



January 14, 2009

Many Americans woke up on New Year's Day with a vow to achieve better health in 2009. For a lot of people that means exercising more or limiting certain foods in their diet. While exercising more and limiting calorie-rich foods are common New Year's resolutions, a positive approach with an emphasis on healthier eating may have longer lasting results

For more than 30 years, dietary advice has focused on foods and nutrients to avoid, such as fat, sugar and salt. With obesity at an all-time high, that advice is simply not working. Children and adults are overweight yet undernourished – missing out on vital nutrients because they are not choosing foods and beverages that provide a significant amount of vitamins, minerals, protein and fiber and relatively few calories.

Dieting is out, healthy eating is in.

The Nutrient Rich Foods Coalition (NRFC), a partnership dedicated to helping people build healthier diets by showing them how to get the most nutrition from their calories, wants to set a new course for nutrition guidance – one that follows a positive, total diet approach. And, it's time to consider the Coalition's several years of scientific and consumer research.

Together, **as food and nutrition leaders, we can teach our clients, constituents and communities to stop thinking of foods as "good" or "bad," but, instead, look to nutrient-rich foods as the foundation for better health** – and a good way to watch calories while helping to ensure the necessary nutrients are consumed.

Can it work? Consumer research conducted by the NRFC shows it can. Findings reveal people view the NRF approach as a positive way of eating that shifts the focus from foods to avoid to foods to enjoy, and as a common sense way to get "back to basics." (Quantitative research conducted by GfK Custom Research North America on behalf of the NRFC, September 2008.)

I encourage you to keep an eye out for future letters in your inbox. Each one, sent on behalf of the NRFC, will provide insightful information to help spur a shift toward positive nutrition guidance. Additional information can be found at www.NutrientRichFoods.org.

Here's to helping Americans build healthier diets and achieve better health by eating more nutrient-rich foods - this year and for many years to come. Happy New Year!

Sincerely,



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