat

Question 3:
Advantages: more info that is applicable to individuals' specific needs, helps people understand that "one size does not fit all"
We all need different amounts due to activity
Disadvantages: more complicated, more info that the consumer has to "wade through" may discourage them from looking- could be confusing
General public is not educated to understand FGP

Question 4:
Are you as healthy as you want to be?
Promote: healthy weight, nutrient dense foods, lower risk of chronic disease

Question 5:
Props, games, costumes, activities, clothing with slogans, visuals-displays
Handouts- few in number-simple, practical
CD-Rom or interactive website—user friendly, use terms understood by all- no jargon

Gabel 17 of 27

Access to a computer- where to
Push to get the website known- advertise it! Partner with commodity groups for advertising the site
Use is school classrooms by teachers, doctor offices/health clinics- in waiting rooms
Need to provide positive feedback to user

Question 6:
Ads- shirts with slogans
Radio- suit song to different music types: adult easy listening, jazz, pop, altenative rock, rap, etc.
Commercials
Teach it- FNEP! Teachers, parents, health care providers
Food packaging
Printed materials- simple messages
Food places- restaurants, cafes, food service- hospitals, schools, colleges, businesses
Fitness- parks, health clubs, fitness trails
Need private dollars to finance

Coded 18 of 21

Food Guidance Discussion - NW Unit
August 13, 2004 ITV

1. Do we keep or change the Pyramid shape?

I like the pyramid shape – ones you need most of are at the bottom, and what we need least of at top

(From Summer Nutrition class) Canada's symbol is rainbow shape – symbolism of covenant with God; largest piece is still the grains

Physical activity and water need to be included in whatever we end up with – plus the food groups – see Penny's graphic

Saw pyramid but upside-down – grain/big at top and that's where we want to be – goal to move "UP" the pyramid to be the "tops" (one NPA's second-grade daughter pointed this out)

If it's new, people will look at it; on the other hand, if we change the symbol, some will say it's always changing - what's the use of trying to follow it, or what really is right?!

Use measurable quantity instead of "serving" that is not as clear

Graphic: Plate shape – we talk about filling your plate with majority of plate being f&v and breads, that's more realistic, looks more like what I actually will see when I eat

Vision: have pyramid 'swish' into plate – a way to "connect the dots' between the pyramid (past) and plate (realistic) OR have pyramid that has a colored path to a plate with amounts needed from each type of food in the graphic as well

Concern with the graphic not being very user friendly, should be understandable at a glance

Graphic: have a balance (or scale or seesaw type thing) with food on one side and exercise on the other

2. What type of slogan would you use to encourage consumers to make healthy food choices?

Seems like calories is the bottom line in weight management – people know this but forget it when making food choices

Somehow slogan needs to equate that balance between eating and moving

Use the Pyramid (or its replacement) and say "get 'er done – more energy, feel better"

"I move. Don't chew?"

'Eat to live, don't live to eat' (this one from the past had a lot of support in our group)

"Move it and lose it"

The slogan needs to include more than just food.

3. What do you think are the advantages or disadvantages of the pyramid plan to provide a more individualized message as opposed to a generalized message?

Obvious advantage: more tailored to the individual, but disadvantage may be access and cost

Would FNEP teach a general message? We would think so, with a varied audience like ours

Would the symbol/slogan be generalized so it would fit for all? We think it should be.

Accessibility – assuming it's a on web site – could use any public or private computers

For physicians – would info be available for them to use with patients?

This is where particular measurable servings would be advantageous.

For average everyday person using the info would need to include "average, everyday" foods like onions and potatoes, not "recipe" foods like capers (whatever they are!)

Must have goals/suggestions/recommendations) that are attainable and that do not scare folks off

Have opportunity to tell activity of choice, and favorite foods so feedback could include activity level needed in terms of favorite activities and recipes/meal plans that include favorite foods

6. How should the new Food Guidance System and its message be delivered?
FNEP
Make cartoons or Saturday morning/after-school jingles (like "conjunction Junction, what's your function?" that have the nutrition messages
Also see above #5

UNIVERSITY OF MISSOURI
Extension

Fax

To:	Candy Gabel	**From:**	Janet Hackert
Fax:	1-573-884-5449	**Pages:**	2
Phone:		**Date:**	8/19/04
Re:		**CC:**	

Here is a drawing that some drew as a possible symbol that Janet e-mailed you about.

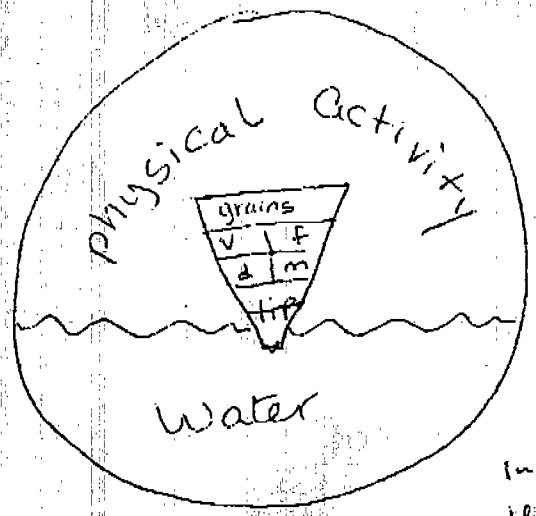
Barb Ubben

Barb Ubben
Office Manager
University Outreach and Extension
1505 Main Street, Court House Basement
Bethany Missouri 64424-1987

8/13/04 Food Guidance discussion

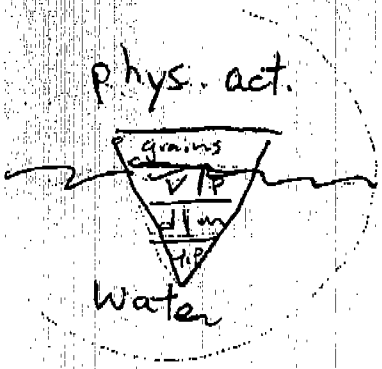
* We wanted water + physical activity to be integrated with what we eat.

Gabel
21 or 24



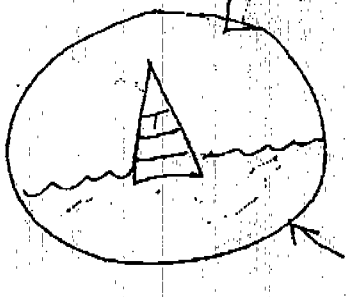
- Penny

(grains on top, in keeping with idea that more Fr V + grains and less from tip is "Tops", equals 'goal'



Ginny

↑ thought the above looked too precarious



another option

The following are recommendations for the FOOD GUIDE PYRAMID Changes & Controversy from the students in the:

Nutrition & Food Science Ed. I class
Tuloso-Midway High School

Corpus Christi, TX

393

Theme: **"GROW, GO, and GLOW with HEALTHY FOODS"**
GROW: strong skeletal, muscular, physical body and a mentally sound outlook on life
GO: energy, stamina, stress relievers
GLOW: radiant, healthy skin inside and outside the body

Moya 1 of 5

Student Name:	**Recommendations:**
Michelle Moya:	...Attached copy of her idea of the new shape of the pyramid, "The Circle of Life". Unhealthy foods would be the smaller circle. Foods high in salt would also be added into this category. The larger circle would include healthier foods packed with minerals, vitamins, fiber, antioxidants, flavonoids, etc. The circles in the center would radiate from descended order (unhealthy) to healthy foods. This would allow for more detail reading and understanding that the USDA may wish to include.
Wesley Sanders:	..."EAT RIGHT and STAY RIGHT GUIDE" name change. ...More information on transfats. ...Separate healthy, high fiber, whole-wheat cereals from sugary cereals in layman's terms. ...Add categories in terms of foods higher in the following nutrients: water, vitamins, minerals, lipids, carbohydrates, enzymes, etc. and show how to enhance these into our diets if necessary. You may need a disclaimer stating that excesses of vitamins "A" and "D", for example, may be toxic to the body, especially the liver.
Sasha Cantu:	...BE BRIGHT – EAT RIGHT name change. ...Separate Bread & Cereal category into 1.) Healthy & 2.) Unhealthy. Increase the servings in the Healthy (high fiber, low-fat, nutrient-packed) category and decrease the servings in the "junk" (refined, sugary, starchy) category. ...Increase the servings of vegetables to "5-6" servings with emphasis on eating veggies the color of the rainbow: purples, greens, red/oranges, etc.
Ryan Bates:	...Lower the amount of servings of cheeses especially those that are processed with excessive additives and fat. ...Separate the "low-fat" dairy products from the "high-fat" dairy products.
Ashley de la Cerda:	...Separate processed cereals (sugary) from "dry", "cooked" healthier cereals. ...Include more servings of ethic-type fruits, such as, papaya, mango, star fruit, guavas, passion fruit, pomegranates, berries, etc.

postmarked 8/26/04

Maya 2 of 3

Breeanna Kemper:

...Identify servings in terms of cups, number (12 fries = 3 oz.) or by weight: ounces, tablespoons, or metric.
...Include an exercise (**MOVE to IMPROVE**) component. This should be the MOST IMPORTANT, largest area.
...Include a fluid intake component: water.
...Add suggestions to balance our healthy eating lifestyle with sleep
...Include methods of preparation: Steamed potatoes are healthier than a baked potato saturated with butter, cheese, sour cream, bacons bits or fried potatoes.

Pedro Farela:

...Add exercise to the pyramid to demonstrate the need to burn fat, tone muscles, strengthen the skeletal system, and provide a strong mental outlook on life.

Ex: **Exercise: walking, biking, basketball, rollerblading, etc:**
Burn fat and calories
Strengthen immune system
Sleep sounder
Boost metabolism
Increase endurance and tolerance
Increase mental alertness
Tone muscles (less marbling); strength and flexibility; less accidents
Strengthen bones
Sense of well-being; positive outlook on life
Better utilizationof oxygen
Relieve stress
Control appetite
Lower cholesterol build up; cleaner "piping"
Prevent diabetes

...Place sugary cereals into the "Fats, Oils, and Sweets (Use Sparingly) category.
...Keep the new Food Pyramid in the simple form and produce a second, more detailed Food Pyramid with attachments.

Laura Ramos:

...Show servings in terms of cups and ounces.
...Identify healthy grains in bread.

Angela Gonzales:

...Change HEALTHY GUIDE PYRAMID to HEALTHY LIFESTYLES.
...Information on label reading.
...It would be helpful to identify brand names that are healthy and those that not as healthy.
...Chart on calories that people should ingest by sex, height, weight, and age.

Maya Bars

Crystal Clawson:

...HEALTHY FOODS, HEALTH HEART and BODY
...Separate Food Chart in terms of Nutrients: Carbs, Lipids, Proteins, Vitamins, Minerals, Trace elements, Water, Enzymes, etc.
...Cereals in the "Bread & Cereal" Group is a source of confusion to many especially when the sugary ones are advertising themselves as nutritious only when one adds milk. Most neglect to mention in front of the box, the excessive amounts of sugar, additives, and refined products that can only be found in the fine print on the back of the box.
...Identify saturated, unsaturated, polyunsaturated and transfats.

Alain Martinez:

...Lower the amount of bread and cereal intake for those that are inactive. In other words, place activity in the lower, larger brace of exercise allowing more carbs to be ingested while inactive people: recommendation – 2 servings per day.
...Increase servings of both fruits and vegetables to 5-7 servings.
...Separate by color of plant or by **plant part (seeds, root, stem/stock, leaves, flowers, fruits)** based on what is most nutritious, fiberous, starchy, etc.

Levi Bernal:

...Add more servings to the fruit and vegetable groups.
...Move junky, sugary cereals into the "Fats, Oils, and Sweets (Use Sparingly) category.
...Some of the energy bars belong in the same category listed above.
...The food diagram should stay the same in form. It is simple to read.

Raymond Alaniz:

...**Separate the "FATS, OILS, and SWEETS" into their own category.** Sweets should show foods such as, soft drinks, Jell-O desserts, candy, pastries (donuts, honey buns, store-brought muffins), junk cereals, low-fat ice creams that are high in sugars, "new vogue coffees and lattes", energy bars, whip creams, juices that are really water, flavoring, dyes, and sugar, etc. Many of these also qualify into the excessive FAT category.
...**Maybe a category labeled "FATS & SWEETS" showing fats on one end, sugars on the other end, and foods that *overlaps* in the mid-section with an *ellipse encircling* both.**
...Identify rice in terms of brown, wild, white, or multi-grained.

Jennifer Coronado:

...Separate low-fat from high-fat dairy products.
...Decrease amount or milk and milk products for inactive teens to 2-3 cups rather than servings.
...Some cheese products may need to be moved to the FAT category.
...Increase fruit servings to 6-9 with emphasis on eating raw and not processed. Example: Eating a blue-berry pop-tart is not equivalent in nutritional value as eating fresh blueberries.

Elizabeth Fernandez:

...Add homemade "*caldos* or *soupas*" that are made with no fat and fresh Vegetables, such as, garlic, onion, celery, carrots, corn and broth into the Vegetable Group.
...Add "*liquidos*" or drinks made of fresh fruits, water, no sugars nor creams into the fruit group.
...Separate canned, prepared vegetables from fresh vegetables.

Irvaya 4 yrs

Michelle Moya

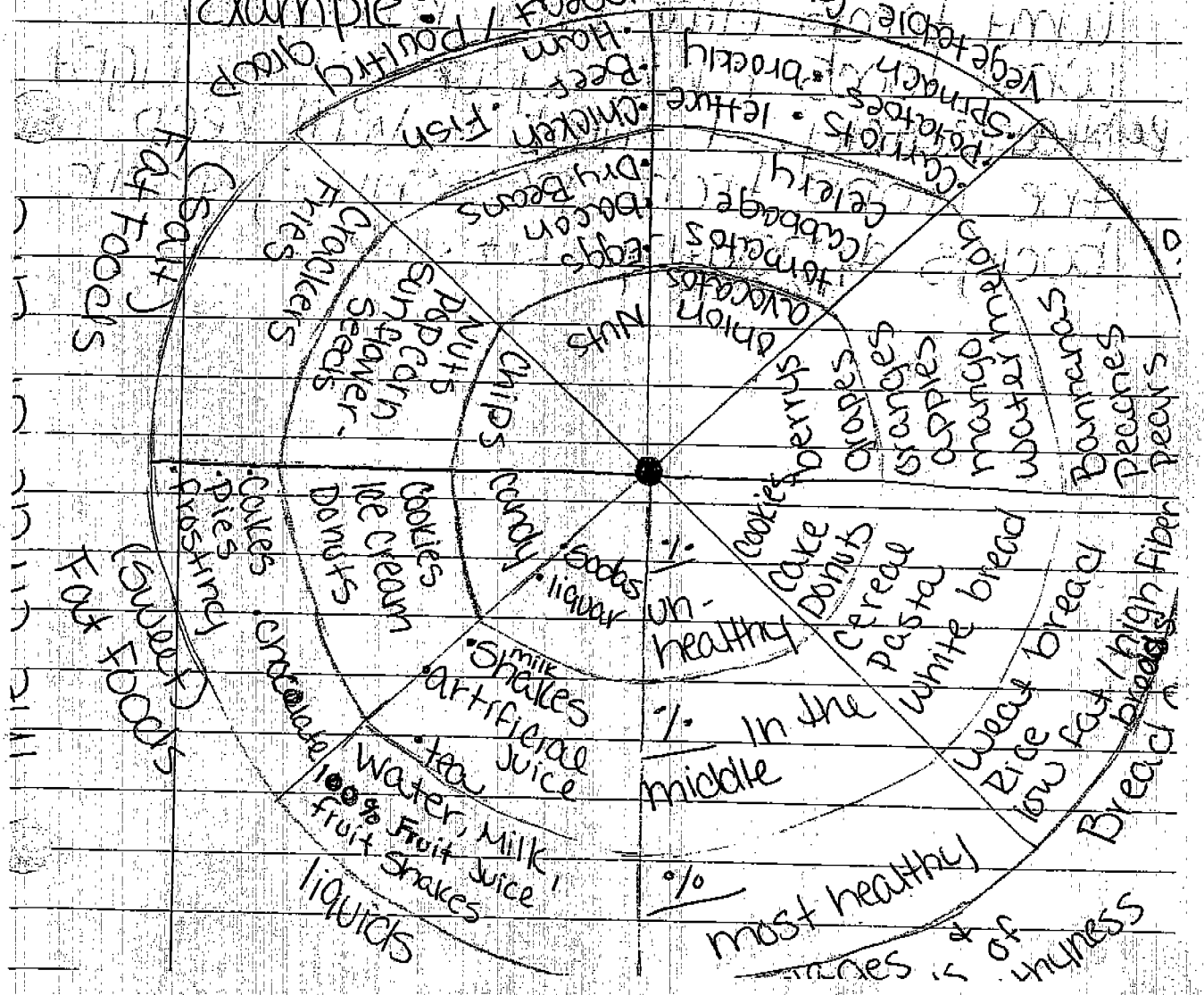
Tuloso - Midway

Corpus Christi, T

Nutrition + Food Science

One of my recommendations would be to make the Food Guide more understandable. Changing the shap and placing the foods in levels le fat to most fat or from least sug most sugar or maybe from less healthy to most healthy

Example:



Maya 5th 5

The key only shows the fats and the sugars. I think they should add salt; because salt is in alot of th foods and I think people should know how much salt they consu

I think they should make a list o the foods that can harm your b what foods clear your mind and what foods make your gain wei ~~drastically~~ quickly. I think it will keep the people from poisoning the bodys & healthy maintain lifestyles.

Jim Tibbetts
Living Foods Technology
Scarborough, Maine

home of the web magazine:
Just Eat An Apple
www.justeatanapple.com

394

July 25, 2004

Tibbetts

The Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive Room #1034
Alexandria, VA 22302

Dear Director Food Guide:

Grace and Peace. I would like to give some comments about the Food Guide Pyramid Reassessment, to their team.

The scientific research has shown for the last 20 years that the protein needs for most humans are between 30 to 36 grams for the average 150 pound man. The NIH back in 1979 showed that the research proved a man only needed 36 grams, but in 1981 they bumped it up to 44 grams and later to 54 grams after the beef industry influenced them (and made an additional 3 billion dollars a year with that increase.)

Independent studies showed the need for 35 grams and European studies showed the need for only 30 grams. The healthiest and oldest lived people in the world are the Hunza's in the mountains of Pakastan and they only eat about 30 grams. They and other long lived cultures only eat mostly milk and cheeze, less then 1% animal protein.

So all of this evidence and more shows clearly that man only needs 30 to 36 grams, but the average American eats 80 to a 120 grams a day. We Americans eat 3 to 4 times the amount of protein that is needed according to the scientific studies. Even if you take the NIH's figures Americans are still eating 2 to 3 times the amount of protein that they need.

For many years Pediatricians have tried to get mothers to keep infants off Cow's milk even asking the dairy to put a notice on the containers, which they will not do. Cow's milk is not even good for adults, and the pasteurization process starts to denature the protein and destroys all water soluble vitamins in milk. There are dozens of studies and reports in medical and scientific journals showing this. Leafy green vegetables are the best place for Calcium!

When the first food pyramid was about to be released, milk was not included on it, and the milk industry objected and went to Congress who forced the USDA Center for Nutrition

postmarked 8/27/04

Tibbetts

Policy and Promotion to put milk on the food pyramid so that the milk industry does not lose business. Is this not true? You even had the pyramid printed up!

If it is true then maybe the USDA Nutrition committee for the pyramid should tell the public the truth and take milk off the food pyramid, regardless of what the politics are involved, your job is to inform the public of the truth, not political pressures.

The same thing holds true for the meat industry, political pressures are trying to influence you to increase the protein needed for Americans. That's because they make an extra couple of billion dollars on an increase in your advertising higher protein needs then are necessary.

I hope the Food Pyramid Committee has enough integrity to speak the truth regardless of what the Beef Industry says, or the Dairy Industry says or the Congress and political influence says to you as a committee. You are scientists committed to the truth and integrity!

Enclosed are several chapters from one of my books (Superior Health A-Z with Living Foods) on these topics, which gives some of the facts and the data and scientific studies and citations. These chapters are to give the documented citations of meat and dairy studies confirming what I'm trying to say here.

The five a day program for fruits and vegetables has gone up to 9 a day and even more. The emphasis on a predominately vegetarian diet is becoming stronger and stronger as the scientific evidence shows that a vegetarian diet is superior over a meat based diet!

I too am involved in a committee: The Vegan Scientific Committee for Space Travel. We are trying to show NASA that a Vegetarian diet is superior for space travel then a meat based diet. They sort of know this already but need to be convinced since they are all meat eaters! I have about 20 or so of the best vegetarian and vegan PhD's and MD's in the country on this committee. We would be very happy to work with the USDA committee to put together a Vegetarian Pyramid Food Guide. Or if you need more evidence or help in restructuring your present meat based food guide and the protein issue, we could help with that too.

About 15 million people in the U.S. population are vegetarian, which is a lot, and the number is growing. So if the USDA is interested in coming out with a Vegetarian Food Guide Pyramid, please let us know. You really do need vegetarians and vegans on such a committee.

Thanks for your time.

Sincerely

Jim Tibbetts

Jim Tibbetts

B - Beef

The medical journal Lancet reports: "Formerly, vegetable proteins were classified as second-class, and regarded as inferior to first-class proteins of animal origin, but this distinction has now been generally discarded." [1] The Food and Nutrition Board of the National Academy of Sciences notes: "Pure vegetarians from many populations of the world have maintained... excellent health." [2]

About half of the 31 million pounds of antibiotics produced every year in the U.S. goes into animal feed to make them fatter. "Because of health concerns over antibiotic-resistant bacteria, several European countries banned the use of antibiotics in animal feed in the 1970's. Our government is still dragging its feet due to money, power and politics." [3]

Not only the food the animal eats affects us but studies have shown that stress on the animal causes biochemical changes: "This metabolic responsiveness to stress alters its composition and thus can not fail to affect its nature as meat." Thus we become part of what we eat including the stress.[4]

Studies are consistently showing that high protein consumption also means higher rates of cancer development. "T. Colin Campbell, a Professor of Nutritional Sciences at Cornell University and the senior science advisor to the American Institute for Cancer Research, says there is 'a strong correlation between dietary protein intake and cancer of the breast, prostate, pancreas and colon.'" Likewise, Myron Winick, director of Columbia University's Institute of Human Nutrition, has found strong evidence of "a relationship between high-protein diets and cancer of the colon.' In *Your Health, Your Choice*, Dr. Morter writes, "The paradox of protein is that it is not only essential but also potentially health-destroying.

Adequate amounts are vital keeping your cells hale and hearty and on the job; but unrelenting consumption of excess dietary protein congests your cells and forces the pH of your life-sustaining fluids down to cell-stifling, disease-producing levels. Cells overburdened with protein become toxic." [5]

Two journal studies showed that excess protein can cause a fluid imbalance and result in kidney damage. "The liver and kidneys are the organs called upon to change excess protein, and too much work puts a strain on them. Because of this extra work the body heat level is raised and the fluid balance is upset. A continued excess may result in damage to the kidneys." [6]

"About 75 percent of the ninety million beef cattle in America are routinely given feed that has been 'enriched' with rendered animal parts. The use of animal excrement in feed is common as well, as livestock operators have found it to be an efficient way of disposing of a portion of the 1.6 million tons of livestock wastes generated annually by their industry. If you are a meat-eater, understand that this is the food of your food." [7]

Mad Cow disease or 'BSE' or CJD the human equivalent (which turns the brain to mush) is because of animals eating other animals put in their feed. The disease has been found in 20 different animals and 12 or more countries. The disease is impervious to high temperatures (680 degrees F), drying and freezing, most disinfectants, and radiation. [8] The incubation period takes two to eight years in a cow before the cow shows any signs of having it. [9] CJD is very similar to Alzheimer's[10] and one report found 50 out of 66 Alzheimer's patients with CJD.[11] Like HIV it can be transmitted through milk. [12] These diseases are fatal, and found in meats.

The early Jewish Scriptures and lifestyle emphasized

kindness to animals: "And you shall walk in His ways." Deut 28.9 "Thou shall not kill." Ex 20.13 "His (Yahweh's) compassion is over all His creatures." Ps 145.9 *Extra*[13]

Endnotes

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1. Robbins, J., Diet for a New America, p. 183, citing: Editorial, *The Lancet*, London, 2:956, 1959.

2. Robbins, J., Diet..., p. 184, citing: Food and Nutrition Board, "Vegetarian Diets," Washington, D.C.,: National Academy of Science, 1974, p. 2.

3. Miller, Protein A Consumer's Concern, Bruce Miller Enterprises, Dallas, TX., 1997, p. 11.

4. Briskey, E.J., et al, The Physiology and Biochemistry of Muscle as Food, (The University of Wisconsin Press, Madison Wisconsin); 1966, p. 157.

5. Malkmus, God's Way to Ultimate Health, Hallelujah Acres Pub. Eidson, TN, 1995, p. 126.

6. Woolsey, Meat on the Menu: Who Needs It?, Review and Herald Pub., 1974, p. 58. Citing: Margaret Doyle, et al., "Observations on Nitrogen and Energy Balance in Young Men Consuming Vegetarian Diets," *American Journal of Clinical Nutrition*, vol. 17 (December, 1965). Newton Evans and E.H. Riley, "High Protein Ration as a Cause of Nephritis," *California and Western Medicine*, April, 1925.

7. Lyman, Howard F., Glen Merzer, Mad Cowboy Plain Truth

from the Cattle Rancher who won't Eat Meat, Scribner, New York, N.Y., 1998; p. 13.

8. Nedley, Neil, M.D., Proof Postive: How to Reliably Combat Disease and Achieve Optimal Health through Nutrition and Lifestyle, p. 211, citing: Brown P. Liberski PP. et al. Resistance of scrapie infectivity to steam autoclaving after formaldehyde fixation and limited survival after ashing at 360 degrees C: practical and theoretical implications. *J Infect Dis* 1990 Mar;161(3):467-472. Freezing - World Health Organization Fact sheet: Bovine Spongiform Encephalopathy (BSE); Fact sheet N113; March 1996.

9. Nedley, Neil, M.D., Proof Positive:, p. 215, citing: Pratt K. Bovine Spongiform Encephalopathy. Update. Animal and Plant Health Inspection Services (APHIS). U.S. Department of Agriculture, 1996 p. 1.

10. Nedley, Neil, M.D., Proof Positive:, p. 215, citing: Barcikowska M, Kwiecinski H, et al. Creutzfeldt-Jakob disease with Alzheimer-type A beta-reactive amyloid plaques. *Histopathology* 1995 Mary;26(5):445-50.

11. Nedley, Neil, M.D., Proof Positive:, p. 215, citing: Smith TW, Anwer U, et al. Vacuolar change in Alzheimer's disease. *Arch Neurol* 1987 Dec;44(12):1225-1228.

12. Nedley, Neil, M.D., Proof Positive:, p. 215, citing: US Dept. of Health and Human Services. Managing Early HIV Infection Quick Reference

Guide for Clinicians: Number 7.. AHCPR Publication No.94-0573, January 1994 p.14. Tamai Y. Kojima H, et al. Demonstration of the transmissible agent in tissue from a

pregnant woman with Creutzfeldt-Jokob disease. *N Eng J Med* 1992 Aug 27:327(9):649.

13. **Extra: B - Beef** "As the sun dawns across North America every morning, the wave of slaughter begins. Each day in the United States nine million chickens, turkeys, pigs, calves and cows meet their deaths at human hands. In the time it takes you to have your lunch, the number of animals killed is equal to the entire population of San Francisco. In our 'civilized' society, the slaughter of innocent animals is not only an accepted practice, it is an established ritual. We do not usually see ourselves as members of a flesh-eating cult. But all the signs of a cult are there." (Robbins, J., Diet for a New America, p. 134)

29. Additional Dangers of Meat

a. Dangers of Excess Protein

Animal protein deteriorates in heating and cooking. When animal protein is heated to 212 degrees, or over 120. It deteriorates into polyscraides which are carcinagines. And then to much protein residue also feeds cancer cells.

"It is important to recall that current experiments suggest that excess protein can be damaging to the kidneys. [1] Researchers also feel that high-protein diets may well contribute to the decline in kidney function that occurs as one grows older and that has been attributed to normal aging.

"Other studies suggest that diets high in animal protein increase one's risk of kidney stones [2] and gallstones. [3] Moreover, the extra ammonia that results from the breakdown of excess protein has even been thought to hasten cell proliferation and to contribute to the development of malignant growths." [4]

"Dr. C. L. Elvehjem in 'Amino Acid Supplementation of Cereal' warns that twice the daily requirement of certain amino acids in food leads to toxic cell disturbance. (a) Dr. Bieler states that one of the main sources of over acidity in the body is an excess of amino acids which disturbs the nitrogen balance. (b)" [5]

"The short term beneficial effects of a high protein diet can be attributed to the following factors. Most people are protein starved. The cells are deficient in protein because the whole interior of the individual from the digestive tract to the finest capillary, as well as cell walls, are coated with extraneous mucus, hardened fats and layers of inorganic mineral deposits with interfere with the transport of amino acids into the interior

of the cells.

"The long term effect of a high protein diet is always bad. It leads to an accumulation of the waste products of protein metabolism, thus acidifying the body. For example, the human liver and kidneys combined have a limited capacity to excrete only about 8 grains of uric acid in 24 hours. However, one pound of meat can generate as much as 18 grains of uric acid. Hence, some uric acid will be left in the body from any one meat meal which will accumulate to produce the disease of gout, rheumatism or the complications of arthritis." [6]

The National Dairy Council keeps promoting that dairy products builds stronger bones but the research shows the contrary. "Osteoporosis is, in fact, a disease caused by a number of things, the most important of which is excess dietary protein! The correspondence between excess protein intake on bone resorption is direct and consistent, even with very high calcium intakes, the more excess protein in the diet the greater the incidence of negative calcium balance, and the greater the loss of calcium from the bones." [7]

"One long-term study found that with as little as 75 grams of daily protein (less than three-quarters of what the average meat-eating American consumes) more calcium is lost in the urine than is absorbed by the body from the diet - a negative calcium balance. In every study the same correspondence was found: the more protein that is taken in, the more calcium that is lost. This is true even if the dietary calcium intake is as high as 1400 milligrams per day, far higher than the standard American diet." [8]

"In other words, the more protein in our diet, the more calcium we lose, regardless of how much calcium we take in.

The result is that high-protein diets in general, and meat-based diets in particular, lead to a gradual but inexorable decrease in bone density, and produce the ongoing development of osteoporosis." [9] This has been reported in numerous articles in the Journal of Nutrition and other sources.

Dr. John McDougall, a leading medical authority, summarizes the medical research on osteoporosis: "I would like to emphasize that the calcium-losing effect of protein on the human body is not an area of controversy in scientific circles. The many studies performed during the past 55 years consistently show that the most important dietary change that we can make if we want to create a positive calcium balance that will keep our bones solid is to decrease the amount of proteins we eat each day. The important change is not to increase the amount of calcium we take in." [10]

"Throughout the world, the incidence of osteoporosis correlates directly with protein intake. In any given population, the greater the intake of protein, the more common and more severe will be the osteoporosis. In fact, the world health statistics show that osteoporosis is most common in exactly those countries where dairy products are consumed in the largest quantities - the United States, Finland, Sweden, and the United Kingdom." [11]

"Carbohydrates are the most important source of food and energy in the world. The FAO/WHO (Food and Agricultural Organization of the United Nations/World Health Organization) suggests that the diet consists of at least 55% carbohydrates. Government and health organizations from around the world concur. The reason is simple. Populations consuming animal-centered diets, rich in fat and protein and low in carbohydrates, have high rates of heart disease, cancer, diabetes, obesity, and other chronic diseases. By contrast, those

consuming plant-based diets, rich in carbohydrates, have significantly lower rates of disease.

The book, Mad Cowboy is by Howard Lyman. He is a fourth-generation dairy farmer and cattle rancher in Montana who ran a feedlot operation for twenty years. "When a cow is slaughtered, about half of its weight is not eaten by humans; the intestines and their contents, the head, hooves and horns, as well as, bones and blood. These are dumped into giant grinders at rendering plants, as are the entire bodies of cows and other farm animals known to be diseased. Rendering is a $2.4-billion-a-year industry, processing forty billion pounds of dead animals a year. There is no such thing in America as an animal that is too ravaged by disease, too cancerous, or too putrid to be welcomed by the all embracing arms of the renderer. Another staple of the renderer's diet, in addition to farm animals, is euthanized pets - the six or seven million dogs and cats that are killed in animal shelters every year. The city of Los Angeles alone, for example, sends some two hundred tons of euthanized cats and dogs to a rendering plant every month. Added to the blend are the euthanized catch of animal control agencies, and roadkill. (Roadkill is not collected daily, and in the summer, the better roadkill collection crews can generally smell it before they can see it.) When this gruesome mix is ground and steam-cooked, the lighter, fatty material floating to the top gets refined for use in such products as cosmetics, lubricants, soaps, candles, and waxes. The heavier protein material is dried and pulverized into a brown powder - about a quarter of which consists of fecal material. The powder is used as an additive to almost all pet food as well as to livestock feed. Farmers call it 'protein concentrates'. In 1995, five million tons of processed slaughterhouse leftovers were sold for animal feed in the United States. I used to feed tons of the stuff to my own livestock. It never concerned me that I was feeding cattle to cattle." [12]

The author (Tibbetts) knows of a woman whose father died in 2000 of mad cow disease in the U.S. He is said to have been one of several in this small mid-western town to have died

of this disease but the industry and government just say that it's an odd occurrence. These events are being covered up.

Herbert Shelton, one of the founders of the Living Foods movement, has some good comments on meat eating. "There was an Australian aborigine who justified his act of killing and roasting his wife by saying: 'she tasted good.' The cannibal goes out and hunts, pursues and kills another man and proceeds to cook and eat him precisely as he would any other game. There is not a single argument nor a single fact that can be offered in favor of flesh eating that cannot be offered, with equal strength in favor of cannibalism."

"It is a curious fact that, while flesh-eaters insist that flesh-food is a source of strength superior to plant-foods, they continue to confine themselves largely to muscle-flesh and this is definitely a deficient food. Not only is it deficient, originally, but by the time the cooks have boiled, broiled, baked, fried and otherwise 'prepared' it, it is even more deficient. It is deficient, both from its losses in cooking and from its changes while in storage. It is replete with putrefactive poisons as well as with normal metabolic waste that was held up in the tissues of the animal at the time of death." [13]

b. A List of Some Problems and Dangers of Excess Protein:

1. Surplus protein ends up being stored as fat. Both meat and cheese have much more fat then protein in them.
2. Animal protein usually contains excess fat and excess cholesterol, these increase the risk of chronic diseases such as: arthritis, diabetes, cancer.
3. "According to a report by the National Research

Council, fat is not the only thing that promotes tumor growth. At the very least, the cancer-stimulating effects of excess fat and protein may turn out to reinforce each other." [14]

4. "Researchers have shown that even purified animal protein, devoid of cholesterol, when substituted for vegetable protein, is associated with a significant rise in serum cholesterol." [15]

5. Protein breaks down into ammonia and urea both of which are possible toxic nitrogen by-products. Ammonia is carcinogenic and urea promotes arthritis.

6. The sulfur by-product needs alkaline reserves to neutralize it, yet most people's SAD diets, are acidic.

7. Bone minerals, calcium and magnesium are used to neutralize sulfur causing a loss of these bone minerals, and possibly causing osteoporosis. [16]

8. "One study showed that even a daily 2,300-milligram supplement of calcium could not compensate for the mineral-robbing effects of excess protein, [17] and many other studies have documented the adverse effects of excessive protein intake on calcium loss as well. [18]

9. Amyloid deposits cause degenerative changes, a shorter lifespan and premature aging from excess protein.

10. Cooking meat creates mutagens which alters the DNA of a cell increasing the risk of cancer and other degenerative diseases.

11. Research suggests that excess protein can be damaging to the kidneys and that high-protein diets may well contribute to the decline in kidney function that occurs as one grows older, usually this is attributed to old age.

12. Other studies suggest that diets high in animal protein increase one's risk of kidney stones and gallstones.

13. The world's food reserves are used up faster by those who eat excess protein since meat protein takes far more food reserves then does vegetable proteins.

14. Meat stirs up lust, anger, greed and other negative

passions of the soul, which increases violence, rape and murder.

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M - Milk is for Cows

Cows milk is for Cows. It helps them grow to 1,500 lbs.!

Dr. Frank A. Oski, M.D. Director, Department of Pediatrics, John Hopkins School of Medicine states: "It is estimated that half the iron-deficiency in infants in the United States is primarily a result of cow's milk inducing gastrointestinal bleeding. This is a staggering figure when one realizes that approximately 15 to 20 percent of all children under the age of two in this country suffer from iron-deficiency anemia. The resultant iron-deficiency anemia makes the child irritable, apathetic, and inattentive. The infant cries a great deal, the mother gives a bottle of milk to soothe him, and the condition continues to get worse. [1]

"Diarrhea and cramps, gastrointestinal bleeding, iron-deficiency anemia, skin rashes, atherosclerosis, and acne. These are disorders that have been linked to the drinking of whole cow milk. So have recurrent ear infections and bronchitis. Yes. Leukemia, multiple sclerosis, rheumatoid arthritis, and simple dental decay have also been proposed. In one study on multiple sclerosis in the United States, they also studied twenty one other nations and the only significant link was between multiple sclerosis and average milk consumption." [2]

Another study found an apparent relationship between heavy milk drinking and anti-social behavior. "It was found that the juvenile delinquents consumed almost ten times the amount of milk that was drunk by the control group. Possibly the consumption of large quantities of milk produced some form of 'protein intoxication' that resulted in crime. 'Who knows what evil lurks in the minds (or stomachs) of men?' " [3] Dr. H.L. Newbold, a psychiatrist, has identified many patients in his practice whose insomnia, anxiety, or depression has been

produced by foods. The food most responsible for the symptoms in both adults and children is whole cow milk." [4]

In Robert Cohen's book, *Milk A-Z*. The book shows how milk can be the cause of: allergies; breast cancer; Crohn's disease; diabetes; ear infections; fat; growth hormones; heart disease; iron deficiency; juvenile illnesses; killer bacteria; lactose intolerance; mad cow disease; nasal congestion; osteoporosis; pesticide intake; rheumatoid arthritis; sudden infant death; tuberculosis; uterine cancer; vitamin D problems; and zits.

"Studies have suggested that bovine serum albumin is the milk protein responsible for the onset of diabetes." [5]
"These new studies, and more then 20 well-documented previous ones, have prompted one researcher to say the link between milk and juvenile diabetes is 'very solid'." *Diabetes Care* [6]

Lactose is a milk sugar and most adults lack the enzyme, lactase which breaks down lactose. "An estimated 50 million Americans experience intestinal discomfort after consuming dairy products. Symptoms include bloating, stomach pain, cramps, gas, or diarrhea." *Postgraduate Medicine* [7]
In the countries where dairy products are consumed the greatest (United States, Finland, Sweden and the United Kingdom) osteoporosis is found to be most common. [8]

"Preference for a diet high in animal fat could be a pathogenic factor, and milk and high fat dairy products contribute considerably to dietary fat intake." *Journal of the American College of Nutrition* [9] "Milk and milk products gave the highest correlation coefficient to heart disease, while sugar, animal proteins and animal fats came in second, third

and fourth, respectively." [10] *Medical Hypothesis* - Survey of mortality rates in 24 countries. *Extra*[11]

There is the prohibition against eating dairy products with red meat in Scripture: Ex 23.19, 34.26; Deut 14.21. Also, whole milk has fat; "Say to the Israelites: Do not eat of any of the fat of cattle, sheep or goats." Lev 7:23

Endnotes

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11. **Extra: M - Milk is for Cows** - Dr. Robert Young PhD. points out, "The idea that dairy products are healthy is pure hype and a cultural myth. While cheese is a product of fermentation, dairy foods also contain residues of hormones and fungally based antibiotics, as well as yeast, fungus, mold, and mycotoxins (cows are fed stored grains). Dairy is also the leader of all foods in being mucoid-forming. It just gums you up. In addition, milk and especially cheese contain lactose (milk sugar). Eight ounces of milk have approximately twelve grams of lactose that can break down into yeast, fungus - feeding sugars. If all that isn't enough, pasteurization (based on the fast germ theory) destroys any enzymes that might be

there to begin with, and makes the milk "sick". Sick milk will rot and stink if left out, proving that

pasteurization doesn't even work (can't kill microzymas), whereas raw milk will curdle naturally, and is still 'edible.' Last but not least, dairy is highly acid-forming. Add the influence of a variety of refined sugars to the above, and you've got a real winner: ice cream." Young, Robert, O., *Sick and Tired*, p. 90-91

P - Poultry Plus?

Animals are given antibiotic-laced feeds to help make them fatter and not just because they may be sick. About half of the 31 million pounds of antibiotics produced every year in the U.S. goes into animal feed. About 80% of the poultry and 75% of the pigs get antibiotics to make them bigger. "Because of health concerns over antibiotic-resistant bacteria, several European countries banned the use of antibiotics in animal feed in the 1970's. Our government is still dragging its feet due to money, power and politics, not science! Besides penicillin and tetracycline in meat, you also can get nitrofurazone (and other nitrofurans), and sulfamethazine (along with other sulfa drugs). These can increase the risk of cancer." [1]

Of the major types of disease-causing bacteria and parasites found in food, nearly all have been found in meat or poultry. "Poultry in America is commonly contaminated with salmonella. The USDA says that about one-third of raw chickens are contaminated with salmonella. But some unbiased experts say 50 to 90 percent of poultry leaving the plant are contaminated. In 1990, the University of Wisconsin screened over 2,300 laying hens from three flocks. They found only eight birds that were not infected with campylobacter, another "bug" that causes food poisoning." [2]

"Poultry seems particularly prone to contamination with campylobacters; 80% of chickens and 90% of turkeys carried through a typical slaughterhouse produced positive cultures for it. [3] Complete cooking can kill most of these microbes and bacteria that are found in poultry. But campylobacters survive freezing and "chicken that appears pink and underdone is the most likely source of infection." [4] Thus sandwiches and salads that have chicken and turkey meat without being cooked properly should be avoided.

Inspectors inspect chickens at a rate of one every two seconds or so, as they speed by the inspectors on hooks. But these inspections do not detect bacterial, antibiotic or other chemicals or toxin contamination. The USDA only uses tests that detect about 40 of the 227 different pesticides used on meat.

"Before 1950, antibiotics were not used but today chickens have a steady supply of sulfa drugs, hormones, antibiotics and nitrofurans. Veterinary drugs are used on every food-producing animal and many of these thousands of new drugs have not been tested. Over 90% of the chickens today are fed arsenic compounds." [5] One of the dyes injected into chickens is used so that their meat and yolks will appear to be a "healthy looking" yellow.

"You may wonder whether you'd be better off eating turkey. Sorry, but the methods applied to the factory production of poultry and eggs are also applied to other birds, such as turkeys, geese and ducks. All these birds are treated with equal disdain for their natural urges and needs, and equal fixation on using them for profit. They are debeaked, stuffed in wire cages, and fed the same sort of unnatural diet as chickens, complete with chemicals, drugs, and antibiotics." [6] *Extra*[7]

The meat of poultry is the same muscle fiber as the meat of beef and has the same acidity. Stay away from beef but if for some reason you have to eat poultry, eat organic poultry, free range, which does not have these hormones and chemicals.

"Brothers, I do not think of myself as having reached the finish line. I give no thought to what lies behind but push on to what is ahead. My entire attention is on the finish line as I run toward the prize to which God calls me - life on high in Christ Jesus. All of us who are spiritually mature must have this

attitude." Phil 3.13-15

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7. **Extra: P - Poultry Plus?** Until 20 years ago, meat was a largely uncontaminated product. Few chemicals found their way into the chops, steaks and roasts you put on your table. But

today, one of the fastest-growing - and most potentially dangerous - developments in agriculture is the use of a host of new chemicals in feed, livestock medication and meat processing. A recent headline points up the new trend: 'Livestock Thrive on Chemical Diet.' Like a whirlwind, chemical feeding is taking over. The animals and poultry we eat have become as chemicalized as the plant products now on the market.

O - Optimum Health

Optimum Superior health come primarily from a superior or optimum dietary lifestyle! Exercise, rest and other factors like stress are important but the key is your diet. In the long run, it is diet that determines superior and optimum health!

The average life expectancy in Hunza is between 85 and 90 years old and many live to be a healthy 110 to 125. "The longest-lived populations in the world are accepted generally to be the people of Hunza in northern Pakistan, Vilcabamba in Ecuador, and Georgia in Russia. An analysis of these people's living habits carried out under the auspices of the National Geographic in 1971 by Dr. Alexander Leaf [chief of medical services at Massachusetts General Hospital in Boston] provided a good reason why they outlived people of the Western world. The traditional diets of these long-lived (by our standards) people contained only half to two thirds the calories of the average American intake, about a quarter the amount of fat and half the protein. Their carbohydrate intake was about the same but was unprocessed instead of processed. As well, these people got more outdoor exercise and were less subject to stress than Americans." [1]

Extra [2]

"In Abkhazia, Dr. Leaf met a 130-year old woman still very active, in Hunza, he found a 110-year old man who did a full day's work in the fields. In Vilcabamba, he interviewed a 123-year old man who had retired as a hunter 50 years ago, and now was actively engaged in farming. The factors mostly responsible for their long life are: 1) their total low-calorie diet, an average of 1900 calories a day, and 2) their predominantly vegetarian diet (only 1 percent of their protein intake come from animal sources). Dr. Leaf says: 'I returned from my travels convinced that vigorous, active old age, free from debility and senility, is possible.' " [3]

"The healthiest people in Latin America, with the longest life expectancy, are the Yucatan Indians, who never eat meat. Vilcabamba inhabitants in Ecuador show the largest number of centenarians of any place in the world - 1098 for every 100,000 people! According to Dr. Alexander Leaf, M.D., their average protein intake is 35-38 grams a day, and the total caloric intake is only 1200 to 1360 a day. They are almost 100 percent vegetarians." [4] This superior health is also enjoyed by world class athletes whose diets are partially or totally vegetarian.

About 70% of our energy goes into digesting food. Raw Fooders sleep an average of 2 to 3 hours less than they were accustomed to, that is 14 to 21 hours a week saved! Long term raw fooders, over ten years, usually need only 3 to 5 hours sleep. Most people on Living foods claim they have more energy, endurance and alertness, and they have little to no body odor. In addition most people into living/raw foods get bitten by mosquitoes very seldom or not at all! Extra [5]

Many other claims of superior health could be made, especially the lack of illness and degenerative diseases: vegans have 77% less degenerative diseases than the average American and vegetarians have 55% less. Raw/Live Fooders have even less illness and disease because they don't cook the food, thereby destroying the enzymes, as well as many vitamins and nutrients. Most raw fooders never get seriously sick.

The strongest animal in the world, pound for pound, is the gorilla. He is a raw vegetarian! All the biggest and strongest animals - the elephant, the buffalo, the horse, etc. are raw vegetarians. Animals in the wild do not cook their food and most won't eat man's cooked foods, which makes them sick.

"Do not conform yourselves to this age but be transformed by the renewal of your mind, so that you may judge what is God's will, what is good, pleasing and perfect." Rom 12:2

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2. **Extra: - Optimum Health** - Dr. Jay Hoffman and his wife visited the Hunza's to do research on them under the auspices of the National Geriatric Society. In his book he answers several questions about the Hunza people.

Q. What is the age of the oldest person in Hunza land? A. Some of the men in Hunza are 120 and over. However, there have been isolated cases where men lived as long as 140 years.

Q. If people in Hunza do not have disease, how do they die? A. They die of old age. A man over a hundred years of age can be working in the fields, come home at night, go to sleep, and if it is his time to die, de does not wake up in the morning. He simply dies of old age, without disease and suffering.

Q. Who lives longer in Hunza, the men or the women? A. The men live longer by a few years than do the women. This is the only country in the world where men live longer than women.

Dr. Hoffman cites: "Scientists Forecast 120-Year Span" "Copenhagen, Denmark, August 24 (Reuters) - They haven't found the Fountain of Youth yet, but more than 1,000 scientists at a convention on old age here have agreed that even without it the human life span soon should average 120 to 130 years. The subject of growing old was

discussed at the Sixth International Gerontology Congress of scientists from throughout the world... More then 500 papers were submitted to the congress." From the many medical statement quoted above, it is quite clear that man can live to 120, and even as much as 140, if he abides by the health principles or laws of nature.

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5. **Extra: O - Optimum Health** - It's been suggested that it is the B complex that is a natural anti-repellent for mosquitoes. It works with raw vegans who have achieved an optimum diet, and mosquitoes seldom if ever bite them.

V - Vegetarianism

Consensus in the medical and academic community takes a long time. It took 30 years to prove that high cholesterol levels cause heart disease. When there's a majority of clinical studies present then there is a very good chance it is true. For over 30 years, studies (scientific, cross-cultural and historical) have been done on vegetarians and have proven time and time again that a vegetarian and vegan diet is healthier than a diet that includes meat. The living foods vegetarians are the healthiest.

To quote a few of the many studies: Vegetarian diets low in fat or saturated fat have been used successfully as part of comprehensive health programs to reverse severe coronary artery disease." *Journal of the American Medical Association* [1] In a study of more then 10,000 vegetarians and meat-eaters, British researchers found that the more meat consumed, the greater was the risk of heart attack. [2]

The Seventh Day Adventists are a group that has been studied because of their beliefs and diets. In a medical journal, Dr. Jeremiah Stamler, a cardiologist was talking about lifestyles and demonstrated with statistics on death rate quotes. He noted that: "An additional comparison has recently become available, with data on mortality for three groups of California Seventh Day Adventists (non-vegetarian, lacto-ovo-vegetarian and pure vegetarian) compared with the California general population. Seventh Day Adventists have lower mean serum cholesterol levels than Americans generally. For 47,000 Seventh Day Adventist men (aged 35 and over, age-sex-standardized) mortality rates were 34% lower for non-vegetarians, 57% lower for the lacto-ovo-vegetarians and 77% lower for the pure vegetarians compared to the general population. The results were evident that the strict dietary

your heart, with all your soul and with all your mind and with all your strength. This is the greatest and the first commandment. The second is like it: You shall love your neighbor as yourself." Matt 23:36-39
Mk 12:30

Endnotes

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2. Akers, Keith, A Vegetarian Sourcebook, p. 57. Citing: J. Brody, "New Research on the Vegetarian Diet," in *The New York Times*, October 12, 1983.

3. "The Seventh Day Adventist: Why do They Live Longer?" *Health Quarterly*, (Nov/Dec 1981).

4. **Extra: V - Vegetarian**. (a) A study by "Dr. C. L. Elvehjem in 'Amino Acid Supplementation of Cereal' warns that twice the daily requirement of certain amino acids in food leads to toxic cell disturbance. (B) Dr. Bieler states that one of the main sources of over acidity in the body is an excess of amino acids which disturbs the nitrogen balance. " (c) "Nutritional Experiments by W. Lintzel showed that plant proteins are more efficient than animal proteins in maintaining the nitrogen balance in adults. His experiments showed that smaller quantities of potato and rye grain protein were required than protein from milk, egg or meat." (Kulvinskas, Viktoras, M.S., Survival Into the 21st Century, 21st Century Publications, Woodstock Valley, CT., 1975, (a) Elvehjec C.C. "Amino Acid Supplementation of Cereal" *Cereal Science Today*, p. 162-64, 1956. (b) Bieler, H., M.D., Food Is Your Best Medicine,

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Z - Zealous for Real Food

People who are zealous for raw and living foods are able to benefit themselves and many others. A German raw fooder, Dr. Johann Georg Schnitzer has helped many people learn to eat living foods and did a major study showing its benefits. Following are a few of the benefits in his monumental study.

The study involved 4702 people and their 2700 children who were questioned on how they had become healthier, more efficient and content. The Schnitzer-Report is 548 pages with tables, graphs and statistical analysis by the Institute for Demoscopy in Germany, about people following the Schnitzer-Nutritional recommendations.[1]

For the problem of constipation: 26.1% were troubled with constipation less often; 68.7% never again. Among men: 16.2% were constipated less often, 78.9% no constipation again.

After switching nutrition systems, there were (among adults) 65.6% with fewer colds, 27.5% with no more colds at all. Among the children, there were 74.5% with fewer colds, 11.9% no more colds at all. The incidence of influenza among adults after change in nutrition: 39.1% fewer, 54.3% not again. With children the incidence of influenza was 38.8% less often, 50.3% not again.

A remarkably high percentage of the families practicing Schnitzer-nutrition reported that their children did not get the usual children's diseases. The basis of our statistics are one thousand and nine hundred and seventy eight families with a total of 2700 children. Scarlet fever did not affect 96.8% of these children; 89.7% of the children were spared the German measles; 85.1% didn't get the chicken pox; 81.7% didn't get

the measles; 69.8% had no children's diseases at all. And the psychological disposition of these children also improved.

After the nutritional change-over, out of 4702 people: 49.7% had less tooth decay; 36.8% had no more tooth decay; 39.2% report an improvement with their gum problems; 33.2% have no more gum problems at all. Among the 2700 children 77.9% encountered less frequent or no more tooth problems.

On the veggie diet, among the men: 92.7% felt more productive than before the change and 71.2% are tired less often. Among the women, they became more energetic after the change-over: 91.7% indicated greater productivity; 76.6% were tired less often; 17.8% never felt tired again.

By examining the dental structure, it is possible to recognize the exact nutrition form for which an organism is adapted by nature. Dr. Reichard Lehne in his comparative anatomy studies of teeth, came to the conclusion that, according to the structure of their teeth, human beings are "Frugivores", fruit eaters. The term 'fruit' isn't meant to describe the varieties of fruit found in abundance today (they are the product of cultivated growing and have only been in existence for a few decades or centuries). What is meant are seed and nuts, tubers and root nodules, and leaf shoots and sprouts. The human dental anatomy is constructed and ideally suited for breaking up these natural food sources. [2]

"It is my view that the vegetarian manner of living, by its purely physical effect on the human temperament, would most beneficially influence the lot of mankind." Albert Einstein [3]

In the beginning in the Garden of Eden Adam and Eve were raw vegetarians: "God said, 'See, I give you all the seed-bearing plants that are upon the whole earth, and all the trees with seed-bearing fruit; this shall be your food." Gn 1.29

Endnotes

1. Schnitzer-Report, Dr. J.G. Schnitzer, Der 'Schnitzer-Report', 'Gesund und vital durch Schnitzer-Kost', 4702 people give accounts of their successes, 548 pages, tables, graphs, reference-index; statistical analysis by the Institute for Demoscopy in Allenbach; Schnitzer KG Verlag (publishers), D-7742 st. Georgen, Black Forest, West Germany.

2. Ibid., Schnitzer, p. 45.

3. Albert Einstein, letter to Vegetarian Watch-Tower, quoted in Why Vegan, Pittsburgh, PA. 1998.

AUG 31 2004

Pivonka 1 of 12

395

Wilmington, Delaware

August 27, 2004

Eric Hentges, PhD
Director, Center for Nutrition Policy and Promotion
Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

RE: Federal Register Doc. 04-15710, Vol. 69, No. 133; Center for Nutrition Policy and Promotion; Notice of Proposal for Food Guide Graphic Presentation and Consumer Education Materials; Opportunity for Public Comment

Dear Dr. Hentges:

The Produce for Better Health Foundation (PBH) commends USDA's Center for Nutrition Policy's (CNPP) Food Guide Pyramid Reassessment Team for their important work on the reassessment of the Food Guide Pyramid (FGP). We recognize the difficult task of adhering to the science while providing tools to help consumers make healthy food and beverage choices. PBH appreciates the commitment of CNPP to base the Food Guidance System (FGS) on sound science as well as assure that such a system conveys important messages, like the need for consumers to increase their intake of a variety of fruits and vegetables, in an easy-to-understand format familiar to consumers.

Based on the recent meeting of the Dietary Guidelines Advisory Committee as well as the open meeting you convened to gather public input regarding the FGS, PBH has one overarching recommendation highlighted below. We have also addressed the questions that were raised in the federal register notice.

PBH's Primary Recommendation

PBH recommends that stronger emphasis be placed on the role of fruits and vegetables in the final graphic that USDA develops. Specifically, based on the meeting of the Dietary Guidelines Advisory Committee in mid-August, we recommend that the words "5 to 13 servings" accompany the new Food Guidance System graphic and that fruits and vegetables figure more prominently in both the graphic and core messages. If the pyramid shape is maintained, fruits and vegetables should be at the base of the pyramid as a "stand-alone" category to reflect their prominence and higher serving number than any other category.

postmarked Aug 27, 2004

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Wilmington, Delaware

We make this recommendation for the following five reasons:

One: the 2005 Dietary Guidelines Advisory Committee stands poised to recommend, as part of the 2005 Dietary Guidelines, that consumers increase their intake of fruits and vegetable to 5 to 13 servings a day. This recommendation was made in part due to the analysis of CNPP in the development of the scientific underpinning of the food guidance system. As is stated in USDA's own information regarding the reassessment of the Food Guidance System:

> "USDA's current food guidance system, the Food Guide Pyramid, is being reassessed. The overall purpose of the reassessment is to ensure that the food guidance system reflects the *latest nutritional science* and to improve the educational tools that assist consumers in making healthier food choices. USDA expects to release the new food guidance system early in 2005."

It is imperative that USDA hold firm to its commitment to assure that the food guidance system reflect the latest science. The latest science, as the expert Dietary Guidelines Advisory Committee has determined, is that consumers should eat 5 to 13 servings of fruits and vegetables a day.

Two: Current intake for fruits and vegetables is low. Of all the key dietary recommendations, consumers do the worst in meeting the fruit and vegetable guidelines; therefore, they need to be prominently emphasized.

Three: All age and sex groups show a lack of variety in their fruit and vegetable intake. So, not only are consumers under-consuming fruits and vegetables, but they're not eating the variety they should. Just 6 fruits and vegetables make up 50% of all the fruits and vegetables consumed by Americans.

Four: Fruits and vegetables play a critical role in disease prevention and health promotion. The science supporting this important role continues to grow. Fruits and vegetables can also assist with weight management. When paired with activity and used as a substitute for energy dense, less nutritious foods, fruits and vegetables play an important role in weight maintenance and reduction. Upbeat messages about eating more fruits and vegetables are a welcome relief from more restrictive approaches.

And Five: Fruits and vegetables play a critical role in meeting the new Institute of Medicine (IOM) recommendations for fiber and potassium. These new levels can not be met without increasing fruit and vegetable intake.

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For these five reasons, PBH urges USDA to assure that any Food Guidance System needs to better reflect the higher number of servings (5 to 13) and place fruits and vegetables more prominently in the graphic – at the base of the pyramid if the pyramid is maintained. We realize that telling consumers to eat 5 to 13 daily servings of fruits and vegetables may sound daunting to some. However, most consumers will fall in the 5 to 10 servings a day, with the higher levels for those individuals consuming over 3000 calories/day. Focus group research by the National Cancer Institute with men showed that if you show men what 9 servings a day looks like on a food tray, they agree that they can consume that in a day. Many consumers are unaware of portion sizes.

PBH comments to specific questions raised in FR notice

1. Advantages and disadvantages of retaining current shape for graphic and other potential shapes to use as a representative of the overall Food Guidance System.

The current pyramid graphic has attained a high level of recognition and is generally perceived as an icon for healthy eating. However, current dietary practices and the obesity epidemic indicate very few consumers – only 2 to 4% – actually meet its dietary recommendations. In short, the current graphic has not been effective in helping Americans choose a healthy diet. Recent findings indicate that most diets are too high in refined grains and added sugars and fats. In addition to failing to meet the minimum requirements for the pyramid food groups, many children and adults are also failing to meet their requirements for vitamins, minerals, nutrients, and fiber.

We are not opposed to alterations in the graphic, but feel it is essential to build on the equity of the Food Guide Pyramid to convey to consumers actionable messages for which current dietary practices are particularly poor. We must go beyond providing a formula for healthy diets and call out the most significant dietary changes Americans need to make – including an increase in fruit and vegetable intake. At the very least, the proportion of the diet that should be fruits and vegetables should be conveyed graphically compared to other foods, with 5-13 servings in supporting documents.

Promote Consumption of At Least 5 to 13 Daily Servings of Fruits and Vegetables

As pointed out in the previous section, the Dietary Guidelines Advisory Committee stands poised to make the recommendation for consumers to eat at least 5 to 13 servings of fruits and vegetable a day, depending on their calorie needs. Given this increased emphasis on fruits and vegetables, the new Food Guidance System must better reflect the current science and place fruits and vegetables more prominently in the graphic. If the current shape of the pyramid is to remain, fruits and vegetables should form the base to more accurately reflect the increased number of servings as determined by the Dietary Guidelines Advisory Committee.

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Of all the areas in which consumers fall short of meeting federal dietary guidance, they are doing the worst in the fruit and vegetable category. CNPP's own graphics that represent where consumption is and where it needs to be show that consumption of orange and green leafy fruits and vegetables is far below recommended intake levels. CNPP's charts (attached) show that:

- ✓ Adult women and men must increase their dark green vegetables by 330% and 406% respectfully, in order to meet the existing Food Guide Pyramid recommendations.
- ✓ Women and men must increase their orange vegetables by 235% and 217%.
- ✓ Consumers on average need to increase their fruit intake by 127% for women and 190% for men in order to meet government dietary recommendations.

Across the board, consumers in all age groups – from the very young to the elderly – are not meeting dietary recommendations for fruit and vegetable intake. Therefore, in order to start moving consumers beyond the basic recognition phase of the pyramid, PBH strongly urges that the graphic and key messages focus on those areas in most need of change. This is a more targeted and cost-effective approach to change behavior and puts the pyramid concepts into actionable steps.

Not only do fruits and vegetables need to be more prominent in the graphic because of low intake patterns among all age and sex groups, but also because of the role they play in promoting health, preventing numerous chronic diseases, such as heart disease, cancer, and stroke, and assisting with weight loss when paired with activity and used as a substitute for energy dense, less nutritious foods. Fruits and vegetable also play a critical role in meeting the new IOM recommendations for fiber and potassium. PBH strongly recommends that the words "5 to 13 servings" accompany the revised food graphic.

PBH also agrees with a couple of the oral comments made on August 19th regarding the use of the word "beans" in place of "legumes" or "dry beans." Many consumers do not understand the term legumes and if we are to increase their consumption, we recommend that USDA use terminology that is consumer friendly.

Emphasis on Foods in Their Lowest Fat/Sugar/Sodium Form

USDA has based the scientific underpinning of the current pyramid on foods that are in their lowest fat form with minimal fat, sugar, and added sodium. This important concept has not been well communicated via the graphic or supporting documents, resulting in consumer confusion and increased caloric intake. PBH recommends that the words "lean" and "fat free" or "low fat" appear on the graphic itself in the meat/protein and dairy categories, respectfully, to better emphasize this concept.

In the same vein, emphasis needs to be given on consuming fruits and vegetables that have been minimally processed with little or no added fats, salt, and sugar. Americans already consume an overabundance of fried

5 of 12

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potatoes as a percentage of their vegetable intake. The CNPP charts (attached) show that adult women need to decrease their starchy vegetables by 18% in order to meet the existing Food Guide Pyramid recommendations.

Alternative Shapes
PBH does not support the pyramid graphic proposed by some that has all the food groups represented in a vertical manner with best choices at the bottom and less healthy choices at the top of the pyramid. This graphic will not help consumers choose foods wisely. The bulk of a healthy diet should be based on a plant-based foods of fruits, vegetables, legumes, and whole grains. Having all food groups represented in the base of the pyramid will be misleading and confusing. Almost all fruits and vegetables belong on the bottom of the graphic, not at all various levels. This proposed graphic would indicate varying levels of nutritional quality for fruits and vegetables for which there is no scientific basis.

2. Usefulness of the proposed strategies to highlight both motivational/awareness and educational messages.

PBH does support a more individualized approach of providing consumers with information based on their individual needs and through multiple channels. We also concur that one graphic alone cannot communicate the many dietary messages, including variety, moderation, serving sizes, portions, energy density, etc. that are important concepts for consumers to embrace.

However, we do have concerns regarding an approach that depends, in large part, on consumers taking extra steps to gather additional nutrition information. While consumers who are already concerned about their health may be motivated to seek further guidance and more specific information to help them continue to make sound choices, the majority of Americans who are not at that level, and arguably the very individuals that would benefit from the information, will not take the extra steps to seek further guidance. In which case, the proposed FGS will in fact be less effective than the current pyramid. Consumer testing is needed to evaluate the effectiveness and reach of interactive tools, such as a USDA website or CD-rom.

We urge CNPP to conduct focus group testing and a thorough review of the literature to better support a system that relies on consumer motivation and interest to make changes in dietary practices. We need to examine the perceptions and barriers people have for eating a healthier diet and better understand their unwillingness or inability to put into practice sound dietary advice. Most people recognize the importance of eating fruits and vegetables, yet only 26% of Americans eat 5 or more servings a day.

3. Advantages and disadvantages of the plan to individualize guidance in contrast to "generalized" messages.

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See responses to #1 and 2 above.

PBH urges CNPP to consider developing general messages that highlight areas that consumers are especially in need of improving. As stated in our response to #1 above, there are certain dietary guidance recommendations in which consumers are performing particularly poorly, primarily fruits and vegetables.

Despite efforts on the part of federal agencies as well as the private sector, the gap between federal consumption recommendations and consumer fruit and vegetable intake is substantial. PBH estimated that at the current rate of intake, it will take 128 years to close the gap between fruit and vegetable intake and the existing fruit and vegetable recommendations. (Ref. The Fruit and Vegetable Challenge: How Federal Spending Falls Short of Addressing Public Health Needs, Produce for Better Health Foundation, a report developed by M&R Strategic Services for the Produce for Better Health Foundation, April, 2002).

- Only 38% of all individuals consumed the recommended number of servings of vegetables.
- Only 23% of all individuals consumed the recommended number of servings of fruit.
- The numbers are worse for children, teens, young adults, and low income families.

(Source: CSFII, 1994-1996).

In addition, despite the public health recommendations urging Americans to eat a variety of fruits and vegetables, only a limited number of fruits and vegetable are actually consumed. For example:

- French fries were the commonly consumed vegetable for infants and toddlers 15 to 24 months. (FITS Study).
- Fried potatoes, including French fries, make up 22% of vegetable servings for adults 20 and older and 46% for children 2 to 19 years old. (NHANES, 2000).
- Only 3 vegetables (potatoes, iceberg lettuce, and canned tomatoes) accounted for almost half (48%) of vegetable consumption in 2000. (Putnam, et al, 2002).
- Only 3 fruits (oranges, apples, and bananas) contributed one-half of total daily fruit servings in 2000 (Putnam, et al, 2002).

Given the prominence of fruits and vegetables in the current Food Guide Pyramid and draft Dietary Guidelines for Americans, their important role in disease prevention and health promotion, the significant gap between recommended intake and actual intake, and the lack of variety currently consumed, PBH urges CNPP to develop general messages that alert consumers to the need to increase fruit and vegetable intake. PBH will be glad to work with CNPP on such messaging strategies. For example, "Parents who eat a variety of fruits

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and vegetables daily are teaching their children an important behavior they are likely to imitate, and one that can provide them with disease-fighting benefits for a lifetime" is a message targeted to parents to get across the importance of setting a good example for their children. Another example is, "Eating delicious fruits and vegetables in place of calorie-rich foods that are high in total fat, saturated fat, trans fat, and sugar, along with regular physical activity, may help with weight control."

PBH's Color Way campaign has provided an excellent way to communicate both variety and quantity to consumers in an easy-to-understand format. This color campaign encourages adults and children to eat fruits and vegetable from each of the different color groups as well as within each color group to increase the variety and quantity of fruits and vegetables consumed. PBH has tested the concept of using color as a way to think about variety when selecting and eating fruits and vegetables in a number of focus groups. This concept has been well received by all age, sex, and ethnic groups. PBH will be glad to work with CNPP in developing messaging that communicates important fruit and vegetable concepts to consumers.

Improve Coordination Among Key Government Agencies

PBH urges CNPP to work closely with the Food and Drug Administration (FDA) in coordinating strategies to promote health via the food label. FDA has taken significant steps to encourage the use of diet-specific health messages including qualified health claims and dietary guidance statements. Last July they announced a new framework for the review of health messages as part of its Consumer Health Information for Better Nutrition Initiative. The central focus of FDA's recommendations is to provide more and better information to consumers on how food choices can affect health. The benefit of eating a diet rich in fruits and vegetables to reduce the risk of some cancers and other chronic illnesses was highlighted as one of three key areas for FDA focus.

As part of that initiative, FDA announced a dietary guidance statement for fruits and vegetables (June 2003) that reads:

> "Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases."

We urge CNPP to work closely with FDA in developing a coordinated strategy that provides consumers with information to help them consume a healthy diet, and builds on information already in place on food labels. One strategy may be to use the existing health claim and dietary guidance messages as a starting point for general messages, and to have the simplified pyramid graphic appear near such statements. PBH suggests that CNPP work with FDA to develop a new set of standards to define the use of the revised dietary guidance symbol on food packages. FDA has experience in setting standards and monitoring use of statements and

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symbols on food packages. Efforts to communicate key health messages to consumers should be coordinated with agencies that have specific experience in that area.

PBH also urges CNPP to coordinate activities with Health and Human Services' "Steps to a Healthier US." Social responsibility to ensure that policy makers support programs that foster healthy behaviors and prevent disease is a key component to this initiative, along with personal responsibility for the choices Americans make. Dietary guidance is needed to help consumers make wise choices everywhere they eat.

Individualized Approach
Noting the concerns outlined in #2 above, PBH supports the development of interactive, personalized guidance tools. These tools should include lists of foods that are good/excellent sources of vitamins, minerals, fiber, and major phytochemicals. Added attention should be given to those nutrients that the Institute of Medicine has identified as areas that most consumers fall short, such as fiber and potassium.

4. Advantages and disadvantages of the planned focus on core messages in contrast to use of a graphic to represent educational messages.

PBH supports the proposed approach in theory, but as stated above, more evidence is needed to suggest consumers will actually take the extra step to gather additional information via the more informative Food Guidance System. We recognize that not all messages can be adequately displayed in one graphic. However, there is still a need for a graphic that does represent the food groups, portions sizes, etc. This may not be the best graphic to be displayed on food labels, per se, but used more in educational settings and can be supplemented with additional, more detailed tools and messages.

The Graphic as a Symbol.
As stated in the federal register notice, the proposed plan is to simplify the graphic and use it as a symbol, to identify food guidance massages and materials and to remind consumers to make healthful food choices. If a simplified pyramid symbol is developed, it is important to recognize that this symbol represents a nutrition/health "icon" and that strong standards and guidelines should be developed for its use. PBH strongly suggests that criteria be developed that specifies very clearly how and where this symbol can be used so that its use encourages the consumption of healthy foods, including lean meats, whole grain products, fruits and vegetables, nonfat or low fat milk and milk products, and other nutritious foods. Additionally, government agencies need to monitor the use of this icon to ensure that it is used in compliance with the established standards.

The use of this symbol should be limited to products that consumers are recommended to consume more often. The current pyramid can appear on anything from 100% orange juice and fiber-rich whole grain

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products to sugar-sweetened drinks, breakfast-tarts and high fat crackers. Since there are no criteria for the pyramid's use and it appears ubiquitously on many food products regardless of their nutritional quality, it is not effective in helping consumers make wise food choices. Therefore, if USDA intends for the symbol to mean something to consumers, guidelines must be established and its use must be better controlled.

5. Key components for effective interactive educational tools.

PBH urges CNPP to look at the research surrounding "stages of change" to determine what percentage of Americans are likely to pursue additional information, and how best to address those millions of Americans who are not apt to take extra steps to seek nutrition guidance. PBH also cautions that while modern technology and the use of the internet has allowed many Americans to have access to computers and the web, millions still do not. Therefore the FGS must take into consideration both the likelihood of Americans to take extra steps to gather more nutrition information, as well as their ability to access the information via the internet or that is contained on CD-ROMS.

PBH has been working with research and education specialists to develop a web-based worksite wellness program to reach employees with health messaging at their place of work. Some of the key learnings from this project include the recognition that web designers need to add new information to a website on a regular (weekly or daily) basis to keep people coming back to the site and that "teasers" via email are helpful in drawing people to various sections of the website that are content rich that may not be visited otherwise.

6. Channels of delivery for the Food Guidance System.

See response to #5 above. PBH also urges CNPP to develop social marketing campaigns to communicate important nutrition information to consumers. Social marketing can be a cost-effective and efficient approach to reaching a large target audience with health-promotion messages.

A study of the use of billboards that promoted fruits and vegetables in Modesto, CA found that stores nearest the 5 A Day billboards had between a 4% and 20% increase per fruit and vegetable produce sales, compared with control stores in the chain that were not located near the 5 A Day billboards. (Reference: Increasing Fruit and Vegetable Intake Through Innovative Marketing. Nutrition Today, Jan/Feb. 2003). CDC's VERB campaign has also been effective in influencing activity behaviors of youth. There are countless other social marketing examples that we urge CNPP to consider as it develops strategies to influence behavior and promote healthy choices among consumers. These and other successful models should be explored before resources are spent on pamphlets or posters that are not as far reaching or behavior-focused.

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In summary, in order to move consumers beyond simply recognizing the pyramid, the graphic and key messages must focus on those areas in most need of change – including the encouragement to consumers to eat more fruits and vegetables. This more targeted and cost-effective approach to behavior change puts the new food guidance system concepts into actionable steps.

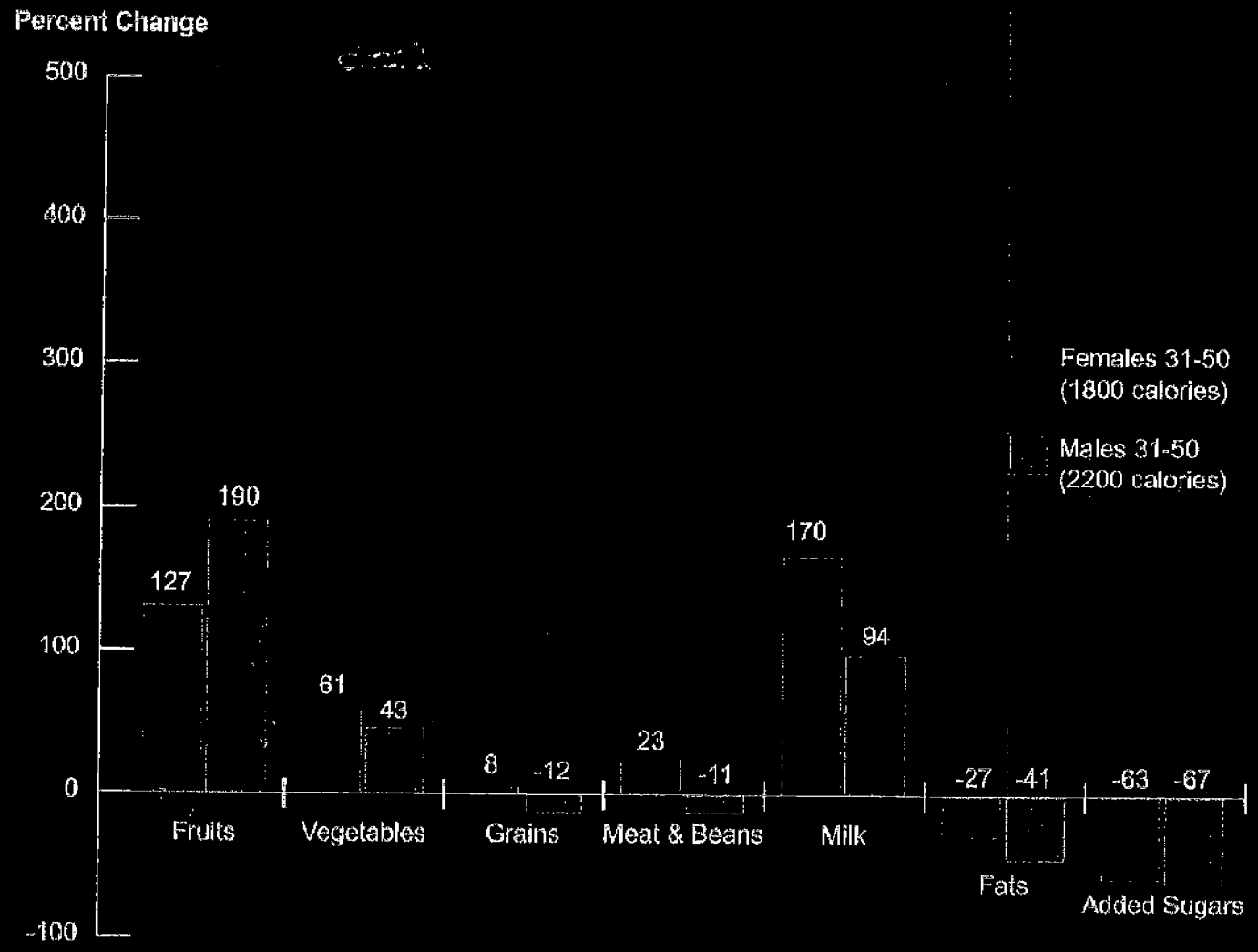
USDA must hold firm to the science, develop innovative promotion campaigns, and back the scientifically supported recommendation to eat 5 to 13 servings of fruits and vegetables a day.

PBH looks forward to working with you and others at USDA as you continue your important efforts to help consumers make healthy food and beverage choices.

Sincerely,

Elizabeth Pivonka, Ph.D., R.D.
President
Produce for Better Health Foundation

Proposed Recommendations vs. Consumption



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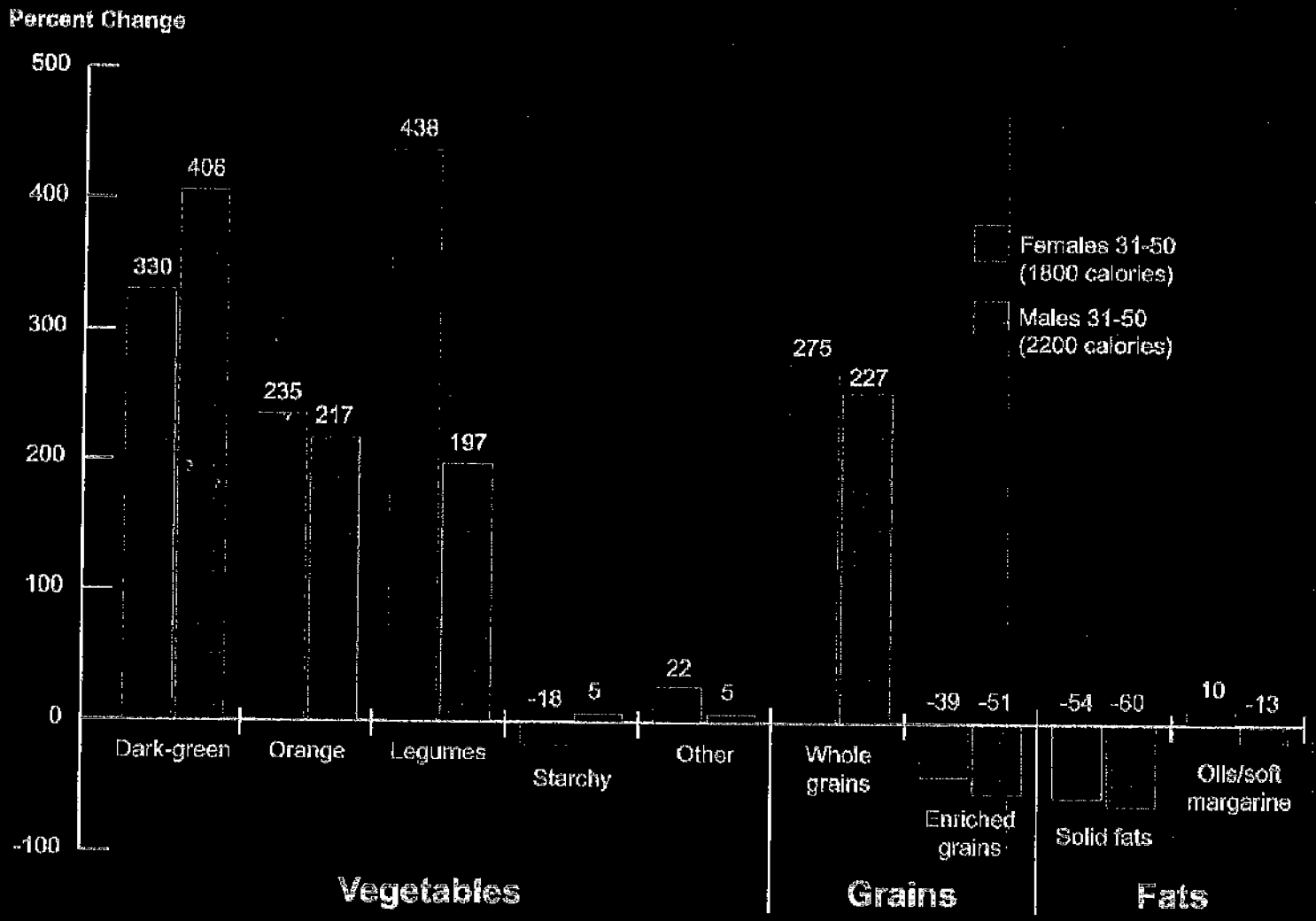
Proposed Recommendations vs. Consumption



2/19/21

Food Pyramid Reassessment Team
USDA Center for Nutrition Policy
3101 Park Center Drive Room 301
Alexandria Virginia 22303

396

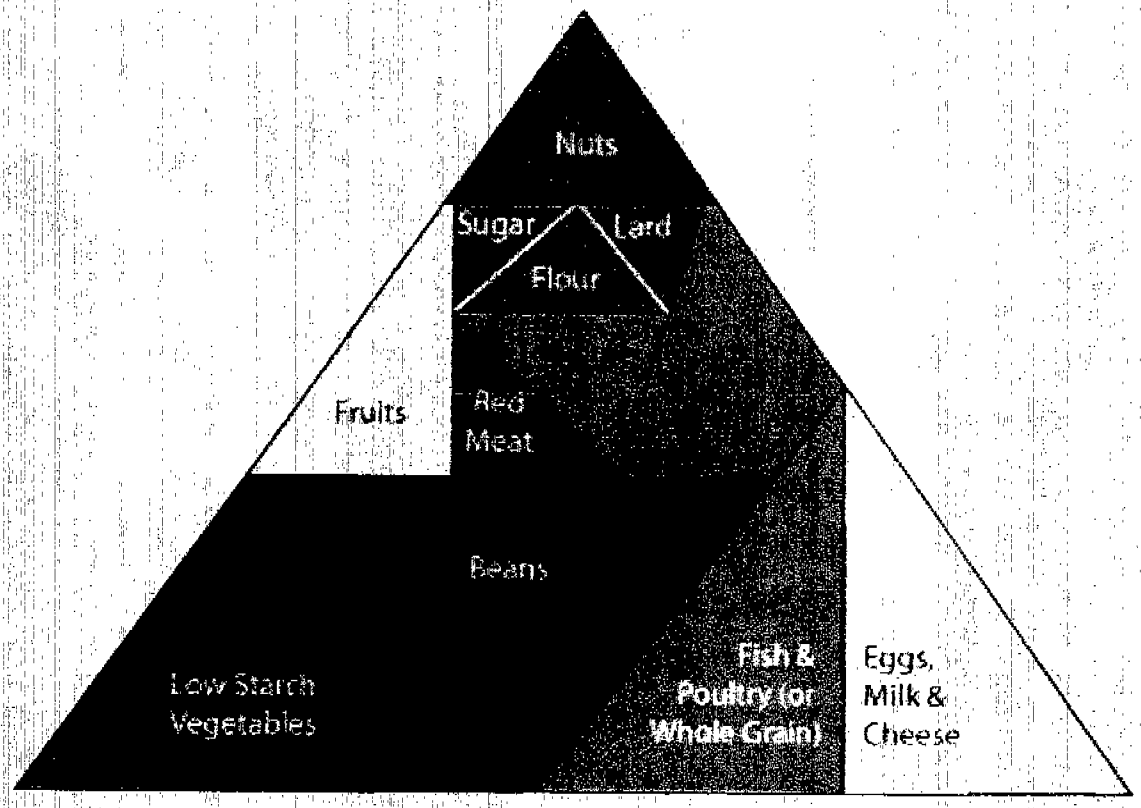
AUG 31 2004

20 August 2004

I notice that page 8 of 11 of the Brubaker comments (FGP July 26 -- comments 058-070) is missing. I have enclosed the missing sheet for your convenience.

Stephen R. Brubaker

feel hungry, increase our food consumption, to grow obese, and get ill.



This simple food pyramid encourages the consumption of both low fat foods and low glycemic index foods. The areas of the triangles are roubly proportional to recommended eating practices. It emphasizes fresh produce, beans, fruits, vegetables, fish, poultry, dairy, and nuts. It de-emphasizes grains. It discourages 'white food.'

Colors of triangles were chosen to suggest the color of one or several members of the group: bananas are the color fo the Fruits box; carrots the color of the Root Vegetables box, and kidney beans the color of the Beans box. The colors are chosen to be vibrant and festive in order that the food pyramid attracts the eye. It seems likely a clever artist could improve on this implementation greatly.

Grayish aqua is the color of no edible substance, except possibly the mold in Roquefort cheese; therefore, this was the color chosen for the "white foods" - the ones that add calories but no other nutrients. We wish to convey the idea intuitively that people need to stay away from these foods.

Red meat plays just as small a role in this version as it does in the original. It would not be hard to make modifications that would represent eating slightly less beans or slightly more poultry. Some will argue that half the beans should be given over to red meat because that's closer to how Americans eat. And if that makes the food pyramid more likely to be used it seems like a good tradeoff. It seems imperative that foods with strong glycemic peaks have limits: fruits, root vegetables, and grains.

Noting that the chief function of fish and poultry for an omnivore is the same as that of grain for a vegetarian - to provide complete and high quality protein - the two food groups

My Suggestions for food pyramid.

397

AUG 31 2004

postmarked Aug 27, 2004

1. Milk has too many hormones & now even missile fuel! Promote other calcium strong products like fortified soy milk, dark green leafy veggies

2. Keep beef to a 2 a minimum. Let's eat more like the Okanawans (See Prevention Magazine, Aug. Ed.)

Keep the pyramid more healthy. Thanks

Margaret Spitler Golden, NY