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JUL 20, 2004

JP

Parker-Rollins

Dear USDA,

7/15/04

I am writing to strongly encourage the food pyramid to include the many calcium based foods that are not from animals. Additionally it is important that people be educated that although protein is essential to good health that it need not come from animals as well. More and more people are becoming concerned with both their health and the health and well being of non-human animals. Vegetarian and vegan lifestyles are becoming much more common. Please ensure that all people are given the opportunity to follow a food pyramid that can guide them to the best health for them.

Sincerely,

Lesley Parker-Rollins

Attleboro, MA

15

JUL 20 2004

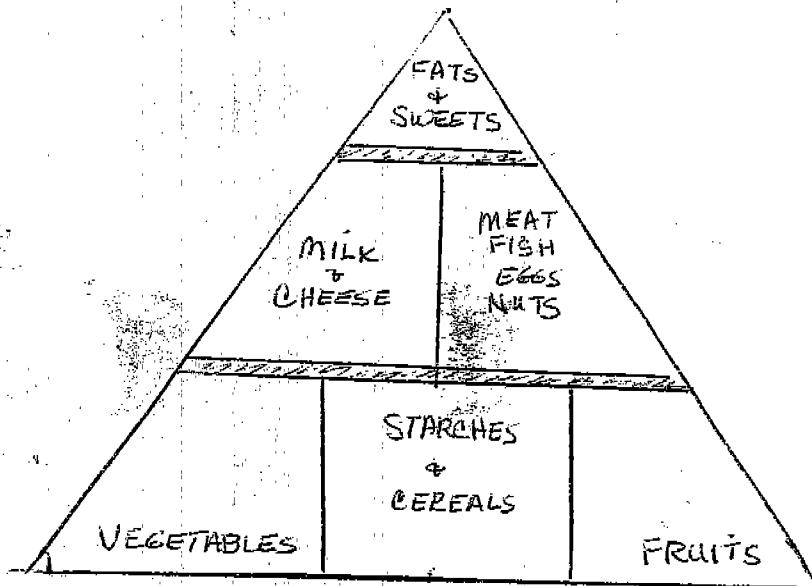
1071

Atkins July 13, 2004

Dear Sirs:

Why not amend the pyramid to look more like this? You could promote it by using the slogan

"AS EASY AS 1-2-3"



Sincerely,  
Anna Atkins

Ormond Beach, Fl.

16

10F1

Neldon

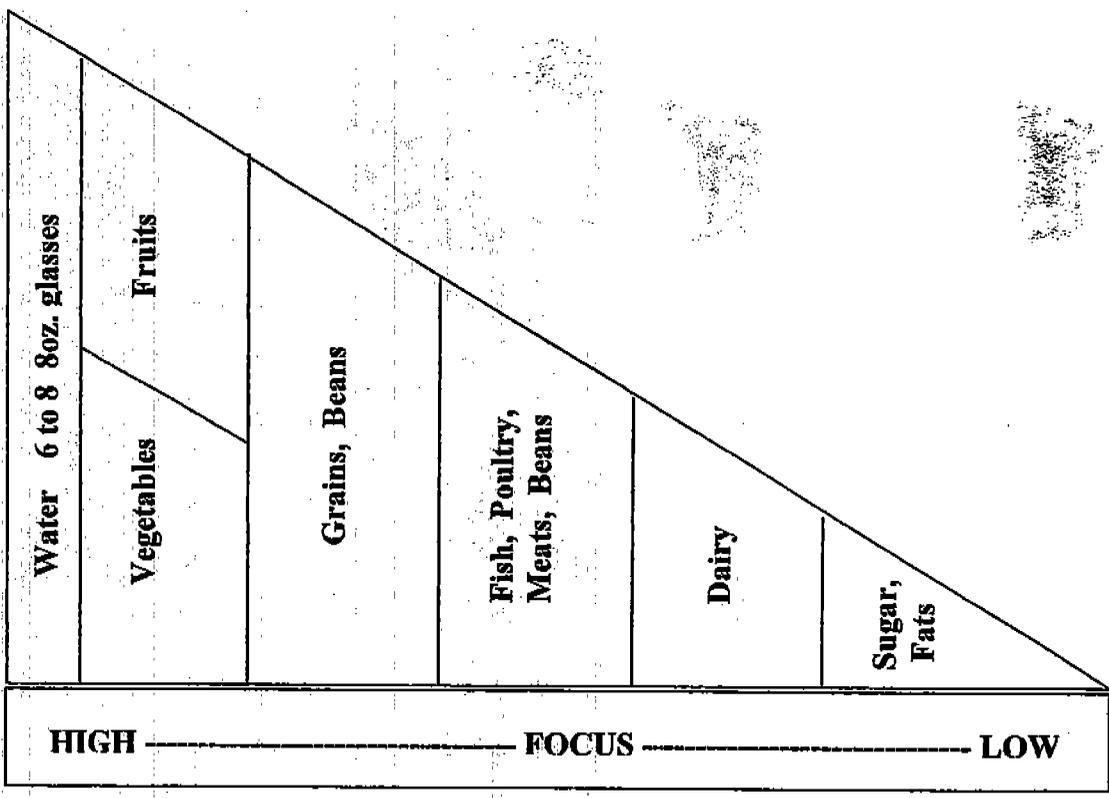
JUL 20 2004

July 13, 2004

Have you considered turning the pyramid into a similar triangular shape? The most significant food groups could be on the left and the decreasing size on the right would indicate importance.

*Judy Neldon*

Judy Neldon  
Macedonia, Ohio



17

JUL 20 2004

~~\*~~

Dear Sir/Ma'am:

1 of 4 Nelsa

Here are my suggestions for nutritional guidelines:

- 1) Make them simple. The pyramid simply has too much junk in it. Reading it is a pain. It's too complicated, and the font size is ridiculously small because you're trying to stuff so much crud into it. The four food groups were much easier. Here's an idea: break it down into starchy foods, proteins, fats/sugars, fruits/veggies, and maybe drinks.
- 2) Instead of telling people to eat this or that many servings as servings on containers are always silly (17 crackers = 1 serving, or one bottle of juice with 110 calories/serving actually has 2 servings, & who's going to save half for later?), tell people to "eat in moderation." Tell people to eat a little from each group with each meal, or whatever they don't eat with a meal, eat as a snack. For example, at breakfast, have a protein, a starch, a drink, and a fruit. Or save the fruit for a snack later with a small amount of protein or starch (cheese/crackers). Emphasize balance rather than servings. No one eats five fruits a day, except granola-heads, perhaps. When would we do that? There aren't enough meals in a day to eat that many fruits plus three servings of veggies and a million servings of bread, etc. Balance is more important. You might mention this to people: "Chips aren't fruit. Get the picture?" Show a fat slobby guy eating chips next to a skinny babe eating an apple. Good ad campaign. Point out that servings should not be large. (Another ad campaign: a picture of a huge pile of food being plopped with a splat onto a plate next to a reasonable serving being artistically set on a plate. Message: "This is not a serving. *This* is a serving.") Telling people "a half cup" gives one visions of measuring food, which is ridiculous. No one does that, and no one counts chips/crackers. Give a size comparison, instead. I've always liked the saying, "Never eat anything bigger than your head." Don't eat a piece of meat bigger than your hand, perhaps? Or simply, "Be reasonable." Yeah. "Eat reasonably or get fat." Great slogan. People will remember it. Tell people that eating too much makes you fat, no matter what kind of food you eat. Telling people not to eat carbs is not going to help if they eat 1/2-pound hamburgers and enormous salads or huge dishes of ice cream every night, even if

Zofia Nelson

they have no bread or cookies. The fact of the matter is that too many calories make you fat, no matter what kind of calories they are. (These food fads are so stupid and confusing that people throw up their hands and say, "Whatever. Who cares? They're just going to change it next year or tomorrow or whenever, so I'm going to eat what tastes good, and to h—l with nutritional guidelines.") (The pyramid is a great example: 6 to 11 servings of bread, and now we're being told not to eat it because all of those carbs are bad for us. One has the urge to make a lot of rude comments.)

- 3) Tell people to get off their derrieres. Stand up at work, take the kids outside, etc. The truth is, we all have desk jobs, we get up early, we go to work and sit on our collective butts, we come home tired, we eat dinner, we get the kids to bed, do chores, and the next thing we know, it's 11 o'clock at night, and we're tired and need a little down time before going to bed, and guess what? We're not going to the gym at that hour when we're worn out, we're not jogging around the block in the middle of the night with the mosquitoes and muggers, and we're not leaving the kids at home. We're going downstairs to watch terrorists chop our heads off on TV while having a bowl of ice cream or popcorn or whatever. What a nice society we live in! Encourage people to get outside with their friends/families/kids and play catch or tag or something after work while dinner's in the oven. Encourage companies to allow their employees 15 minutes to walk around (exercising at lunch means you don't get to eat lunch, and then you're cranky). Encourage people to move around at home and at work. (Biking to work is a hassle, because you can't bring home groceries or pick up kids from school or whatever on your bike, and it takes a lot longer, the weather is capricious, the highway isn't safe to ride on, etc., etc., etc. If you live close to work, great. If not, it's silly. One more hassle at the end of a hassling day. Better to walk around the block before dinner, or something, and it's better if you're at home moving around so as to set an example for the kids.) And tell well-meaning co-workers and school moms that they aren't doing us any favors bringing pastries and candy and stuff to work/school. We don't need it, feel guilty eating it, don't want our kids to eat it, and we eat it, anyway, because when food is around, we eat it,

30FA Nelson

especially if it has fat/sugar. Make it socially unacceptable. Tell people they're undermining their friends'/coworkers' health.

- 4) Tell people to drink less soda. I think a lot of people survive their tiring days at work by drinking massive amounts of caffeinated & sugary soda. Boy, that just irks me, by the way! We either get sugar or caffeine (if you avoid caffeine, you get sugary fruit juices with a million calories). Either get fat or drink caffeine. There must be something cold that's easily available that has neither and doesn't cost a buck a bottle (I know, I know, water, but the water in most states is downright brackish). (Boy am I picky, or what? Yeah, so are a lot of other people.)
- 5) Suggest meals that are quick and easy and healthy. If you have small children or work long hours, you don't have an hour and a half to sit there chopping veggies, searing meat, steaming rice, blah, blah, blah. You come home and throw a frozen warehouse meal in the oven because it requires no work, and your kids need attention, and the chores need to be done. Also, frozen meals minimize dishes afterward. We don't have time to wash sixteen pots and pans and lids, etc. (Where do terrorists find time to bother with us, anyway? Don't they have families to take care of?)
- 6) Tell people to be selective about where they eat out and offer suggestions as to what types of restaurants they should choose. Here in Wisconsin, Culver's is a big deal for families. It's family-friendly, but the big prize meals are butterburgers, french fries, deep-fried cheese curds, etc. Brats are also big here. Japanese restaurants with healthy foods are few and far between. We need fast-food restaurants that focus on healthy food. I mean, come on, if you go to Culver's, are you going to get a salad and skip the frozen custard, or are you going to get fish'n'chips followed by what is called a small but is in reality a gigantic dish of chocolate custard afterward? If you're in the environment where fattening/sugary food is available, you're going to go for it. (Besides, it tastes a lot better than broccoli!) It's instinctive to fatten up in preparation for lean times. But in our country, lean times are not generally a problem. We have too much food to eat, and our instinct says to eat it all while you can. Tell people to try to learn that we don't need to eat it all, even though it tastes really good and our bodies tell us to chow down.

40FA Nelson

- 7) Encourage people to eat one cookie and one piece of fruit instead of 25 cookies and no fruit. We are hard-wired to enjoy sweets because ripe fruits are sweet, but now we have something sweeter available, and our bodies say, "Oh, that must be extra-good fruit! Let's eat it!" But it's really ice cream, cookies, bon-bons, cakes, etc. People are not going to stop eating junk, so try to tell them to have much smaller servings of it. Eat one apple and then one cookie. Don't sit down and eat ten cookies.
- 8) Tell people what things to look for in the lists of ingredients that are bad. Nobody knows what 97% of the garbage in those required labels is because it's written in gibberish no one understands. On purpose. We need to know what's bad for us in those labels so we can choose not to eat it. Make a list and publish it and make it extremely easy to find.
- 9) Tell the person writing this to follow her own danged advice and lose 15 pounds!!!!

Good luck, and thanks for plodding through this if you got this far. Now, having eaten some of my son's birthday cake and ice cream and gotten no exercise today because it was too hot and sticky to go outside and I was busy, I'm going to bed, after having finished this at three o'clock in the morning. Now, there's a healthy lifestyle. Given the choice between reading the pyramid and eating the cake, I chose the cake. I guess we're all semi-suicidal. Oh. One more thing. Tell big profit-mongering companies to stop filling their food full of c-p such as partially hydrogenated artery-clogging-if-you-eat-this-you're-going-to-die-horribly soybean oil and other such lovely ingredients that show they truly care about the nutritional welfare of the average American. Ha-ha-ha. We're all a bunch of dumb fattened cattle. How nice to know. Now let's get off our 200-and-some-million fat bottoms on November 2<sup>nd</sup> and go out and make an intelligent, informed, meaningful choice for a president who cares about us instead of big companies who own our processed food supply and our media and, oh, yeah, our government. Pbbbt. On that happy note, good night.

Cheers,  
Beth Nelson.

Beth Nelson



**RUTGERS  
COOPERATIVE  
EXTENSION**  
OF OCEAN COUNTY

18

1 OF 1

JUL 20 2004

Flimlin/Rutgers  
Coop Ext.

New Jersey Agricultural Experiment Station

- RCE of Ocean County •
- Agriculture
- Horticulture:
- Family & Consumer Sciences:
- Marine:
- Fax
- Toms River • New Jersey
- 4-H:
- Resource Management:
- RCE Website:

July 14, 2004

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

Dear USDA Team,

I have been working with the seafood industry for 25 years at the producer level with commercial fishermen and aquaculturists. We recently held a conference in NJ on Seafood: Assessing the Benefits and Risks. We had Dr. David Acheson from the US Food and Drug Administration's (FDA) Center for Food Safety and Applied Nutrition speak about their efforts to educate the public about seafood consumption advisories related to methylmercury in seafood. Coupled with that was a suggestion that consumers "eat up to 12 ounces (two average meals) per week of a variety of fish and shellfish that are lower in mercury."

This suggestion was obviously offered with full knowledge that seafood provides numerous health benefits for consumers, and should be incorporated into a healthy diet and lifestyle. Presently the US consumer eats an average of about 15 lbs. of fish and seafood a year. This FDA recommendation actually would bring that up to almost 40 pounds a year. I would offer that if all the folks in the US increased their seafood consumption by 250% they would be more healthy. I doubt if that could be said of beef, swine and poultry. Never have I seen a government agency urge increased consumption of a specific protein source, aside from milk (which I personally question). Fish could provide all the benefits of milk plus more.

I would like to heartily suggest that in the re-evaluation of the Food Pyramid that the team strongly investigates the literature that has been studied by FDA on this subject and act accordingly. This change in dietary habits would benefit the fishing and aquaculture industries in our country and many others given the increased market potential, the school children who are potential targets for USDA subsidized lunch programs, and the entire health system of the United States.

Quit Beefin', Eat Seafood!

Sincerely,

Gef Flimlin  
Marine Extension Agent

C: Acheson, Malinowski



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19

10F1

Jacobson

JUL 20 2004



Mark Jacobson

Delray Beach, FL

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

July 14, 2004

To Whom It May Concern:

(First of all, I should tell you that I am an advertising copywriter with 15 years of marketing experience.)

I was just reading an article on Yahoo! about how you're revising the Food Guide Pyramid and I thought I'd offer a suggestion that occurred to me. They mentioned that they thought it was important for people to have a catchphrase or slogan to drive people to the website, rather than try to oversimplify something so complex in a graphical way. That's a great idea, but there's another element that I think you need to take into account: credibility. I know that there are many people working on the revision of the pyramid (or whatever it winds up being)--experts in nutrition and others. The problem I found in glancing over your site's materials is that I couldn't help thinking to myself, 'What do they know? This is the government. They use lousy clip art, and their stuff still looks like it was made in the 60s (and written by some geek in a half-sleeve shirt, horn-rimmed glasses and a crew cut).

So my suggestion is that you somehow make part of the marketing and presentation of the new food guide an effort to be very modern and contemporary in look and feel, and emphasize the fact that experts NOT IN THE GOVERNMENT have put it together. Maybe highlight who they are on the site. Or get some celebrity (please, not Richard Simmons) to be the spokesman, perhaps. Even Arnold Schwarzenegger--you know, if he's not busy.

My point is that people will need to listen to the government with the same level of respect and credibility that they would have if Oprah said the same thing. If Oprah told me carbs are bad, I might believe her. If Uncle Sam said it, I'd think it was the result of years of government committees and bureaucracy. Okay, I'm done.

Just thought I'd throw that out there and try to help.

Regards,

Mark Jacobson

JUL 20 2004

19 July 2004

20

10F2

Cohen

Reston, Va

USDA, CNPP  
3101 Park Center Dr.  
Rm. 1034  
Alexandria, Va 22302

To Whom It May Concern:

This comment, relative to USDA's CNPP notice of proposal for food guide graphic presentation and consumer education materials, addresses imple-  
mentation of whatever the new graphic design is determined to be.

It is my belief that nutrition education needs to be begun at the very earliest time, at even the pre-school years. Since "CNPP plans to work in coordination and collaboration with other information multipliers (such as educators)" why not form partnerships and develop programs for early education purposes with both HHS and the Department of Education? Such programs even within Head Start classes would seem to be ideal. Given the rising incidence of obesity in children, nutrition education needs to be a core

2022 Cohen  
component of elementary education:

In addition to the children, the information and lifestyle changes have to be meaningfully communicated to busy, working parents of the most disadvantaged students.

"Interactive educational tools" are not going to reach these people!

However, the CNPP has a model to look to in the Washington, DC school program that partners with, I believe, the Extension Service and local Chefs. The children learn how to grow and tend vegetable gardens and local Chefs come into the schools and teach them how to cook and prepare healthful foods. I believe it has been a very successful program.

Sincerely,

Sharon Cohen

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LOP2

Amstutz/U.GA 2004

The University of Georgia

Office of the President

July 14, 2004

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

Dear Sir or Madam:

I read with interest the news coverage of the Center's work to reassess the Food Guide Pyramid. While neither a nutritionist nor a physician, simply a ordinary citizen familiar with the Food Guide Pyramid, I wished to offer a personal thought regarding the graphic.

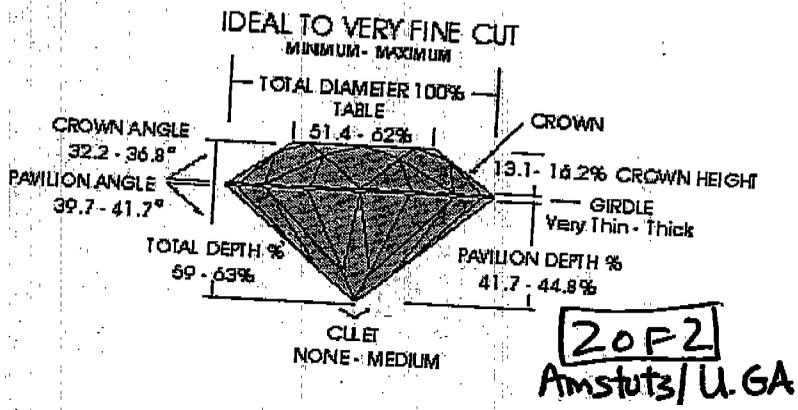
For me, a symbol with clearly defined levels, like those of the current Food Guide Pyramid, is helpful when considering nutrition, for it illustrates the variety of foods needed on a daily basis. However, like many people I think in a "top down" manner, and the placement of fats and oils at the top of the pyramid suggests that those items are somehow better than the foods below. Fruits and vegetables seem lost in the middle somewhere.

Were you to consider an alternative shape, a cross section of a diamond gem seems to be a good alternative, with the fruits at the top followed by the larger cross-section of breads & grains; the graphic would place fats and oils at the small point at the bottom. Like the pyramid, this is a shape that is easily recognized, and it implies quality... i.e. quality of life.

Thank you for the opportunity to provide input and for your work on this important topic.

Sincerely,

Meg A. Amstutz  
Assistant to the President



1 of 2

JUL 20 2004

Bolton /  
State of Wisc.  
DHFS



22

DIVISION OF PUBLIC HEALTH

SOUTHEASTERN/MILWAUKEE REGIONAL OFFICE

MILWAUKEE, WI

Telephone:  
FAX:

Jim Doyle  
Governor

Helene Nelson  
Secretary

State of Wisconsin

Department of Health and Family Services

July 14, 2004

USDA Center for Nutrition Policy and Promotion  
3101 Park Center Drive, Room 1034  
Alexandria, VA 22302

To Food Guide Pyramid Reassessment Team:

Thank you for opportunity to comment on the Food Guide Pyramid Reassessment. The following comments are my professional opinion based on twenty years of practice as public health nutrition consultant. They do not reflect the opinion of my employer or agency.

On June 23, 2004 I provided testimony at the USDA "Healthier U.S. Nutrition Forum in Wisconsin. I wanted to take the opportunity to share some of pertinent comments with the reassessment team.

- As we revise the dietary guidelines in 2005, we must be sure that this time there is no disparity in assuring the thrifty meal plan meets the dietary guidelines. The thrifty plan must be consistent with market trends that impact the average food stamp recipient's ability to prepare nutritionally adequate meals.
- The concept of "scratch cooking" is not common for young working families. The thrifty plan needs to be reasonable to assure consumption.
- The food guide pyramid appears to have failed us as an educational tool. While the shape is well recognized the message is not.
- Attached please find an idea for a different shape and message.
- The belt around the hourglass gives the visual of trimness. The trimmer the belt, the less fats and sugars consumed. I also think that changing the titles of the groups allows for a more generalized foods, such as grains rather than breads and cereals or protein rather than meat. I wish you success on development of a new tool and guidance.

Warm Regards,

*Marilyn Bolton RD CD*

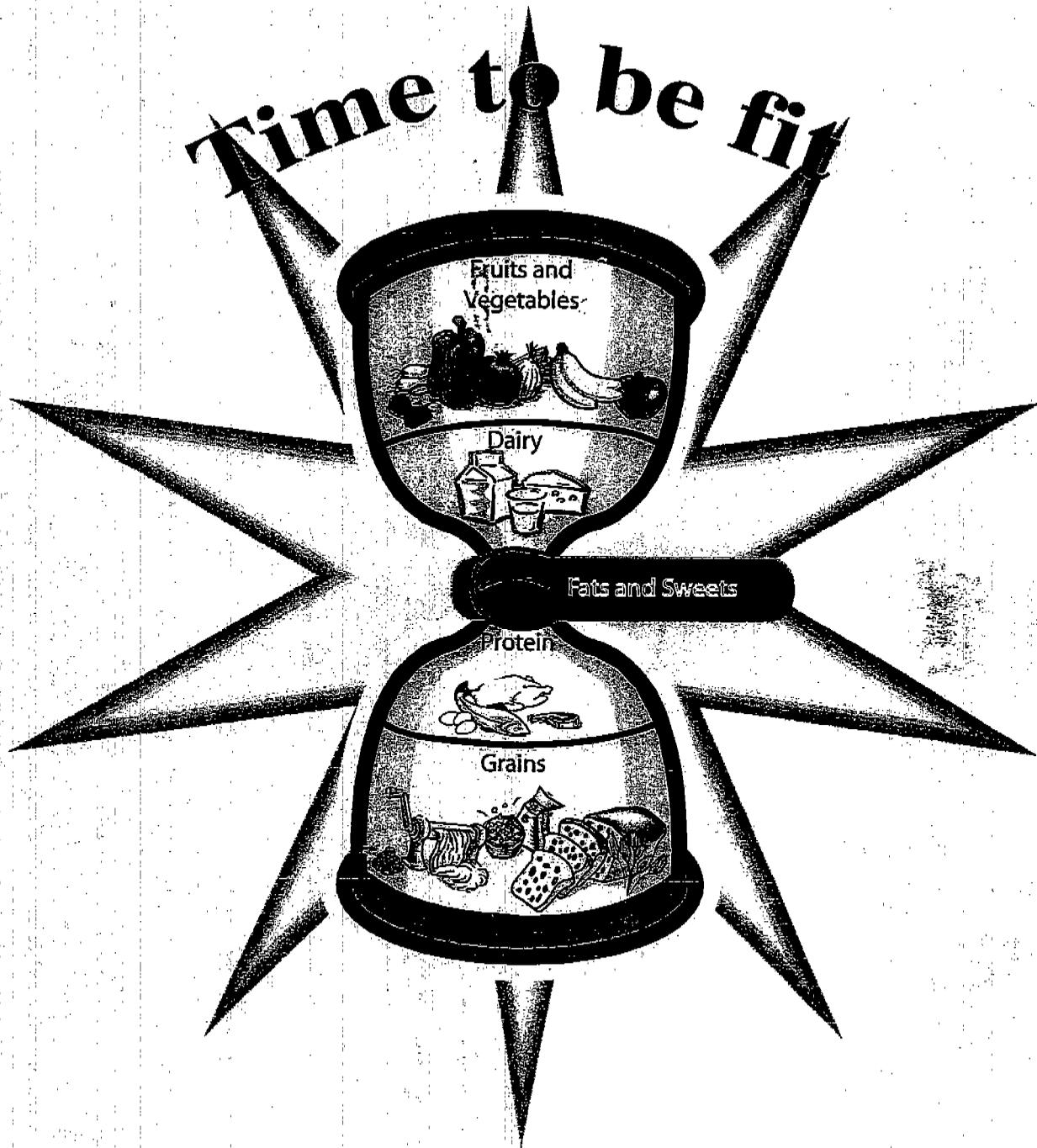
Marilyn Bolton  
Regional Public Health Nutrition Consultant

Attachment

20P2

Bolton / State of Wisc. DHFS

Time to be fit



23

1 of 2  
Viggiano

JUL 20 2004

*[Handwritten initials]*

Philadelphia, PA  
16 July, 2004

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

Dear Sir or Madam:

I am a 34 year old architect, soon to be registered in the state of Pennsylvania (2 more exams to go!), who has had extensive graphic training in architecture, both at the University of Pennsylvania and at a large center city architecture firm.

Recently, there was an article on msn.com about the restructuring of the traditional "food pyramid". In response to that article, I am submitting a sketch for your review that not only incorporates the traditional items in similar proportions to the original, but also adds exercise into the equation.

While I did read that the intention was to retain the original pyramid form, I believe you might be doing yourselves a disservice. In light of all of the new information coming to the forefront about food and how people react to it, it would be perfectly natural to come out with a whole new solution to the problem. Plus, people seem to relate better to the idea of a circle, as opposed to a pyramid. The circle is "whole" and complete, somehow satisfying, whereas the pyramid is just a shape. Besides, as the article admits, the fats & sugars would preferably be at the bottom, not at the pinnacle of the equation. In my sketch, they are shown not only on the bottom, but as integral with the other parts, rather than separate.

I hope this helps you in your quest to discover a fresh way to present your ideas to the public. As someone who has been fighting a weight problem her entire life, I understand how important it is to talk about real solutions, not just temporary fixes.

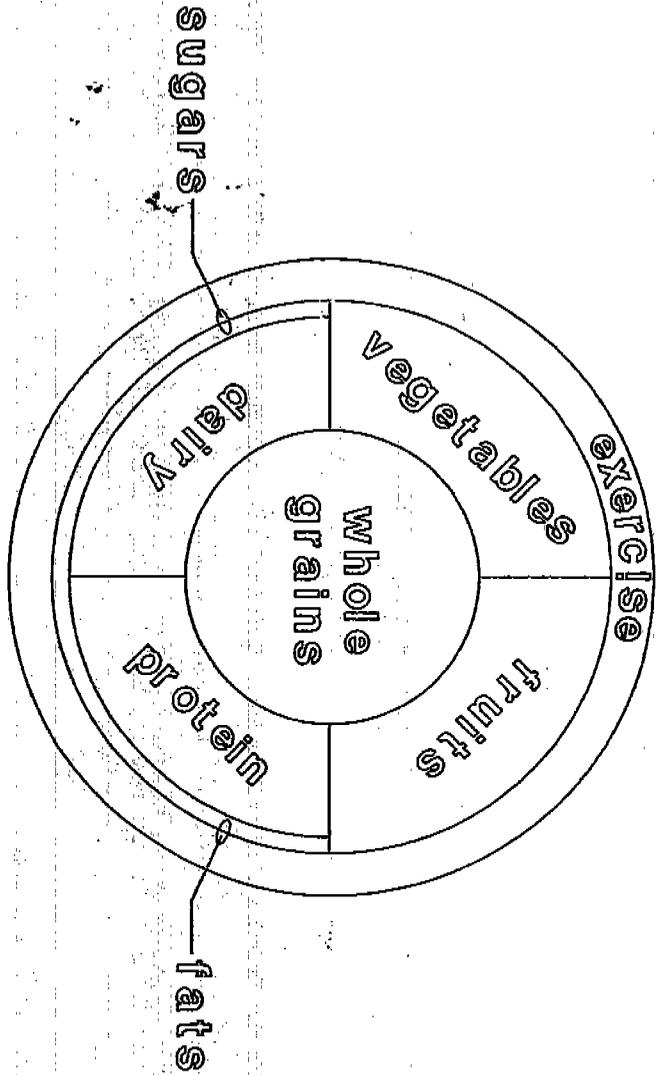
Sincerely,  
Veronica Viggiano

*Veronica M. Viggiano*

2022

Viggiano

"grab hold of your life and steer your way to good health"



24

TOP2  
McCormick

~~JUL 20 2004~~

JUL 20 2004  
JUL 20 2004 *df*

Kathy S. McCormick

Missouri City, TX

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

July 14, 2004

Enclosed is my illustrated recommendation for the "NEW" Food Guide Pyramid. I have changed the order and number of suggested servings to more closely mirror the recommendations of the cardiologist I work for. These are more along the lines of keeping with a heart healthy menu plan. He advises that grains (mainly starches) tend to increase body weight and are frequently stored similar to fats when the individuals consuming them eat too many and do not exercise sufficiently to convert them to energy. I've also added pictorial examples of each food group to make it easier to understand for readers and non-readers alike. I believe my food chart conveys the essential healthy eating guidelines (fats & sugars in the smallest are at the bottom of the cardiac "pyramid") while the image of a "fit and buff heart" conveys the idea of both physical and cardiovascular fitness.

I hope this will be adopted as the new Food Guide Pyramid or serve to inspire a modern, more meaningful guide.

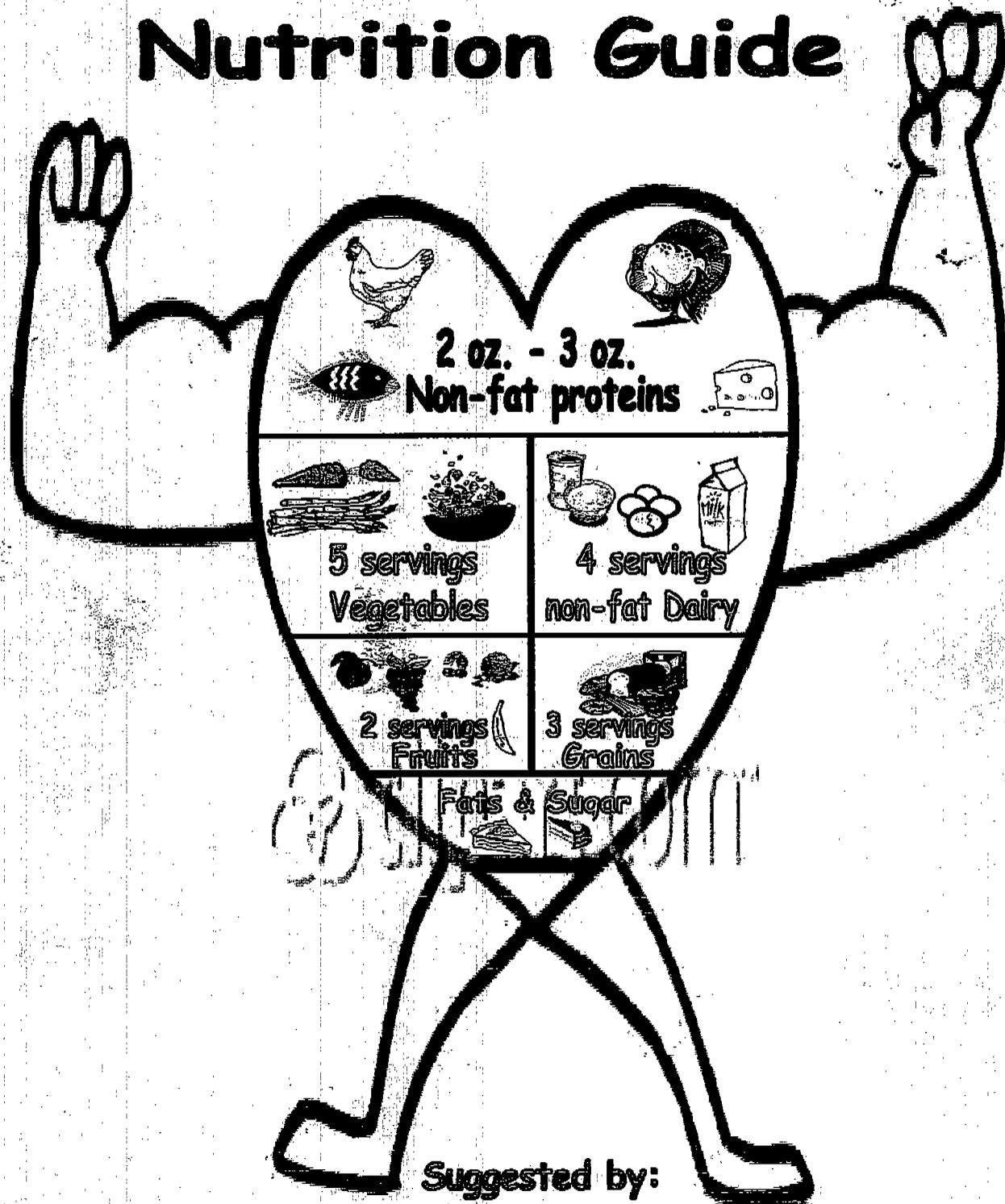
Sincerely,



Kathy S. McCormick

# The "NEW" Illustrated Nutrition Guide

2012  
M<sup>s</sup> McCormick



Suggested by:  
Kathy S. McCormick

Missouri City, TX

25

TOP 4  
Chizea

JUL 20 2004  
JH

Dora Obi Chizea, M.D.

Ebensburg, PA

Tel/ Fax:

E-mail:

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

July 13, 2004

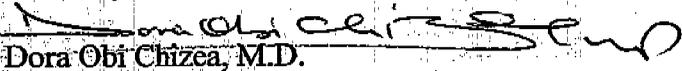
Sir,

In reference to your request for public input in preparing the 2005 Food Pyramid as published in the USA Today and on your web site on Tuesday July 13, 2004; I first responded to you with an e-mail. Here is the letter I promised you in the e-mail.

Enclosed herein is a copy of my booklet *Brain Healthy Menu: Eating for Your Brain Health*. (Published March 2004). I would like you to consider some of my suggestions in the book in your new pyramid. I believe that we are obliged to address the issue of preventing Dementia with brain healthier meals, especially with the aging Baby Boomers if we do not want to skew the Dementia Burden the way the Obesity Burden was skewed into the current obesity crisis.

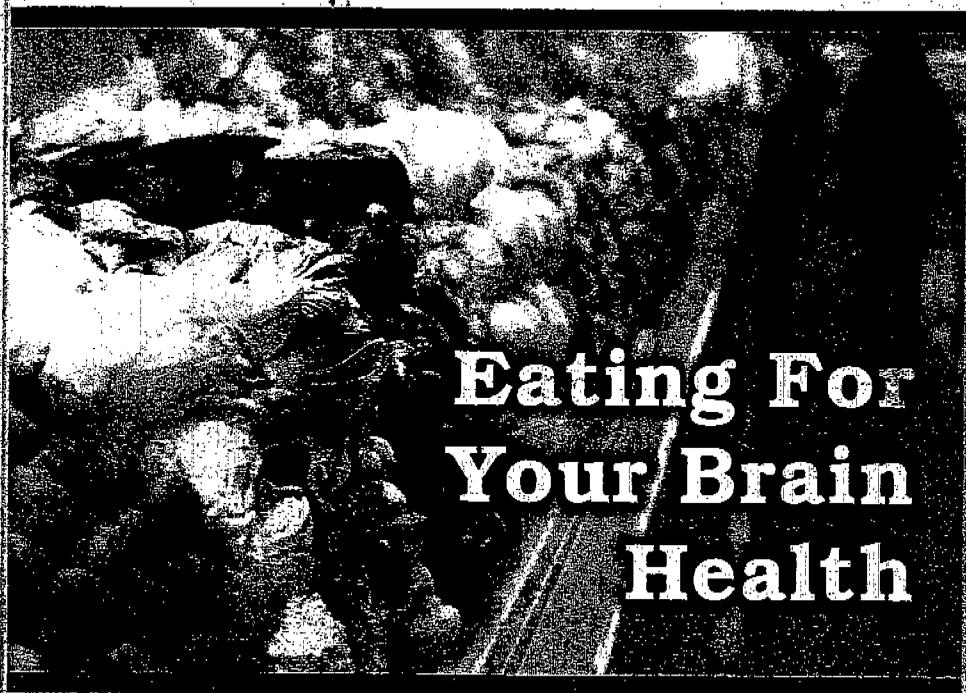
Best Wishes in your efforts.

Sincerely,

  
Dora Obi Chizea, M.D.

**ZOE4** Chizea

# **Brain-Healthy Menu**



**Dora O. Chizea, M.D.**

**[Box 4]**  
Chizea

- **DHEA** (de-hydro-epi-androsterone) 5-25mg produced by the adrenal gland, improves immunity, mental capability, & alleviates stress. Also protects from heart disease, cancer, arthritis, asthma

**6. HOW TO PUT ALL THIS INFORMATION TOGETHER**

The immediate practical application of all this information is to help you put together the foods and nutrients that will help you make the brain chemicals, **Neurotransmitters (N.T.)** that you need for your brain health.

The long term objective, is to help you prevent, or at least limit, age associated Forgetfulness, some Dementia and possibly Alzheimer's expression.

For example, to make the **N.T. Acetylcholine**; you need the building blocks **choline/serine** and the vitamins/ Cofactors or supplements **Coenzyme A** and **choline**.

Here is the summary: (7)

To Make:	Need:	And:
Neurotransmitter	Building Blocks	Cofactors/Supplement
* Food Source (NT)		
1. Acetylcholine	Choline/serine	Choline/ Coenzyme A
2. Epinephrine	Phenylalanine/ Tyrosine/ tyramine	Ch & Mg (in MTV)/B-100
3. Dopamine	Phenylalanine	Proteins/ Fatty Acids (Vit F)
4. Serotonin	Tryptophan	Iron/B3& Biotin (in B-100)
5. Gamma- amino Butyrate	Glutamate	B3/B6 (in B-100)/Fatty Acids
		B6/ Biotin (in B-100)

- Cu = Copper
- Mg = Magnesium
- EAA = Essential Amino Acids (Proteins)
- NT = Neurotransmitter
- BBB = Blood Brain Barrier
- ASCVD = Artherosclerotic cardiovascular Disease
- FeSO4= Ferrous Sulphate (Iron)

- **Food Source Key**
- 1 Brewer's yeast, peanuts, beef liver, egg yolk, fish, soy bean, (tofu, miso), wheat germ, cauliflower, cabbage. Also Soy lecithin supplement.
- 2 [Tyrosine], chicken, beef, goat, pork, sea food - salmon, mackerel, shrimp
- 3 Chocolate, plus same foods as #2 above. Also asparagus, barley, peas, beans, Broccoli, spinach, romaine lettuce, yellow fruits like oranges.
- 4 [Tryptophan], pork, duck, turkey, wild game, banana. Also brightly colored fruits and vegetables.

4 of 4  
Chizea

5 Present in most proteins like meat and beans. Also in brightly colored fruits and vegetables like Squash and tomatoes.

Give yourself a gift of being Present in your physical self. Keep a copy of "Wisdom of Aging" handy.

7. MESSAGE

Plan your eating with your Brain's Health in mind. Know what foods to combine for optimal brain health. For eg, vitamins best assimilated with meals. Tryptophan competes with tyrosine, so eat them at different times. Above all enjoy what you eat.

8. ACTIVITY

- Keep Mentally Active
- Reading
- Writing
- Crossword puzzles
- Walking
- Dancing
- Take an adult class
- Computer surfing
- Volunteer to help others
- Mentor the Youth
- Show love to Yourself and Family. Others too
- And remember to Pray

"Don't forget that some foods can cause you allergies; coffee, caffeine, milk, chocolate. And other foods can cause you anxiety and/ or depression; sugar, wheat. So, avoid foods and drinks that you are allergic or sensitive to.

Plus, avoid accumulation of hazardous metallic substance like aluminum & mercury in the body. Limit use of aluminum cooking wares, deodorant, antacids etc. Use charcoal block filters to eliminate harmful toxins from the tap water for cooking drinking because of pollutants in the reservoirs."  
(7)

To learn more and for Easy Reference, read "Wisdom of Aging" and pay particular attention to the SEVEN STEP BRAIN PRESERVATION & MENTAL HYGIENE PROGRAM:

1. diet
2. stress management
3. physical and mental exercise
4. lifestyle changes
5. pharmaceutical management
6. herbal management
7. family love
- 8.

Alzheimer's and many forms of Dementia are not part of normal aging process & can be prevented or at least ameliorated with the SEVEN STEP MENTAL HYGIENE PROGRAM in our book "WISDOM OF AGING"

47

Loreen Leedy



www.LoreenLeedy.com

10F4 Leedy / LoreenLeedy.com JUL 20 2004

Author-Illustrator

26

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

Dear Reassessment Team,

I would like to add my 2¢ to the discussion of how to update the Food Guide program. Enclosed is a copy of my book for children about the Food Guide Pyramid— while the book will almost certainly be made obsolete, I agree that the program needs to be changed.

Below are my thoughts on the six areas of interest mentioned in the release:

• **Configuration of the new graphic**

See next page.

• **Strategies to improve awareness and motivation to use the information**

Implement a broad-based marketing plan. Personally, I have seen the Food Guide graphic only on certain food boxes, in occasional magazine articles, and on posters in school cafeterias.

Make the program as uncomplicated as possible. Use simple, clear prose to describe it.

Have a web site devoted exclusively to the Food Guide program so people don't have to navigate the complex USDA site.

Partner with food companies and/or health care groups to get the graphic shown on TV commercials, in newsletters, in comic strips, on T-shirts, bumper stickers, billboards, magnets, stickers, etc.

Post and/or publish anecdotes about a diversity of people showing how they are changing their eating habits as they follow the updated system.

• **Methods to assist consumers in personalizing the system**

To help people adapt the system to their own needs, set up a section of the web site for suggestions for people with allergies and other health issues.

Offer strategies to get the best food for the least money.

Have rotating experts available to answer consumer's questions online. Archive all the questions so people can look back over them.

Set up a moderated online chat room and/or bulletin board for people to exchange ideas.

Chuluota, FL

• **Strategies to improve educational messages**

For young children, use a fun character as a mascot to guide them through a simplified explanation of the program.

Create a set of lesson plans for teachers can download to use with various grade levels. Include a coloring page, hidden picture puzzle, or other visual component.

Sponsor a contest for children to design a poster about the program; sponsor a writing contest; provide a playscript (online) students can act out about eating healthy foods.

For teenagers, appeal to their desire to look attractive, be athletic, and feel good.

• **Interactive tools to demonstrate the messages**

Consult or partner with educational supply companies to design an entertaining board or video game on the topic.

Make a grant available to design a traveling exhibit with relevant displays such as a 3-D Food Guide pyramid consisting of giant food items.

• **Communication delivery channels for the messages**

Summary of above ideas:

Program-specific web site. Chat rooms. Online bulletin boards. Ask an expert.

As many media as possible: TV, radio, newspapers, etc.

Brochures (both printed and downloadable.)

Lesson plans. Activity pages.

Games.

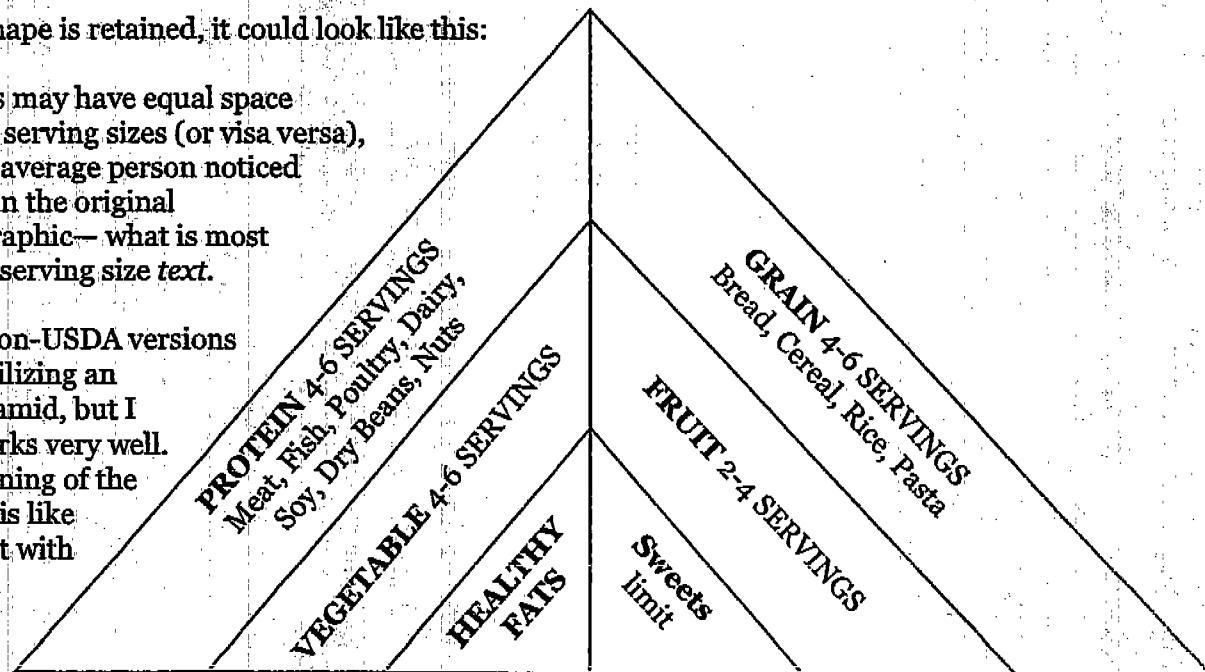
Traveling exhibit.

Since the dietary guidelines are still being worked on, I'm putting my own ideas for categories and serving sizes in the graphics that follow. Personally, I think the South Beach diet is very healthy for most people and should be recommended to Americans. I also think dairy products should be grouped with other protein foods.

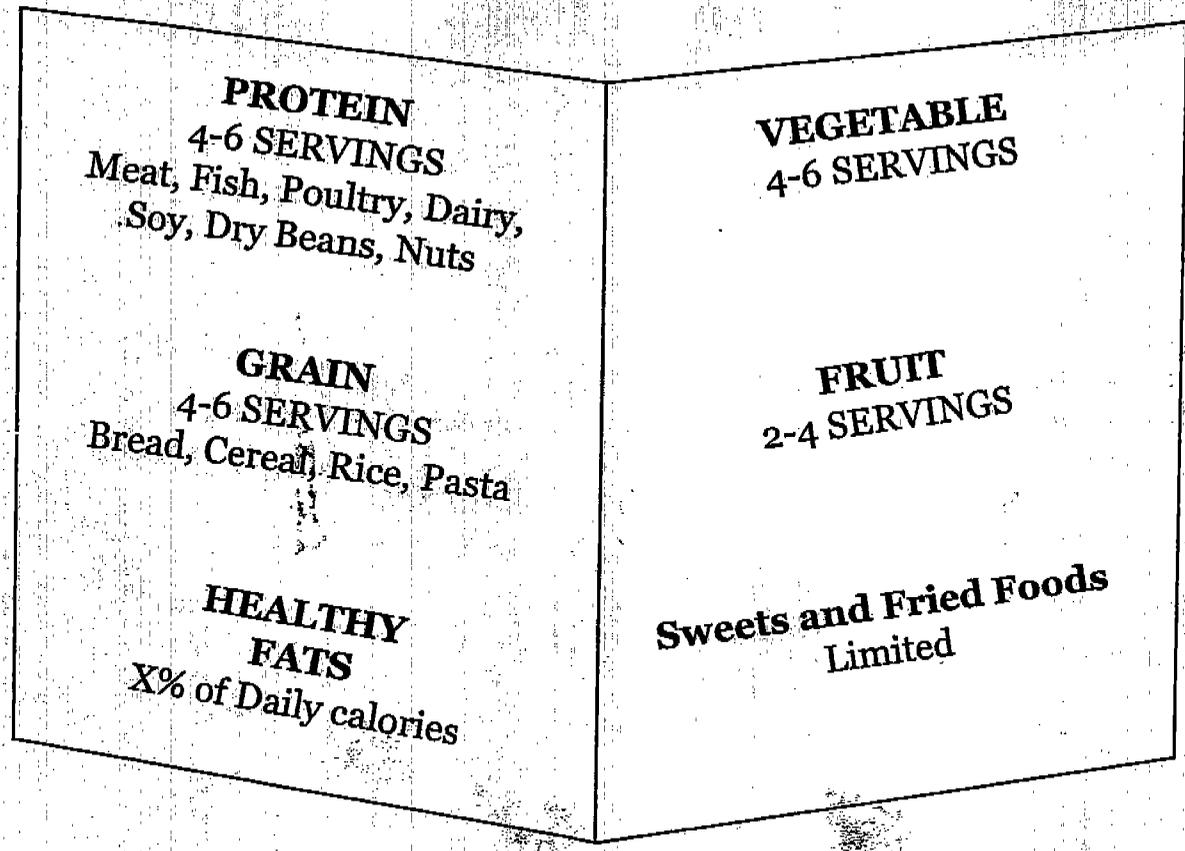
If the pyramid shape is retained, it could look like this:

While the groups may have equal space despite different serving sizes (or visa versa), I don't think the average person noticed those subtleties in the original Food Pyramid graphic— what is most important is the serving size text.

I've seen some non-USDA versions of the graphic utilizing an upsidedown pyramid, but I don't think it works very well. The normal meaning of the word "pyramid" is like the ones in Egypt with the wide base on the bottom.



One problem with the Pyramid graphic is that it pyramids don't have anything to do with food. My suggestion is **The Food Guide Menu**.



This is flexible graphic shape that could be used in any size. Of course, it should be jazzed up with pictures of the various foods. If necessary, dividing lines or blocks of color could be added to differentiate the groups.

I hope these ideas are of some use in this reassessment process. It is an important and daunting task.

Sincerely,



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Brown / Nutr. Educ. Proj.

JUL 20 2004

July 14, 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:

Well here we are, after 150 years of industrial tampering with our food supply and at least a hundred years of nutritional research, still trying to decide whether sugar contributes to obesity. It does.

These past three decades have seen an enormous amount of research aimed at showing that saturated fat causes heart disease and low fat diets prevent it. We now know that low fat diets are dangerous, at least for people trying to lose weight, because dieters consume excessive amounts of carbohydrates to assuage the hunger that results from not eating enough fat. We also know that low calorie dieting alters the metabolism, making it more efficient in terms of its ability to absorb nutrients. The average person, eating a low fiber diet, excretes about 20 percent of the calories he consumes. Those eating foods containing reasonable amounts of fiber will excrete a larger percentage of calories. People who repeatedly use low calorie diets to lose weight, however, cause their bodies to become closer to 100 percent efficient. Does it make sense then to have people try to count calories?

I have three daughters ages 16, 20, and 24. They all wear size six or smaller and eat high-fat diets. They also limit their intake of refined foods and sweet drinks. They know very little about the technical aspects of nutrition but they understand how nourishment works. Perhaps a similar approach would work for many other Americans, an approach that emphasizes nutritional discernment rather than blindly following blanket recommendations.

In my family, we like sugar. However, we know how dangerous it is in excessive amounts. We know that nutrients must be supplied from somewhere to release the energy contained in sugar and remove the toxic waste products afterward. The same holds true for other refined carbohydrates and vegetable oils as well. One wonders what researchers would discover if they fed laboratory rats a diet containing ten percent sugar and fifty percent (vegetable oil) fat or two percent sugar and fifty percent (beef tallow and butter) fat. And what would happen if researchers sought out slender people (body mass index of 20) like myself who eat several pounds of butter a week plus hamburger, cheese, sour cream, nuts, whole milk, and full fat yogurt, studied their food habits, and measured their blood values. What do you think they would find out?

I wish someone would check this out because I encourage people to increase their fat (especially saturated fat) intake if they have trouble controlling their weight. I also suggest they match carbohydrate intake to activity level rather than the opposite which is what the government advocates. You know. Eat fifty percent carbs and exercise like crazy to keep insulin levels from going too high.

I'm doing my best to educate my community about nourishment. It would be so helpful if government guidelines did not contradict the science that has guided my food choices these past 25 years. You can't imagine how many times I've shared information with people only to have them remark, "That's just the opposite from what all the experts say. Here's an example:

A Canadian friend visited us this Spring and told me his LDL cholesterol was looking bad last summer. His physician recommended a low-fat diet and drugs to remedy the problem. After thinking it over my friend decided to imitate my approach. He stopped drinking soda, cut back on foods containing grains and added sugars, and began eating bacon and eggs for breakfast instead of cereal. Three months later his physician remarked, "The textbooks say this is impossible. This much improvement in cholesterol values isn't supposed to occur in such a short time frame."

Thank you for reading my letter. I hope some of my remarks were helpful.

Nutrition Education Project

Ph/4

David Brown

David Brown

Kalispell, MT

COPY

2 OF 5

Surgeon General Richard Carmona  
200 Independence Ave. SW  
HHH Bldg., Rm. 716G  
Washington, DC 20201

June 20, 2004  
Brown / Nutr. Educ. Proj.

Dear Sir:

As you probably know, the Dietary Guidelines Advisory Committee postponed release of their final draft of recommended changes to the guidelines until August. Apparently, a controversy arose over whether added sugars contribute to the obesity problem. My question is: What else is there?

I'm convinced that the low-fat approach to weight control is a major factor in the obesity epidemic. In January, the Calgary Sun published a 5-part series entitled **Fat Facts and Fallacy: the Atkins Paradox**. I included an excerpt from readers' comments published in the final installment of the series. I edited the material for clarity. You can access the rest of that article and the others as well by typing "Calgary Sun, Low-carb war of words" into a search engine.

As you can see, some who follow the government's low-fat recommendation in order to lose weight and reduce the risk of developing clogged arteries accomplish just the opposite of what they hope for. The response from experts remains; eat fewer calories and get more exercise.

It's time to face the fact that the experts have been wrong about a number of things. They have failed to note that the body adjusts to whatever its owner feeds it. As the doctors in Morgan Spurlock's **Supersize Me** film remarked, "Your body is extremely adaptable." Spurlock himself said, "At the end of the diet, my body was adapting to this environment (McDonald's food) and to me, that's pretty scary. Think about how many of us every day eat what we want, don't exercise, and think, 'I'm fine. I'm living proof I can eat whatever I want.' But our bodies aren't actually living, they're just surviving."

Until American nutrition and medical experts develop a better understanding of how nourishment works the national health will continue to deteriorate.

That's all for now. If you have any questions, please feel free to contact me whenever and as often as you wish.

**Nutrition Education Project**

Ph

David Brown  
David Brown

Kalispell, MT

HERE'S AN EXAMPLE OF AN INDIVIDUAL WHO...  
A HIGH CARB DIET. RATHER BITTER, IS HE NOT?

Calgary Sun

Fat Facts and Fallacy: The Atkins Paradox - Part 5  
Low-carb war of words

3 OR 5

Brown / Nutr. Educ.  
Proj.

We asked for your thoughts on the controversial Atkins diet and boy, did we ever hear it! In the final part of our Fat, Facts and Fallacy: The Atkins Paradox, readers have their say on the diet and the low-carbohydrate phenomena. Here is a small sampling of the dozens of responses we received.

### LIES MADE ME FAT

When I heard that Dr. Robert Atkins — famed developer of the much-maligned Atkins Diet — died from a blow to the head, I must admit I rejoiced. Not because he was dead. But because it wasn't a heart attack. If he'd succumbed to heart disease, the legion of Health Nazis who spent the last 20 years fighting the losing battle against the Atkins Diet would have exploited his death to mount a new offensive against the good doctor.

When I was young, I ate whatever I wanted and what I wanted to eat was beef, chicken, fish, pork and vegetables. I was not a fan of bread or potatoes or rice. About once a month I'd eat a banana split or a piece of pie.

Well into my 20s, that diet served me well. I had low cholesterol. A waist that never exceeded 30 inches beneath a 42-inch chest. Resting pulse in the mid-60s. I wasn't entirely healthy, though. The 50-cigarette-a-day habit saw to that. But eventually I kicked that and put on five pounds, expanding my waistline to a whopping 31 in. I was 5-ft.-10 and weighed 165 lb.

Then the Health Nazis came along and told me, with many facts and figures and charts and stuff, that bacon and eggs for breakfast and the rest of my diet was going to kill me. I had a wife and a kid and I didn't want to leave them mourning my premature demise, so I listened. I substituted complex carbohydrates for the high-fat, high-protein, low-carbohydrate diet I'd always been drawn to. I gave up cheese. I ate low-fat everything. I gave up taste. It's what the experts wanted me to do.

I was never sedentary. I played racquetball and walked everywhere I could. My idea of a fun vacation is a hiking trip or a canoe expedition through horrible and forbidding wild territory with lots of portages. I had a rowing machine and free weights at home and a health club membership, and I USED them, dammit. And I got fat by being as healthy as the experts told me. Every year, a little fatter. Eventually, I topped out at 235 lb. That kind of weight on a 5-ft.-10 frame is getting perilously close to Jabba-The-Hut territory. I could no longer see my feet.

COPY

4025

Brown Nutr  
Educ.  
Proj.

July 5, 2004

Letters  
The Daily Inter Lake  
PO Box 7610  
Kalispell, MT 59904

Dear Editor:

The global obesity epidemic is generating an enormous amount of discussion among health experts in the World Health Organization and in developed countries such as the United States, England, and Australia. In this country, the Dietary Guidelines Advisory Committee, jointly appointed by the Health and Human Services and Agriculture departments, is trying to decide whether added sugars contribute to the obesity problem. In June, heated debate over this issue prompted the committee to postpone releasing its final draft of dietary recommendations for two months. The report is now due out in August.

At Endotext.com, a website containing commentary by leading American obesity experts, I found some interesting material in a chapter titled ENVIRONMENTAL CONTRIBUTIONS TO OBESITY. Under the heading Other Environmental Factors Affecting Energy Intake the authors wrote, "Several other factors, such as increased sugar and/or soft drink consumption ... have been suggested to contribute to obesity. However, there is virtually no research about the role of these factors in development of obesity."

Actually, research exists but most of it is more than thirty years old. Since June of 2002, when the above mentioned report was published, there has been some research regarding soda consumption and obesity and it looks bad for sugar, especially high fructose corn syrup.

If the Guidelines Committee decides to link sugar to obesity, they will have accomplished a lot. The sugar lobby in Washington is incredibly strong. Adverse publicity, regarding added sugars, rarely appears in medical journals, magazines, or newspapers. Moreover, it was only a few weeks ago that the United States government finally revised its recommended upper limit of sugar intake (formerly 25 percent of total calories) to conform with the recently adopted World Health Organization limit of 10 percent of total calories.

Meanwhile, England and Australia are already suggesting strong measures to curb sugar intake. If they succeed, the U.S. will find itself behind the curve in the scramble to reduce the incidence of obesity and degenerative disease.

For more on this, I recommend the British Medical Journal website. Type "bmj.com, obesity" into a search engine.

Nutrition Education Project

Rh/k

David Brown  
David Brown

Kalispell, MT

COPY

5025

Letters  
The Daily Inter Lake  
PO Box 7610  
Kalispell, MT 59904

July 5, 2004  
Brown Nutr  
Educ.  
Proj.

Dear Editor:

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Nutrition Education Project

Phd

David Brown

David Brown

Kalispell, MT

July 16, 2004

28

1 OF 1

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JUL 20 2004

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

Dear Reassessment Team Members,

I am a Mom who had to teach my first grader this past year to learn the nonsense of the Food Pyramid for school, *and then* teach him what I really believe, and thus, the way we eat. Sad part is he wants to make good choices, and the illustrations of refined cereals, muffins and breads making up the bulk of a desirable diet were easy to grasp--and appealing-- for him.

So HALELUJAH you are making changes. Thank you.

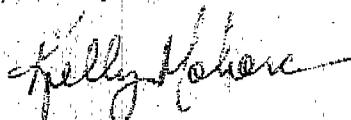
It is my hope that the new guidelines point to REAL FOOD and not the processed convenience foods most families rely on these days. Vegetables must be the staple and you move up from there: whole grains, healthy fats and oils, unpasteurized dairy, fish and sea vegetables, natural meats and eggs, seasonal fruit. REAL, uncomplicated food. AND PLEASE DISTINGUISH BETWEEN WHOLE & REFINED GRAINS; NATURAL SUGARS LIKE HONEY/MAPLE SYRUP & REFINED SUGAR; PROCESSED VS. REAL IS AN IMPORTANT CONCEPT MOST ARE MISSING IN THEIR DIETS!

We all see obesity as an epidemic in our kids, but what about the kids who are on medication for sleeplessness, ADD, allergies, skin disorders, constipation... it is diet, I'm convinced. Several weeks ago a (not front page) headline in the Dallas Morning News read "Autism Rates in Dallas up 545% in 10 Years" !!! What will it take for a wakeup call to our country about what we are putting in our bodies!

Calm down, you say. I'm trying... This is an area of grave concern to me; I see a new Food Pyramid as a possible bright spot.

If you are considering a "Council of Concerned Parents"... sign me up.

Sincerely,



Kelly Mohorc

To whom it may concern:

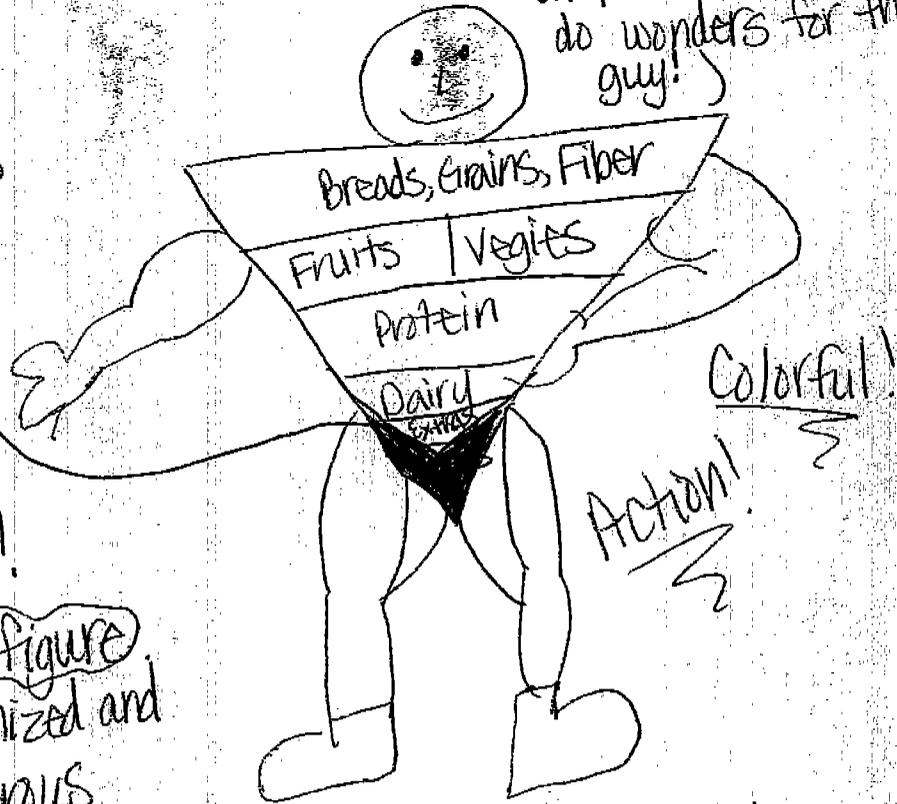
I read an article on the net today about the change in graphics for the pyramid.

I used the pyramid as a fifth grade teacher and it was simple and useful. One student thanked me and told me it had helped her in preparing meals for her family - her responsibility as the oldest child of an immigrant family working hard to make ends meet.

My suggestions:

(Pardon the rough drawing. Computer animation can do wonders for this guy!)

- 1) Stick with the pyramid. Use its recognition!
- 2) Up-end it logically - Extras at the waistline where they end up!
- 3) Use an action figure. It can be easily recognized and shown doing numerous activities. Kids in school can be given action figures to learn with.
- 5) Can be non-gender/generalized, or specific.



- 4) Even young children can recognize and appreciate educational cartoon characters.

2 OF 2

just a little input.

Holm

Shelly Holm

---

Downey, CA

30

10F1 Hill

JUL 20 2004

Danbury, NH  
July 13

USDA Center for Nutrition Policy and Promotion  
3101 Park Center Drive, Room 1034  
Alexandria, VA 22302

Dear USDA Representative:

Here is my idea for a new graphic model of the food pyramid. The center plate is for the average diet, the second plate would be for children and nursing mothers, the outer plate for teens, for example. The colors are coded so that people get the image of a plate with colors, indicating balance in the diet. The glass of milk at the side would have the number per day, and the glass of water on the other side indicates the number per day. The hands, holding the plate, indicates the size of the stomach (two cupped hands are roughly equal to the size of the stomach).

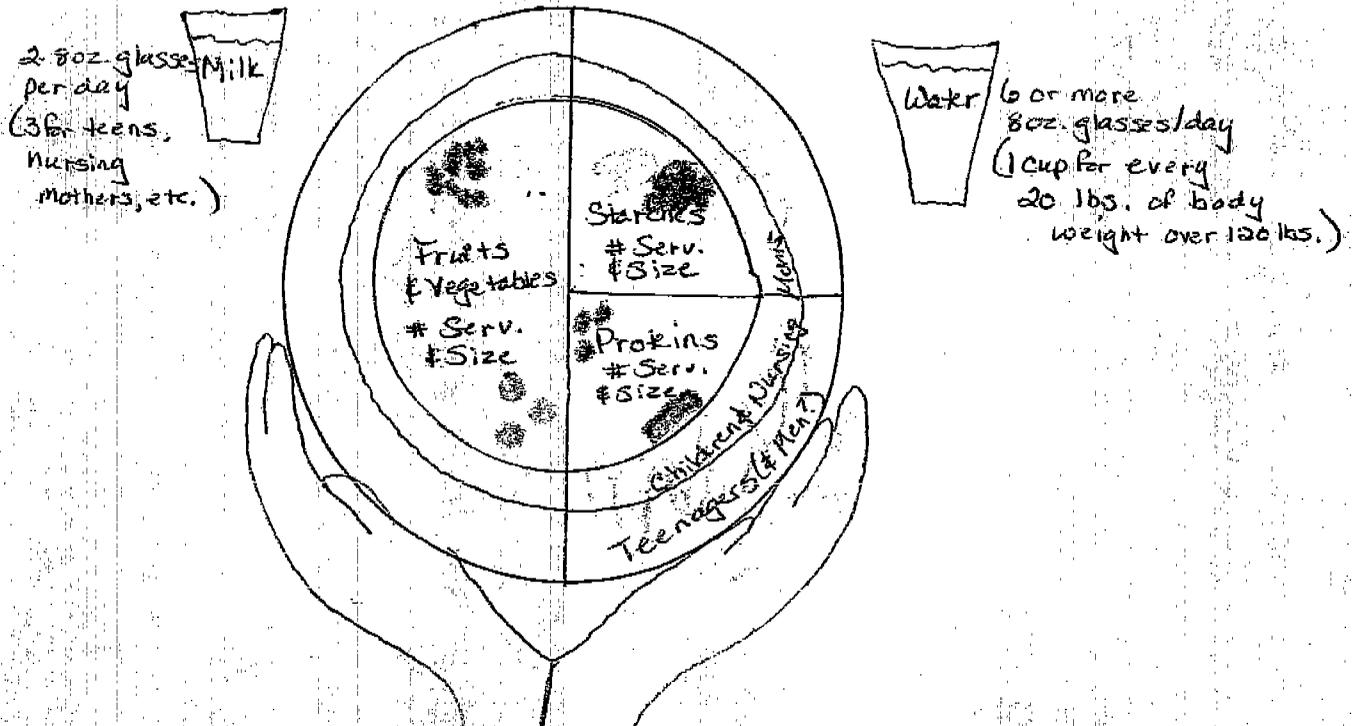
My idea is that this might show people what healthy eating looks like, and what portion control should look like.

Thank you for your consideration.

Very truly,

Ruby P. Hill

Ruby P. Hill  
Consumer/Mother



Burke

31

Food Guide Pyramid Reassessment Team  
USDA Center for Nutrition Policy & Promotion

Dear Team Members,

I'm a part-time nutrition counselor in Bend, Oregon. I don't use the food pyramid as a guide for my clients because good nutrition is an individual matter. Some people are only healthy when their diet emphasizes protein and fats; some are healthier when they emphasize lighter foods like fruits and vegetables; some people need a mix of both these extremes. One book has a chapter 'Eat Like a Pyramid, Look Like a Pyramid' because there's a segment of the population that will gain a lot of weight if they emphasize carbohydrates (especially the starchy ones) over other food types. The majority of my clients gain weight when they emphasize starchy carbohydrates over proteins, fats and non-starchy carbohydrates. I also see far too many problems with milk and milk products to maintain that they must be in the diet.

My general recommendations would be verbal guides:

- 1) The best diet varies between individuals.
- 2) At a rock bottom minimum, however, people need one or two fruits per day; three

Burke

servings of vegetables; three servings of protein (i.e. a card deck-size portion of meat; a small palm-size portion of fish; a larger portion of beans or soy foods).

3, Fat is also a necessary part of the diet. This naturally comes in meat, fish, eggs, whole milk, nuts and seeds. The healthiest fats are in their most natural/unprocessed/unrefined state.

Avoid foods that contain hydrogenated fat.

4, The healthiest foods are usually in their most natural/unprocessed state.

Along the border of such guidelines I'd put pictures of whole fruits, vegetables, meat, fish, nuts and seeds.

Thanks for eliciting suggestions.

Debra Burke

Mtn. Laurel Center for the Healing Arts

Bend, OR

(32)

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JUL 20 2004

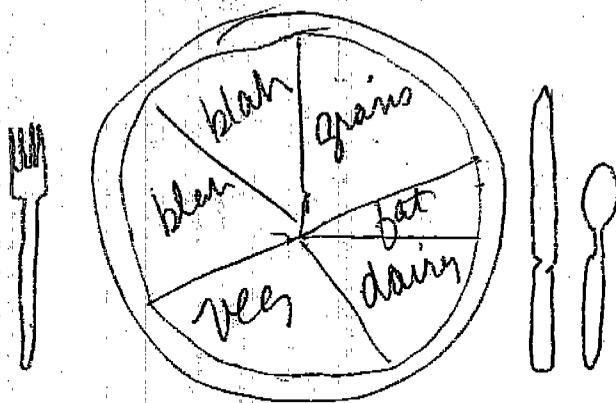
Schoffstoll

July 13, 2004

Food Guide Pyramid Reassessment Team  
USDA Center for Nutrition Policy + Promotion  
3101 Park Center Dr Rm. 1034  
Alexandria, Va. 22302

Dear Team,

I read today about your reassessment project. I think you ought to ~~can~~ the pyramid concept altogether. Even though the smallest portions are clearly shown by being at the top, I think we think we subliminally place more importance on them because they're at the top. Here's an easy solution: Employ the universal symbol concept that the transportation dept. and others use - simply depict the daily portions on a dinner plate (a pie graph dressed up as a dinner plate).



Pretty simple, but don't you need simple?

Good luck  
Pet Schoffstoll

33

THOMAS ADAM  
DESIGNER MIRROR FRAMES

LOE Adam

JUL 20 2004

7-16-04

DEPARTMENT OF AGRICULTURE,  
REGARDING THE ARTICLE OF YOUR  
ANNOUNCED PLANS TO REVISIT  
THE FOOD GUIDE PYRAMID, I  
SUGGEST ADDING THE BODY MASS  
INDEX FORMULA SO PEOPLE  
REALIZE HOW OVER WEIGHT THEY  
REALLY ARE. NEED A NEW PROMOTIONAL  
SLOGAN?

EAT RIGHT TODAY  
LIVE TO ENJOY ANOTHER DAY

GOOD LUCK,



34

1 of 1

JUL 20 2004

Williams

JP

July 17, 2004

Grove, OK

Food Guide Pyramid Reassessment Team  
USDA Center For Nutrition Policy and Promotion  
3101 Park Center Dr., Room 1034  
Alexandria, VA 22302

#### FOOD PYRAMID COMMENTS

- A message to eliminate products containing white flour, sugar, high fructose corn syrup and hydrogenated and partially-hydrogenated fats from one's diet would eliminate the need for a Food Triangle.
- The section suggesting 11 grain servings is misinterpreted to mean 11 servings of foods from white flour including doughnuts, cake and Twinkies!
- We are becoming a nation of college-educated nutritional morons, ignorant in basic knowledge of food preparation and the skill to choose the most valuable food sources. Perhaps our high school curriculum should require Health & Nutrition before Algebra III. You have the most important job in front of you. May God bless you in your work.

Very sincerely,

Annette Williams

35

10E1 Sheldon

JUL 20 2004

Steven Sheldon

Wetumpka, AL

July 13, 2004

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

Firstly, shame on you guys for forcing people to submit comments via snail mail. Welcome to the 21<sup>st</sup> century, folks. Embrace email.

Onto my comments on the proposed Food Pyramid changes:

I think the USDA is totally missing the point about why the current Food Pyramid does not seem to be helping with the growing obesity problem in America.

The problem is not that people don't know how to eat healthy foods, the problem is they don't want to eat healthy foods.

I know that I should eat fish, poultry, vegetables, grains, and dairy, but I want to eat Snickers candy bars, Doritos chips, ice cream, Big Macs, pizza, and Coca-Cola.

The obesity problem in America is not an educational problem. It is a willpower problem. Eating what is good can't compete with what tastes good, and what is convenient.

Consequently, I feel you are wasting your time trying to educate people on what they should be eating. We already know. What we really need are medical advances that allow us to eat whatever we want and fix the problems caused by it.

Sincerely,



Steven E. Sheldon

JUL 20 2004

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July 16, 2004

T. Matthew Mashburn

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

**RE: Food Guide Pyramid**

To Whom It May Concern:

The best change to the food guide pyramid is extremely simple. The pyramid should be "flipped". This is because when dealing with pyramids, people are normally geared to assume that the top means "better." Accordingly, you currently have the worst food group at the top of the pyramid, or in other words, at the peak. However, your goal is to get people to eat more portions of the items at the "bottom" of the pyramid.

If you will simply flip the pyramid, the most desired food groups are now at the top and oriented in such a fashion that they indicate that there should be more consumption of this type of food.

In summation, the problem with the food guide pyramid was that it is simply upside down. If the food guide pyramid is flipped so that the bottom becomes the top, you will solve your problem.

Sincerely,

T. Matthew Mashburn *sp*

T. Matthew Mashburn

TMM:csp

37

1 of 4 Foote

JUL 20 2004

1

*Naomi Foote R.N.*

*Glendale, AZ*

July 13, 2004

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

To Whom It May Concern:

I read about your efforts to enhance the food pyramid, and make the public more aware of it's function and benefit in guiding nutritional choices. I am glad you have solicited suggestions from the public. I have some input I hope you will find useful. Since many people already know what the pyramid is, and are vaguely aware of the placement of food items in the pyramid, what seems to be necessary (according to the article I read in the newspaper, and my own observation of people's choices) is more knowledge about how many servings of each food group are recommended per day, and just what a *serv*ing is.

My idea is to simplify the calculation of servings needed. I propose using HANDS as a guide for food choices. For instance, the bottom of the pyramid suggests 9-11 servings of grains a day. Simplify this to 10 because people like round numbers, and use two hands (10 fingers) as an obvious symbol of this number. The next food group would be vegetables, recommended to be 3-5 servings, simplify that to 5 and use one hand. Counting down from 5 servings of vegetables, next would be 4 servings of fruit, (now recommended as 3-4), then 3 servings of dairy, 2 servings of meat, protein, and lastly one finger could be held up for 1 serving of fats. This would eliminate the guesswork in trying to figure out the current "use fats sparingly" recommendation.

Because hands are universal, portable, fairly uniform, and frequently used to count, people could easily use this method of remembering daily requirements of food groups. By simplifying the numbers of servings, it would become easier to remember the suggested choices. This would be similar to the changes that have been made over the years to the CPR training courses which have used the ABC mnemonic, and simplified the ratio of compressions to rescue breaths to 5:1. When these changes were made it became much easier to remember how to do CPR. The numbers used to be 15:2 for adults, different ratios for children, and different ratios for 2 person rescues. All of this was

2 of 4 Foote

2

TOO CONFUSING!!! Having been a nurse for 20 years I have experienced these improvements in the educational method for CPR and think they could be applied to nutritional education as well.

So, one could also use both the hands as a symbol for amounts of servings of the different food groups. This would lend itself well to advertising and poster campaigns. In addition, I thought you might also be able to use the hand as a measurement of serving sizes. Most of your recommended servings seem to be amounts that would fit in the palm of your hand, such as 3 Oz. of meat, ½ cup of fruit, 1 slice of bread. If people could use their hand as a serving size guide for most foods, it would also take into account the larger portions needed by a larger individual like an adult male of 6' 6" who would have a larger palm. I know some of these are not new ideas, but if they were combined to create a simple program of educating the public, I think people might find the pyramid more user friendly.

I have found in my work as a pediatric nurse, and also just in observation of people, that the major nutrition problem has become the large portions of food that the public is now accustomed to. Re-education about normal adequate portion sizes is essential to promoting the improved health of everyone.

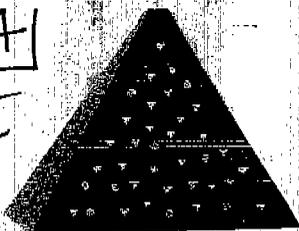
Below is an illustration of all of this. I am not a very good artist, so forgive my attempts at graphics. If you wish to contact me you may write to the address above, or e-mail me at [footenotes@cox.net](mailto:footenotes@cox.net). I am currently a pediatric nurse at Banner Thunderbird Medical Center in Glendale Arizona. Thank you for your time and good luck.

Sincerely yours,

Naomi Foote RN, CPN

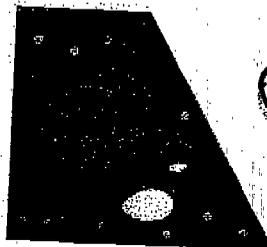
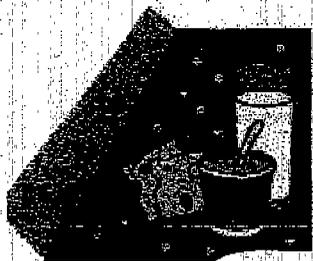
0, 3, 4, 3, 2, 1

SOP4  
Foot



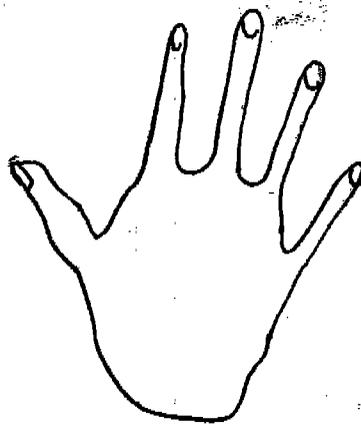
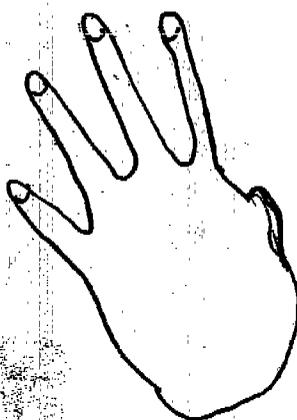
① serving of fats  
oils, sweets

③ servings of  
milk yogurt cheese



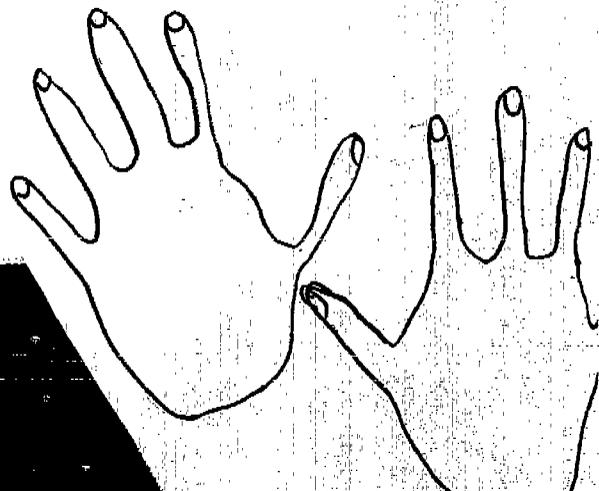
② serving  
of meat,  
poultry, fish  
eggs

④ servings  
of fruit



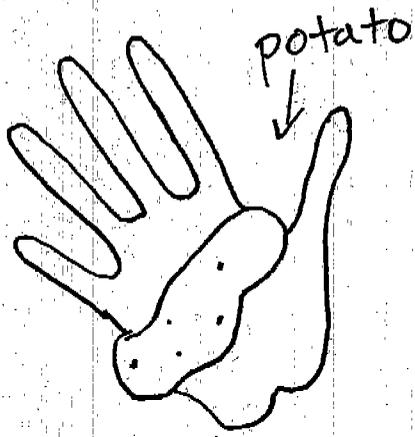
⑤ servings of  
vegetables

⑩ servings of grains

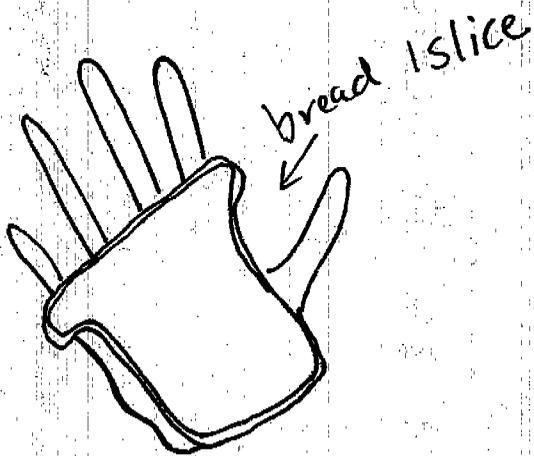
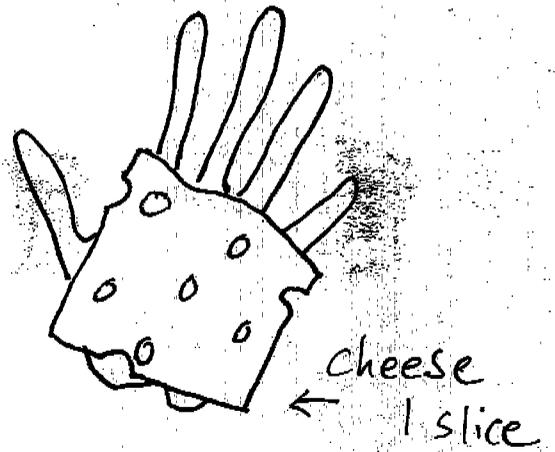


4 OF 4

# Foot



1 serving can usually fit in the palm of your hand?



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[10F1] Taylor

JUL 20 2004

In a recent news article, I am confused as to why this article mainly targets women's eating habits stating: "For instance, the pyramid simply recommends 6 to 11 daily servings of bread, cereal, rice and pasta. One has to go to the guidelines themselves to learn that six servings are recommended only for sedentary women and some older adults while 11 servings are recommended for teenage boys, many active men and some very active women." How about sedentary and inactive men?...The majority of men are way to fat and that is why there is such a need to educate men and boys too. As a health benefit to men, the incidence of erectile dysfunction would drastically decrease as those problems are caused by obesity related issues like cholesterol and BP (which reflect diet). Lets not let men's health take a back-seat and allow them to just pig out because of their sex...it is more a function of body size and frame along with activity level (just like women too...). Americans have been brainwashed to think that only women have weight issues, which strangely enough, women continue to outlive men even as they are classified as overweight...why?...because their bodies are meant to be heavier and have adapted...not men. Also, the stereotyping of men versus women is hugely misleading. It should be changed to frame size and activity level not just sex. Men need education too and are left too often in the dark about their health issues including weight, fitness and cardiovascular functions which all directly affect their sexual functioning. Focus equally is the key....there are so many overweight, sedentary men...waiting heart attack and stroke victims....from lack of weight control and need to pop pills to overcome the dysfunctions they have associated with weight issues. Please help American men and boys improve their health and images by also advocating responsibility for weight and health issues. Women know this very well but unfortunately, men have been kept in the dark to assume and thus continue to die much younger than women.

Jim Taylor  
Houston, TX

In response to Food Pyramid Changes

→ targeting women vs men  
not size, frame, etc.

39

10F3 Barbas

JUL 20 2004

Donald J. Barbas

Scottsdale, AZ

Tel. Cell phone:

Email:

Wednesday, July 14, 2004

Subject: Comments on Food Pyramid Reassessment

1. I've enclosed my educational and personal references on a separate sheet.
2. I had sent a manuscript of my new book to my publisher. In the text I discuss some observations about the U.S. Department of Agriculture, the Food and Drug Administration, and the National Heart, Lung and Blood Institute. Each has conflicting recommendations for weight control.
3. For years the USDA had tried to protect and promote the American food industry, as it should. However, not all foods are created equal. Over the years I watched as the egg producers struggled with the cholesterol scare. Butter was battered until lately when trans-fatty acids were found to be worse. Eating red meat would insure an early death, but recent information disproves this. Processed foods have been criticized as being void of nutrients.
4. I have followed as much research as possible over the years. I was trained in the Protein-Sparing Modified Fast. It was derived from the research on diabetes and diet at the New England Deaconess Hospital's Center for Nutritional Research. References to numerous studies were published in the *Journal of the American Association*, November, 1974. The *Annals of Internal Medicine* published a meta-study in 1983. Two new studies were just reported in the *New England Journal of Medicine*, 2004.
5. Weight control and obesity prevention became so politicized when the American Medical Association Dr. Robert C. Atkins after he published his diet in 1973. It's taken 30 years for researchers to admit that low-carbohydrate diets prevent weight gain and to produce loss of stored body fat.
6. The popularity of the *South Beach Diet* and continuing popularity of Dr. Atkins' books indicates a change in the behavior of dieters.. The food industry is also changing to meet the demands for low-carb foods and better labels. Millions of carb-conscious dieters can't all be kooks and fadists.
7. According to governmental figures our obesity rate is around 60 percent. That is bad enough. With my MSBA I look at the consequences of obesity. Hypertension, heart attacks and strokes, diabetes, kidney failure, liver damage, and other problems that

may or may not be connected to sugar and starch consumption, and obesity. **Who is going to pay the medical bills?** Children are becoming diabetic. Many popular medicines help control the symptoms, and do not cure the problems of obesity.

8. I look to a future with an increasing demand for medical care and prescription drugs. I read that more doctors are giving up their practices, or moving to states where the malpractice insurance is less expensive. Everything is expensive. More people cannot afford health insurance. Many employers are changing their insurance coverage, putting further stress on those needing medical services.
9. A criticism often offered is that there is a need for more research. To me that is nonsense. The studies that I have read couldn't have been done better. The human body hasn't changed. The new recommendations should be based upon the previous research, and the results of any new studies.
10. The fact that individuals regain lost weight does not mean that the diet was a failure. The processes by which a body loses and stores fat are clear. For example, Oprah Winfrey lost her 70 pounds on a Very-Low-Calorie Diet (VLCD). This was also a low-carbohydrate diet. She regained the body fat when she followed the Food Pyramid recommendations to eat a wholesome high-carbohydrate regimen.
11. In my nearly 30 years of working with overweight individuals I gave them the means to keep from regaining the excess body fat and fluid retention. By controlling daily carbohydrate intake one can maintain the fat loss. This is not rocket science. Even I can accomplish this feat.
12. Spending millions of dollars on further research would be like establishing a Researcher Guaranteed Employment Act. Drugs haven't worked. Exercise is not the answer (if you're over age 35). The human body hasn't evolved into something different in the past 30 years. Researchers will always spend the research dollars, argue over the results, and call for more research.
13. If doctors Atkins, Agatston and the researchers were correct, let's use their current evidence. We can go back to the research findings from the 60s, 70s, and 80s. They have the same results. **If we don't resolve the obesity problem we are facing a future that will exhaust so many resources, medical, hospital, drug and financial that it make terrorist attacks look like mere nuisances.**

Sincerely,

Don Barbas

Donald Barbas, Ph.D.

30P3 Barbas

## BIO

Dr. Donald Barbas has a Ph.D. in nutrition, a M.A. in educational psychology from the University of Illinois, M.S. and B.S. degrees from Northern Illinois University.

He has been a college instructor, a methods and systems advisor and staff trainer for the State of Illinois.

He received a top secret clearance while serving in the U. S. Marine Corps.

Dr. Barbas developed the *Alpha Diet System*, a low-carb diet with psychological conditioning.

He developed the *Alphafast* supplemented fasting diet, similar to the one that Oprah Winfrey went on when she lost over 70 pounds. The diet was administered at St. Margaret's Hospital.

Dr. Barbas has been interviewed on television and radio programs. He also hosted diet-oriented radio shows in the Phoenix and Boston, Massachusetts areas.

In 1997 he wrote and published the *Miami Beach Models' Diet*. The book was featured on the USA Today website.

In 2003 he wrote his latest book, *Understanding the Low-Carbohydrate Diet*. It has been accepted by the publisher. It will also be available from Amazon.com and most booksellers.

Dr. Barbas is currently working on a new book entitled, *Mastering the Low-Carbohydrate Diet*. He will address all the questions that people want answered and the problems they want resolved.

Dr. Barbas writes a monthly article for *Ray Brown's Person-to-Person Realty*. Books and articles are available from *Southwest Health Consortium*, 10645 N. Tatum Blvd., Phoenix, AZ 85028, telephone: 602-789-7400. These articles are available upon request.

*Alpha Diet System*, \_\_\_\_\_, Scottsdale, AZ \_\_\_\_\_

10F4  
Wilson

40

Mrs. Harold Stacy Wilson

JUL 20 2004

Norfolk, Virginia

July 14, 2004

Dear Pyramid Reassessment Team:

I have no formal training in nutrition, but I have two master's degrees in other fields and read widely. I was a conscientious mother to two children. Because of my poor coronary and vascular genetic heritage, I have made a study of nutrition. I am delighted at the opportunity to contribute to your pyramid reassessment (by the way, I have made color copies of the Pyramid for my children and friends).

20F4

WILSON

1. Prevention Magazine's  
The Immune Advantage (a  
book that can be ordered from  
the magazine) says to build up  
the immune system, eat 9  
fruits and vegetables a day.

I have been doing that, am  
losing weight and, at 62, feel  
great. They have other sugges-  
tions similar to your pyramid,  
plus vitamins C and E.

2. I think you need to  
emphasize eating only whole  
grains. I eat McCain's  
steel-cut oats four days a  
week. The Harvard Health  
Letter recommends Arnold's or  
Pepperidge Farm 100% whole  
wheat bread.

WISDOT  
1/15/84

3. Nutritionists have lately been emphasizing dried beans more for their high-quality protein, no cholesterol, and ability to keep the blood sugar level (like oatmeal, they "stick to the ribs."). See Sugar Blues, a book in which a former diabetic touts the benefits of Brazilian black beans. I am trying to eat more of them. My husband, who grew up on beans in a large, poor family, at 69 has no health problems and excellent blood-chemistry scores even though he is stocky.

Phyllis  
Wilson

The Harvard Health Letter  
says to eat red meat no  
more than twice a month.

5. You might add a footnote  
recommending a daily  
two-mile walk or other  
equivalent exercise.

Good luck with your  
project. I will look forward  
to the final result.

Sincerely yours,  
Phyllis Wilson

P.S. - Do you dare recommend  
no soda pop (bad for the kidneys).  
High fructose corn syrup in sugar sodas  
and processed foods is bad, too.