



**For Immediate Release**

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## **New Web Site Launches Nutrient Rich Foods Coalition Efforts to Help Americans Live Well and Add More Nutrients into Their Diets**

*A coalition of researchers, health professionals and food commodities provides practical advice on how to follow Dietary Guidelines and MyPyramid*

**June 28, 2007** – As Americans struggle with often conflicting, confusing advice about what they should and shouldn't eat, the Nutrient Rich Foods Coalition has launched a new Web site, [www.NutrientRichFoods.org](http://www.NutrientRichFoods.org), as a first step towards clarifying current nutrition information and guidelines. It offers guidance on how to choose more nutrient-rich foods for a healthier diet, echoing the advice of the 2005 Dietary Guidelines for Americans (DGA) and *MyPyramid*.

Nutrient density is a long-standing dietary principle and the foundation of the 2005 Dietary Guidelines Advisory Committee (DGAC) report, which stated that Americans are becoming overfed yet undernourished and need to find ways to get more nutrition from their calories. However, consumers need help understanding *how to* follow this guidance and enjoy nutrient-dense foods first. The Nutrient Rich Foods Coalition is advancing scientific and market research to develop tools that make it easier for people to understand and incorporate nutrient-rich foods – or those that provide the richest source of nutrients relative to calories – into their healthy lifestyle.

“Now is the time to clear up consumer confusion and provide a simple, science-based way for people to feel good about what they *can* eat for better nutrition,” said Nutrient Rich Foods Coalition Scientific Advisory Committee member and principal researcher Adam Drewnowski, PhD, University of Washington. “Our research helps identify foods that provide more nutrition per bite in order to help people make smarter food and beverage choices. You are in control; we do the math.” The Nutrient Rich Foods Coalition is working closely with Drewnowski to develop a scientific score to identify the most nutrient-rich foods from the many choices available.

In line with the Dietary Guidelines and *MyPyramid* recommendations, a practice paper article in *May's Journal of the American Dietetic Association* outlined the important role nutrient density plays in Americans' diets. The paper summarized the current nutrient density environment and evaluated different approaches to determining the nutrient quality of foods and beverages. It also offered strategies on how health professionals can help people include more nutritional value in their diets.

“As obesity rates rise and the nation strives to reduce calories, getting more nutrients from fewer calories makes sense,” said Kathleen Zelman, MS, RD, a member of the ADA and advisor to the Nutrient Rich Foods Coalition. “People want to enjoy their meals *and* get more nutrition – they just don't know how to do it. The information on [NutrientRichFoods.org](http://NutrientRichFoods.org) will help them strike that balance.”

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Recognizing that people want easy-to-use advice based on the recommendations from the Dietary Guidelines and *MyPyramid*, part of the Nutrient Rich Foods Coalition's efforts include offering that advice through educational guidance to health professionals and through the new Web site, which will include a searchable nutrient-rich recipe database in the future and updated information on the latest scientific research. The site's nutrient-rich menus, recipe ideas, tips and grocery shopping lists make enjoying a nutrient-rich diet easier and more appetizing. These nutrient-rich foods are emphasized as the foundation for a healthy diet:

- Brightly colored fruits and 100% fruit juice
- Vibrant colored vegetables
- Whole, fortified and fiber-rich grain foods
- Low-fat and fat-free milk, cheese and yogurt
- Lean meats, skinless poultry, fish, eggs, beans and nuts

The Nutrient Rich Foods Coalition has also developed the *Live Well!* tool kit, an educational guide for health professionals to use with their clients. The kit, which has been enthusiastically received by registered dietitians, can be downloaded at [www.NutrientRichFoods.org](http://www.NutrientRichFoods.org) and includes several resources to help people follow *MyPyramid* and get more nutrition from their calories.

The Nutrient Rich Foods Coalition formed in 2003 and initially hosted a scientific symposium in early 2004 that explored approaches to assessing the nutrient density of foods and beverages. Following the 2005 DGAC's call for the development of a science-based definition of nutrient density, the Nutrient Rich Foods Coalition focused on working with leading researchers to develop and validate a score that measures the nutrient density of foods. Using that research, the Nutrient Rich Foods Coalition also will be developing tools to help people apply the food score to choose nutrient-rich foods first and build healthy diets.

The following food organizations are members of the Nutrient Rich Foods Coalition: California Avocado Commission, California Kiwifruit Commission, California Strawberry Commission, Egg Nutrition Center, Florida Department of Citrus, Grain Foods Foundation, The Beef Checkoff Program through the National Cattlemen's Beef Association, National Dairy Council, National Pork Board, U.S. Potato Board, Wheat Foods Council, and the Wild Blueberry Association of North America. In addition, the Nutrient Rich Foods Coalition includes experts who comprise a Scientific Advisory Committee and Consumer Communications and Nutrition Behavior Advisory Committee.

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