Nutrition Policy Update

January 10, 2014
You'll have to pry it from my cold, dead, doughy hands!

FAT-WAH!

Bad taste: Feds eye trans-fat ban
• 1911 Crisco offers the first hydrogenated oils
• P&G took advantage of excess
  – cottonseed oil from candlemaking industry
  – Soybean oil
  – Corn oil
• Marketing campaigns included cooking classes, demonstrations
Dairy rationing in WWII increased the popularity of shortening
Figure 3—Incidence of Coronary Heart Disease in Relation to Overweight, Hypertension and Hypercholesterolemia.

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

teins can be considered the agent for atherosclerosis, all other factors known to be involved may be viewed to deter-
ciates found in their prospective study of 4,469 inhabitants of middle age in Framingham, Mass. that hypercholes-
The original evidence....
Science finds Corn Oil rich in "L-plus" factor!

...so important to good health

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

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

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

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

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

What is the "L-plus" factor?

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

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

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

3. Do not eat the following: butter, cream, whole milk, and ice cream; conventional partially hydrogenated margarine, shortening, recommended margarine or shortening rich in liquid vegetable oil*; in place of cream, an emulsion of a vegetable oil rich in unsaturated fatty acids.

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

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

*Solid shortenings rich in liquid vegetable oil are not, at this writing, available for use by the general public.
Risk of coronary heart disease in women is reduced by the intake of mono and polyunsaturated fat  In an analysis from the Nurses' Health Study, which involved 80,082 women, the risk of coronary heart disease was reduced when intakes of saturated fat and trans saturated fat were replaced by mono and polyunsaturated fat. Lines represent 95 percent confidence intervals. (Data from Hu, FB, Stampfer, MJ, Manson, JE, et al. N Engl J Med 1997; 337:1491.)
20 year campaign to remove it from food supply

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

• Industrial, medical, and consumer interests are in competition

• Science was leveraged and compromised by industry

• Advocacy groups acted prematurely based on emergent science.

• Correcting the problem took decades of advocacy
Figure 2. Ten-Year Mandatory Baseline for Farm Bill Titles
(10-year expected outlays FY2014-FY2023 in billions of dollars by farm bill title)

Source: CRS, using the May 2013 CBO baseline.
US Farm Bill Debate of 2013

Figure 1. Difference: House Farm Bill Cuts Minus Senate Farm Bill Cuts, Outlays in Million $, Over 10 Years, U.S.
not have the capacity to meet their needs.

Charity Can't Replace Lost SNAP Benefits
2014 Cuts to SNAP Greater Than Total Annual Food Bank Distribution

1,498 meals lost under House Farm Bill SNAP Cuts in FY2014\(^1\)
1,873 meals lost under SNAP ARRA Cut in FY2014\(^2\)
3,309 meals projected to be distributed by Feeding America food banks nationwide in FY2014\(^3\)
$4.3 billion spent on specialty crops
fruits
nuts
vegetables

$33.1 billion spent on commodity crops
corn
soybeans
cotton
rice
wheat

ChooseMyPlate.gov
Who is receiving farm subsidies?

- Microsoft
- Anschuz Entertainment
- Chik-Fil-A
- Amway
- DISH Network
- Cox Enterprises
- Estee Lauder
- Charles Schwab
- Wal-Mart
- Victoria’s Secret
What’s next?

• Conference committee elected to delay debate for a few months and extend farm bill
• Conference committee is debating the two bill versions. They can:
• Come up with a compromise and get both chambers to pass
  – Not come up with a compromise
    • 2007 farm bill extended for 1 or 2 years
Child Nutrition: Healthy Hunger Free Kids Act

• Required updated rules for school meals and competitive foods
• Research on child hunger
Competitive Foods Regulations

- Foods sold outside meals programs
Competitive Foods Rules
New standards say:

• Snacks have to be:
  – Fruit or vegetable
  – Or offer at least 10% of DV of C, K, D, or fiber
  – <35% fat, <35% sugar
  – No more than 200 kcals/portion

• Beverages have to:
  – All schools sell plain water, plain low fat milk, flavored milks, and milk alternatives (8 oz/12 oz)

• A la carte sales of foods in school meal are allowed to be sold
  – Pizza, hamburgers, corndogs can be sold (<350 kcals)

• Only during school day

• Each district defines how limited this will be based on loophole
  – Foods sold as fundraisers are not subject to standards
Food safety modernization act
10 biggest foodborne illness outbreaks

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

• Produce rule
  – Safe and clean water (farmer responsible)
  – Limiting biological amendments (compost)
  – Handwashing, sick days
  – Limiting contact with animals
  – Clean buildings
  – Sprouts treatment
Food Safety Modernization Act

• Prevention Controls Rule for processors
  – Plan with hazard analysis, preventive controls, monitoring, corrections, verification
  – 99.5% of all facilities affected are small businesses/farms
  – Could be applied to direct-to-consumer operations
Why are chickens and turkeys contaminated?
Why are produce fields contaminated?
In the courts:

- Freedom of speech suits because of “Ag Gag Laws” in Agricultural States
Want more information about nutrition policy issues?

- [http://nutritioncenter.sph.sc.edu/policy.shtml](http://nutritioncenter.sph.sc.edu/policy.shtml)
Come to the Healthy Eating in Context Symposium: Abstracts due Jan 17!

• [http://nutritioncenter.sph.sc.edu/symposium.shtml](http://nutritioncenter.sph.sc.edu/symposium.shtml)