

# Calorie Control

C O M M E N T A R Y

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## Light Products:

### Magic Bullets, Helpful Tools or a Dieter's Downfall?

Americans' waistlines may be growing, but a positive growth has also begun to emerge – American weight consciousness. Despite an ever-present obesity epidemic, public awareness of the problems associated with obesity is increasing, as is a strong public awareness about the need to lose weight. According to a recent Calorie Control Council survey, 33 percent of adults say they are on a diet – the highest level of dieting in almost 15 years. (The Council has been conducting these nationally projectable surveys for more than 20 years.) Additionally, over 60 percent of adults say they need to lose weight. Another 54 percent of adults are making a serious effort to control their weight with many now using a combination of exercise and watching what they eat – which is demonstrated by the dramatic growth of “light” products (low-calorie, sugar-free foods and beverages). As messages of the dangers of inactivity and overweight continue to dominate media coverage, it seems many are paying attention.

“Weight management is important for health reasons, and more and more people are becoming aware of this fact,” says Dr. John Foreyt, director of the Nutrition Research Clinic and Professor, Department of Medicine, at Baylor College of Medicine. “However, for many the question of how to *control* weight remains.”



#### False Claims Give False Promises

Weight loss and weight control can be problematic because some people are in search of diets offering dramatic and immediate results. According to the Council's survey, more than half of dieters say they crash diet or fast, follow a restrictive weight loss program or skip meals to lose weight. Many are constantly on the lookout for the “magic product” that will drop excess weight, firm muscles and more.

Yet these products more often produce false promises rather than lost pounds.

The issue has become so problematic, that the federal government is taking action. The Federal Trade Commission (FTC) is cracking down on weight loss product claims as part of their new “Operation Big Fat Lie” campaign. This nation-wide enforcement campaign is targeting companies that have made false weight-loss claims in national

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# Corporate Wellness Programs Seek to Combat Rising Healthcare Costs

A study published in the October 2004 issue of the journal *Health Affairs* reports a 30 percent increase in the cost of health-care between 1987 and 2002.

The United States is growing too big for its britches – literally. Almost two thirds of the U.S. adult population is overweight and more than 30 percent are obese. As the incidence of overweight increases so does the cost of healthcare. A study published in the October 2004 issue of the journal *Health Affairs* reports a 30 percent increase in the cost of health-care between 1987 and 2002. “Obese patients are being treated for a broader range of medical conditions,” said Ken Thorpe, lead researcher of the study and chair of the Department of Health Policy and Management at Emory University. “Fifteen years ago, they might have been treated for Type II diabetes, but now they’re being treated for high cholesterol, high blood pressure and depression,” added Thorpe.

In the workplace, the rise in health care costs can cause a tremendous strain on employers. According to the Washington Business Group on Health, obesity costs employers approximately \$12.7 billion each year in health care costs (36 percent higher for obese employees), medications, paid sick leave and life insurance policies. To help combat rising health care costs, companies are implementing health education and wellness programs. According to Hewitt Associates (which specializes in Human Resources), 72 percent of U.S. companies are now offering programs to help employees lose weight and live healthier lifestyles.

Companies such as The Coca-Cola Company, Dell, The Home Depot, Danisco, Guidant and others are turning to programs like CaloriesCount.com to help their employees lose weight and lead a healthier lifestyle. A study published in *Obesity Research* led by Jean Harvey-Berino found that an Internet program is as effective as in-person counseling in promoting long-term weight maintenance. And, recent weight loss challenges by companies using CaloriesCount.com support this finding as well. In one recent corporate challenge, 51 percent of employee participants were able to lose, on average, 10

pounds during an eight-week period through the use of CaloriesCount.com. (The company subsidized the cost of the memberships during this time.) On average, this

equaled a five percent loss of body weight, and health professionals agree that losing just five to ten percent of a person’s body weight can have dramatic effects on a person’s health and their risk of diabetes and heart disease.

A post-challenge survey revealed that participants not only lost weight but were also pleased with the lifestyle change. According to the survey, 98 percent of the participants would like to participate in additional challenges. Ninety-two percent felt they had made healthy lifestyle changes, and eighty-nine percent felt that participating in the Challenge positively impacted their work ability, giving them more energy and allowing them to take fewer sick days.

To ensure long-term weight maintenance, CaloriesCount.com discourages the “fad diet” mentality and focuses on counting calories and making lifestyle changes. The site offers lifestyle-oriented advice supported by leading health organizations and medical professionals as well as a prestigious Scientific Advisory Board. Members of CaloriesCount.com receive a personalized diet assessment and food diary, weigh in chart/tracking, a calorie calculator, recipes and meal plans and much more. ■■■

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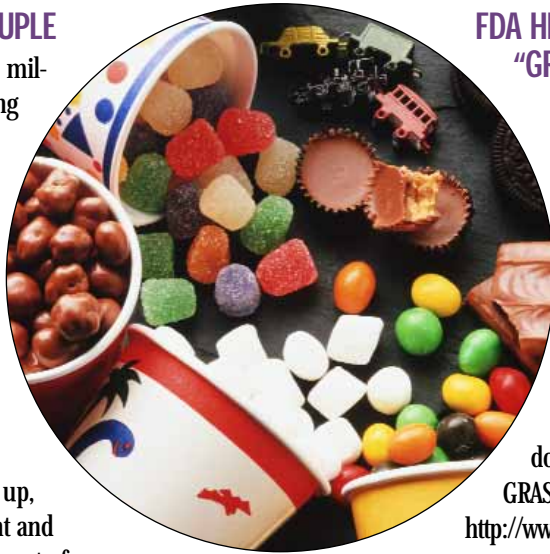
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## Low Calorie/Low-Fat Bulletin

### DIET CANDY SALES QUADRUPE

Sales of diet candy reached \$495 million in the year 2004, quadrupling sales from the year 2000, according to a new report from market research firm, Packaged Facts. The versatility of low-calorie sweeteners and the ability to combine the various sweeteners allows manufacturers "to create a multitude of flavors, textures and appearances in diet candies." Sales of sugar-free chewing gum are also up, having recently grown 8.2 percent and accounting for more than 70 percent of gum sales in the U.S., according to Information Resources, Inc.



### FDA HELPS CONSUMERS UNDERSTAND "GRAS"

The Food and Drug Administration (FDA) has posted a guidance document on its Web site to help consumers and health professionals better understand the food ingredient classification known as "Generally Recognized As Safe," or GRAS. The document provides answers to frequently asked questions such as "What is the criteria for GRAS status?" and "If an ingredient is GRAS for one use, is it GRAS for all uses?" Go to the document, "Frequently Asked Questions about GRAS," by visiting the following site: <http://www.cfsan.fda.gov/~dms/grasguid.html>.

### REDUCED-CALORIE DIETS MAY SLOW ONSET OF ALZHEIMER'S

A study from the Mount Sinai School of Medicine regarding reduced-calorie diets may lead to information regarding the prevention of Alzheimer's Disease (AD). The study's findings suggest that a calorie-controlled diet in mice may help slow or prevent the onset of AD. The mice in the study, which were genetically modified to develop the disease, were split into two groups, one of which was fed an uncontrolled diet, while the other group consumed a controlled calorie diet that contained 30 percent fewer calories. The mice consuming 30 percent fewer calories did not develop the plaque in the brain that can lead to AD.



While the mice in the reduced-calorie group consumed fewer calories, they consumed enough for adequate nutrition and stayed within the limits of a healthy weight. According to the findings, those who consume reduced-calorie diets may have a reduced risk of developing AD.

### OVERWHELMING SCIENTIFIC EVIDENCE CONFIRMS SAFETY OF ASPARTAME

Despite reports of an unpublished rat study from the Ramazzini Institute in Italy alleging a risk between aspartame and leukemia and lymphoma in rats, extensive scientific evidence and regulatory reviews support the safety of aspartame. The findings from the Ramazzini researchers recently were reviewed by the expert United Kingdom Committee on Carcinogenicity of Chemicals in Food, Consumer Products and the Environment. That Committee characterized aspects of the study findings as "implausible," with other aspects "cast(ing) doubt" on the entire study. The Committee was "critical" of the study design and the statistical approach used. Researchers from the Ramazzini Institute plan to report the findings in their own publication. Their publication, the "*European Journal of Oncology*," is not included in the MedLine (National Library of Medicine) database, the world's leading source of scientific literature. The researchers at Ramazzini have not followed the internationally established protocol for evaluation of animal carcinogenicity study findings. Further, the U.S. National Toxicology Program (NTP) and other organizations have established guidelines for pathology peer review in order to provide scientific consensus that study conclusions are valid. Such an independent review of the pathology slides from this study has not been conducted.



**"It's important for consumers and even medical professionals to be aware that study findings can spread food myths when the study is not based on sound science."**

—Diane Quagliani,  
Dietitian



**"The study design does not allow for a cause and effect conclusion. So you can only wonder about possible causes. It could be that people are more likely to drink diet soda if they have a family history of obesity, but we have no way of knowing from this study design,"**

—Liz Marr  
Dietitian



advertisements. The FTC hopes to stop deceptive advertising and provide redress for consumers harmed by false weight-loss product claims. In addition to policing media, the campaign will focus on educating the media about "red flag" claims in hopes the media will practice greater resistance in accepting advertisements containing false weight-loss promises. The FTC also hopes to educate consumers to be on the lookout for companies making sweeping weight loss promises with products or methods that do not include a healthy diet or an exercise component.

### Putting Research into Context

Many myths continue to abound about weight loss and weight control especially when it comes to light products. A short communication from Purdue University claimed that products with low-calorie sweeteners "fool the tongue," cause people to overeat, and thus consume additional calories. This short communication may have unduly alarmed large numbers of consumers, when in fact it was speculative in nature, used an extremely small sample of rats, and did not address the fact that the causes of obesity are multi-factorial. It should also be noted that rats like the taste of saccharin, a low-calorie sweetener used in the study, and saccharin is often used as a reward in rat studies.

In addition, a recent study from the University of Texas and presented at the 2005 meeting of the American Diabetes Association alleged an increased risk of weight gain among those who consume diet sodas. However, the study findings are inconsistent with the vast majority of scientific research on this topic. As the researchers point out, their findings raise more questions than they answer. For instance, the study findings do not account for changes in lifestyle (such as exercise, change in eating patterns, etc.), at what point subjects became overweight, nor the type of beverages subjects (overweight vs. normal weight) were drinking at the beginning or end of the study. "The study design does not allow for a cause and effect conclusion. So you can only wonder about possible causes. It could be that people are more likely to drink diet soda if they have a family history of obesity, but we have no way of knowing from this study design," notes Liz Marr, MS, RD, Marr Barr Communications, Longmont, CO, a sweetener expert and consultant to The Coca-Cola Company on nutrition and health issues.

### Sorting Through the Facts

Separating fact from fiction when it comes to food and weight loss myths can be a daunting and confusing task. "Sometimes studies are published and publicized even though they're not peer-reviewed for accuracy or contain

inconsistent science and misleading conclusions," says registered dietitian Diane Quagliani, coauthor of the American Dietetic Association's position paper on food and nutrition misinformation. "It's important for consumers and even medical professionals to be aware that study findings can spread food myths when the study is not based on sound science."

To find credible information on weight management and other nutrition topics, Quagliani recommends asking a registered dietitian or turning to publications and Web sites of credible health organizations such as the American Dietetic Association or American Diabetes Association. "Be cautious about information you find online, especially if it runs counter to accepted nutrition recommendations or sounds either scary or too good to be true," says Quagliani. To locate credible information online, she suggests accessing [www.healthfinder.gov](http://www.healthfinder.gov), a Web site sponsored by the US Department of Health & Human Services.

### Light Products: Separating Fact from Fiction

Health professionals agree that one of the best ways to fight obesity and overweight is to sensibly and nutritiously control caloric intake and output. This requires a variety of tools including portion control, exercise, controlling calories, etc. In the struggle to maintain caloric and nutritional balance, light products provide an additional resource.

The American Dietetic Association (ADA) states that low-calorie, sugar-free foods and beverages can be part of a weight control plan. According to the ADA's position paper on nutritive and non-nutritive sweeteners, "Nonnutritive sweeteners added to the diet have been shown to promote modest loss of weight and, within a multidisciplinary weight-control program, may facilitate long-term maintenance of reduction in body weight."

Studies have shown that reduced-calorie products not only aid in facilitating weight loss, but also weight control. Additionally, a 2005 study published in the *Journal of Food Science* found that people who use reduced-calorie products not only have a better quality diet but also are more likely to consume fewer calories than those who do not use reduced-calorie products. Researchers studied more than 1,000 adults and found that those who incorporated reduced-calorie products consumed more vitamins and minerals, such as calcium, fiber and iron, in their diets. According to lead researcher Dr. Madeleine Sigman-Grant, Ph.D., R.D., with the University of Nevada Cooperative Extension, "Those using products containing low-calorie sweeteners were more aware of the nutrients they were eating and were more likely to eat leafy-green vegetables, fruit and yogurt." Thus, the researchers found while participants were eating fewer calories overall, they were also eating more healthfully.

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# Olestra Update

The American Dietetic Association (ADA) published its updated position paper on fat replacers in the February 2005 issue of the *Journal of the American Dietetic Association*. The ADA's position statement regarding the use of fat replacers in the diet included the following:

*"It is the position of the American Dietetic Association that the majority of fat replacers, when used in moderation by adults, can be safe and useful adjuncts to lowering the fat content of foods and may play a role in decreasing total dietary energy and fat intake. Moderate use of low-calorie, reduced-fat foods, combined with low total energy intake, could potentially promote dietary intake consistent with the objectives of Healthy People 2010 and the 2005 Dietary Guidelines for Americans."*

Foods that contain fat replacers, and contain less total fat and calories than their full-fat counterparts, can assist consumers in improving or maintaining overall health. In fact, according to a Calorie Control Council survey on dieting trends and habits, consumers frequently choose foods low in fat as a method of weight control. Seventy-four percent of adults say they "cut down on foods high in fat" in order to control their weight, while 71 percent "use foods and beverages that are reduced in fat or fat free."

The ADA position paper was released soon after the 2005 Dietary Guidelines were published by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services. The ADA's statements support the key recommen-

dations provided in the updated Guidelines. For instance, the Guidelines suggest, "for adults 18 years of age and older - total fat intake should remain between 20 to 35 percent of total calories, with most fats coming from sources of polyunsaturated and monounsaturated fats such as fish, nuts and vegetable oils."

The following statements from the ADA's updated position paper on fat replacers reflect the safety of fat replacers such as Olestra, and note their helpfulness in controlling and maintaining a healthy weight:

- "Overall, the majority of fat replacers [such as Olestra], pose no health concerns for adults."
- "Fat replacers have facilitated the development of reduced-fat and fat-free foods that emulate the taste and texture of high-fat foods but with less calories, fat, or cholesterol. Although they do not replace the need for practicing moderation and good nutrition, they may afford palatable alternatives and facilitate compliance with low-calorie, low-fat, and/or low-cholesterol dietary recommendations."

Foods that contain Olestra can be a safe part of a healthy diet for consumers looking to improve or maintain their overall health. The FDA has approved Olestra for use in "savory snacks" including potato chips, tortilla chips, cheese curls, corn chips, crackers and most recently microwave popcorn. ■■■■

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## Sensible Assistance for "Lightening Up"

When asked why they are overweight, 89 percent of adults say they have poor eating habits, while 78 percent claim they consume too many calories, according to the Calorie Control Council consumer survey. Thus, eating habits remain a major obstacle for most Americans trying to lose weight. With 52 percent of adults claiming they consume light products to maintain their current weight and another 44 percent saying they consume these products to reduce their current weight, it is evident that adults perceive light products as one of the many "tools" for weight control. And, making small changes can have a big impact. For example, just cutting 48 calories per day over the course of a year can lead to a five-pound weight loss (assuming the diet is not compensated with excess calories). Using a light lemonade in place of the full calorie version would save 98 calories and translate to a 10 pound loss over the course of a year.

"Low-calorie sweeteners and the products that contain them, such as diet soft drinks or reduced-calorie yogurts, are useful tools for those trying to control or lose weight," notes Dr. John Foreyt. "Weight control is mainly a matter of caloric balance." ■■■■

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"Overall, the majority of fat replacers [such as Olestra], pose no health concerns for adults."

—American Dietetic Association Position Paper on Fat Replacers



“We’ve found that the more food children are served, the more they eat, regardless of what they’ve eaten previously in the day, including how big their breakfast was.”

—David Levitsky,  
Professor, Cornell  
University

# Taking Steps to Prevent Childhood Obesity

Childhood obesity is a global epidemic, causing alarm to both health professionals and parents, according to research published in the May 2005 issue of the *British Medical Journal*. A report in the May 17th edition of the *New England Journal of Medicine* states that the prevalence of obesity among children is so great that related diseases like diabetes, heart disease and certain forms of cancer, could start striking at an earlier age and children’s life spans could be shortened by as much as five years. “Obesity is such that this generation of children could be the first basically in the history of the United States to live less healthful and shorter lives than their parents,” said Dr. David S. Ludwig, director of the obesity program at Children’s Hospital Boston. According to the report, the life expectancy in adults, which is around 77 years, is already reduced by four to nine months due to obesity. Currently, obesity is a greater threat on life span than accidents, homicide and suicide combined, and soon may rival cancer and coronary heart disease, according to Ludwig.

## Taking Initiative

To help combat this growing problem, Arkansas Governor Mike Huckabee, former President Bill Clinton and the American Heart Association (AHA) have teamed up to launch a new prevention initiative. The alliance hopes to “stop the prevalence of childhood obesity” in the United

States by 2010. The initiative will focus on four main areas: working with the food and restaurant industry; increasing physical activity and nutrition in schools; community mobilization, and working with the media to promote healthier lifestyles.

In conjunction with the 2005 Dietary Guidelines and MyPyramid Food Guidance System, the United States Department of Agriculture (USDA) revealed a new child-friendly version of the system, MyPyramid for Kids. MyPyramid for Kids is a graphic symbol that provides age-appropriate information about the 2005 Dietary Guidelines for Americans and the MyPyramid Food Guidance System. There is also an interactive game, lesson plans, colorful posters, worksheets and valuable tips for parents and teachers to help teach children about proper nutrition and exercise. (This information can be accessed at [www.mypyramid.gov/kids](http://www.mypyramid.gov/kids).) The slogan for MyPyramid for Kids is “Eat Right. Exercise. Have Fun.” “This is a fun approach to addressing the very serious problem of childhood obesity,” said USDA Secretary Mike Johanns.



## Parents Must Do Their Part

As nationwide programs take form, parents and caregivers must also do their part in helping prevent the problem at home. A recent study from Cornell University suggests that serving children smaller portions of food may be one key factor in preventing childhood obesity. The study, published in the June issue of the journal *Appetite*, found that children are more likely to eat what they are served, as opposed to regulating their food intake based on feelings of hunger and satiety. “We’ve found that the more food children are served, the more they eat, regardless of what they’ve eaten previously in the day, including how big their breakfast was,” said researcher David Levitsky, professor of nutritional sciences at Cornell University. This indicates that parents may need to take greater responsibility in monitoring their children’s food intake. Below are some tips to help keep children healthy and active from fitness expert, Denise Austin:

- Involve children in the planning and preparation of meals. This will help them form a positive relationship with food.
- Find a balance between allowing children to eat anything they want and watching every morsel of food they eat.
- Make exercise enjoyable. Take a trip to the park, go bike riding or roller-skating.
- Limit the number of hours spent on television and videogames. Encourage children to play outside instead. ■■■■

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# Low/Reduced Calorie Sweetener Update

**B**elow is an update on the various approved low-calorie and reduced-calorie sweeteners. Read on for sweet news about these ingredients.



**Acesulfame Potassium:** Acesulfame Potassium has been very thoroughly studied and has been determined safe by the U.S. Food & Drug Administration, the Joint Expert Committee on Food Additives (JECFA), the Scientific Committee on Food of the European Union, etc. Acesulfame K is 200 times sweeter than sugar and more than 90 studies have confirmed the safety of this sweetener.

**Aspartame:** Although Internet emails and rumors continue to swirl, don't believe the rhetoric. Truthorfiction.com (a site dedicated to debunking Internet and email hoaxes) notes that the email alleging aspartame causes a host of diseases and sent by a woman by the name of "Nancy Markle" "... is regarded as incorrect and irresponsible by a large number of credible critics." The site also cites David Squillacote, MD and Senior Medical Advisor for the Multiple Sclerosis Foundation who responds to the Nancy Markle email and notes, "Ms. Markle has crossed the line. Ms Markle's claims regarding the metabolism of aspartame are wildly inaccurate. Her understanding of pharmacology and metabolism is largely incorrect." Dr. Squillacote concludes by noting "... this series of allegations by Ms. Markle are almost totally without foundation. They are rabidly inaccurate and scandalously misinformative." According to the Web site truthorfiction.com, no one has been able to find a woman by the name of Nancy Markle. However, a woman by the name of Betty Martini has taken credit for writing the email. Ms.

Martini, a long-time critic of aspartame, has an honorary doctorate of humanities from an unaccredited online institution.

**Neotame:** Neotame is structurally similar to and chemically derived from aspartame. It is 7,000-13,000 times sweeter than sugar and is used in combination with a variety of other sweeteners in many products. The U.S. Food and Drug Administration (FDA) reviewed over 100 scientific studies before approving neotame. Neotame is also approved for use in New Zealand and Australia.

**Saccharin:** Saccharin's web home is undergoing renovation. Although the Internet address is still the same, [www.saccharin.org](http://www.saccharin.org), will have a new look and feel soon. The site will contain updated information and links to a variety of third-party groups who support the safety and benefits of saccharin. Saccharin, considered the "granddaddy" of low-calorie sweeteners, is celebrating 126 years of "sweetness."

**Sucralose:** Sucralose has found a new home at [www.sucralose.org](http://www.sucralose.org). The new site provides consumers and health professionals with objective, scientific information about sucralose, contains links to third-party health organizations and regulatory agencies and a calorie savings calculator for consumers to determine the number of calories saved in sucralose-sweetened foods and beverages. Sucralose is 600 times sweeter than sugar and more than 100 studies have been conducted on sucralose over 20 years.

**Tagatose:** Tagatose is actually derived from lactose and contains 1.5 calories per gram. It has been approved for use in the U.S since 2003 and in Australia since 2004. Tagatose was recently approved for use in Brazil. Arla Foods, makers of tagatose, reports that European approval is imminent for use in a variety of products. The United Kingdom's Food Standards Agency has accepted the sweetener's novel food application. Tagatose elicits a reduced insulin response, has a prebiotic effect and does not promote dental caries.

**Polyols:** With the low-carbohydrate craze in recent years and increasing popularity of Glycemic Index-based diets, numerous products bearing terms such as "net carbs," "impact carbs," "low GI," etc., on packaging have appeared on grocery shelves. These products may also include a

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# 2005 Dietary Guidelines and New Food Guide Pyramid Released: Focus on Balancing Calories

Newly updated Dietary Guidelines were released earlier this year by the U.S. Department of Agriculture (USDA) and the U.S. Department of Health & Human Services (HHS). The updated guidelines advise people to balance their calories and incorporate physical activity as two key strategies for weight control. The new guidelines note, "When it comes to body weight control, it is calories that count – not the proportions of fat, carbohydrates and protein in the diet." Other specific recommendations from the 2005 Dietary Guidelines include (based on a 1,600-2,000 calorie diet):

- 7-9 servings of fruits and vegetables
- 6 servings per day of grains (with half of the servings coming from whole grains)
- 2-3 servings per day of low-fat or fat-free dairy foods
- 1-2 servings per day of meat, poultry or fish
- 3-4 servings per day of nuts, seeds or legumes
- 2 servings per week of fats and oils
- Less than 10 percent of calories should come from saturated fats. Total fat intake should make up no more than 25 to 30 percent of total calories.
- Foods should be fiber-rich and contain few added sugars or caloric sweeteners.
- Those who choose to drink alcoholic beverages should do so sensibly and in moderation - up to 1 drink per day for women and up to 2 drinks per day for men.



- To prevent gradual weight gain over time, make small decreases in calories and increase physical activity

The USDA also revamped its food guidance system this year. The new interactive food guide system, MyPyramid, is an updated version of the Food Guide Pyramid originally launched in 1992. MyPyramid ([www.mypyramid.gov](http://www.mypyramid.gov)) emphasizes the need for a more individualized approach to improving diet and lifestyle and incorporates recommendations from the recently released 2005 Dietary Guidelines. The new guidance system in conjunction with the 2005 Dietary Guidelines and the FDA's umbrella campaign, "Calories Count," provide adults with consistent messages about obtaining and maintaining a healthier weight and an overall healthy lifestyle through simple steps.

For more information about the new 2005 Dietary Guidelines, visit: <http://www.healthierus.gov/dietaryguidelines/>.

## Calorie Control COMMENTARY

Providing timely information on low-calorie and reduced-fat foods and beverages, weight management, physical activity and healthy eating.

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5775 Peachtree-Dunwoody Road  
Building G, Suite 500  
Atlanta, Georgia 30342  
Phone: (404) 252-3663.  
E-mail: [ccc@kellencompany.com](mailto:ccc@kellencompany.com).  
Internet: [www.caloriecontrol.org](http://www.caloriecontrol.org).

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### Low/Reduced Calorie Sweetener Update (continued from page 7)

statement indicating that only the "net carbs" or "impact carbs" affect blood glucose. Polyols are being used in a variety of these products because they produce a reduced impact on blood glucose levels, although the actual response is dependent on the amount used and other carbohydrates being used in the products (in addition to the polyols) as well as the type of product.



The carbohydrate terms above are not approved by the U.S. Food and Drug Administration (FDA). Additionally, the United States Department of Agriculture (USDA) has stated that it will not object to the use of statements that do not expressly state or

imply a specific level of carbohydrate in a product (e.g., "Carb Conscious" and "Carb Wise") nor will it object to terms such as "Net Carbs," "Effective Carbs" and "Net Impact Carbs" when used in a truthful and not misleading manner.

Several petitions relating to carbohydrate labeling are pending before the FDA. In April 2005, the FDA announced it will be conducting an experimental study of carbohydrate content claims on food labels. The purpose of the study is to help enhance FDA's understanding of consumer response to carbohydrate content claims on food labels and to assist the agency in responding to the pending petitions on carbohydrate labeling. The FDA has not yet proposed any labeling related to the carbohydrate content of food.