Government’s Diet-Health Initiative

- Seek to cut sodium levels by 1/3 in 5 years (10% cut over first 2 years)
- Seek to cut sat fat and sugar to goals
- Press industry to adopt front-label nutrition symbols to encourage smarter choices
- Healthy choices, nutrition info at restaurants
- Limit advertising for less-healthy kids foods
- Social marketing to promote diet/exercise (equivalent to $750 million/year)
Trans Fat

- ~ 50,000 premature deaths annually
- More harmful than saturated fat
- Labeling regulation has helped
- Restaurants: state/local actions
Salt

- 150,000 lives saved annually by cutting sodium levels in half
High-Sodium Restaurant Foods

Denny’s Lumberjack Slam 4,460 mg
(2 eggs, 3 pancakes w/marg.,
ham, 2 strips bacon, 2 links)

Reuben sandwich (from deli) 3,270 mg

Dunkin’ Donuts Salt Bagel 4,520 mg

House Lo Mein 3,460 mg

Daily Value is 2,400 mg
Sodium Content: UK vs. US

**McDonald’s** (McNuggets, French Fries, Big Mac, and Sausage and Egg McMuffin): On average, **46% more sodium in US than UK**.

**Kellogg** (Rice Krispies, Corn Flakes, Special K): On average, **36% more sodium in US than UK**.
Sodium Content: Brand Variation

- Johnsonville breakfast links: twice as much sodium as Jimmy Dean’s
- Hunt’s diced tomatoes: twice as much sodium as Contadina’s
- Ragu’s traditional spaghetti sauce: 2½ times as much sodium as Classico’s
# British Sodium Targets

<table>
<thead>
<tr>
<th>Food</th>
<th>Sodium (per 100g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take away, meat-based dishes</td>
<td>250 mg (maximum)</td>
</tr>
<tr>
<td>Take away, fish-based dishes</td>
<td>200 mg (maximum)</td>
</tr>
<tr>
<td>Pre-packed bread and rolls</td>
<td>430 mg (average)</td>
</tr>
<tr>
<td>Sausages</td>
<td>550 mg (maximum)</td>
</tr>
</tbody>
</table>
ConAgra’s Sodium Cuts

• Kids Cuisine frozen meals: – 25%

• Orville Smart Pop line: – 30%

• Chef Boyardee canned foods – 20% – 60% since 1970s
Lowering Population Sodium Intake to 2300 mg/d Could Avoid 11 Million Hypertension Cases (RAND Corp.)

Cases of hypertension (millions)

<table>
<thead>
<tr>
<th>Sodium intake (mg/day)</th>
<th>Prevalence of adult hypertension</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,400</td>
<td>74.6</td>
</tr>
<tr>
<td>2,300</td>
<td>63.4</td>
</tr>
<tr>
<td>1,500</td>
<td>59.9</td>
</tr>
<tr>
<td>1,200</td>
<td>56.9</td>
</tr>
</tbody>
</table>

Baseline

Dietary Guidelines for young, healthy, white adults

Dietary Guidelines for Middle Aged, Seniors, Hypertensives, Blacks

IOM Adequate Intake (lower limit)
Reducing Sodium Intake to 2,300 mg/d Could Save $18 Billion Annually in Direct Health Care Costs (RAND Corp.)

Estimated annual savings in health care costs (billions)

Arrows show reductions to dietary guidelines

Average reduction in sodium consumption (mg/day)

Estimated health care costs saved (2005 $)
## QALY Savings (RAND Corp.)

<table>
<thead>
<tr>
<th>Sodium Consumption (mg/day)</th>
<th>Population QALYs saved per year (thousands)</th>
<th>Value (billions) *</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,300 (Dietary Guidelines)</td>
<td>312</td>
<td>$32</td>
</tr>
<tr>
<td>1,500 (Dietary Guidelines for Middle Age+)</td>
<td>459</td>
<td>$47</td>
</tr>
<tr>
<td>1,200 (IOM Adequate Intake, lower bound)</td>
<td>496</td>
<td>$50</td>
</tr>
</tbody>
</table>

*Using $100,000 per QALY (2007) – based on Kaplan & Bush, 1982 and updated using the CPI.*
Saturated Fat

• Eliminating fat from beef, pork, dairy, and eggs would save about 50,000 lives per year
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinnabon Classic</td>
<td>$3.19</td>
<td>850</td>
</tr>
<tr>
<td>Caramel Pecanbon</td>
<td>$3.79</td>
<td>1,120</td>
</tr>
<tr>
<td>Cinnabon Bites</td>
<td>Six $3.19</td>
<td>510</td>
</tr>
<tr>
<td></td>
<td>Twelve $5.50</td>
<td>1,020</td>
</tr>
<tr>
<td>Cinnabon Stix</td>
<td>Five $2.99</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>Ten $5.50</td>
<td>800</td>
</tr>
</tbody>
</table>
by Back Ribs  cal. 1440
A full rack of pork ribs is expertly cooked to ensure they’re bone-tender. Then we fire-grill them and glaze them with barbecue sauce and serve with our crispy fries. $24.79

Fajitas*
ed on a skillet of roasted onions, red & green peppers, rice with hot flour tortillas, guacamole, salsa, sour cream & cheddar cheese.

Fajitas*  cal. 1570 – Marinated, fire-grilled skirt steak

Grilled Fajitas  cal. 1530 – Chipotle-grilled chicken breast

Combo*  cal. 1590 – Chipotle-grilled chicken breast & grilled skirt steak. $23.99
McDonald’s Strawberry Sundae

Colors: Red 40

McDonald’s Strawberry Sundae

Colors: Strawberries
FDA Food Staffing (FTEs)

Year 1988-2009
Eat More: Fruits/Veggies/WG

- Prevent heart disease, obesity, etc.
- More Matters (“5 A Day”) ~$3 million
- $1 billion over 10 years for school fruit/vegetable snack program
New Frontier: Health Care Reform

• Raise Revenues
  – Federal taxes on
    • soft drinks ($5 billion—3 cents per can)
    • booze ($5+ billion—5-cents/drink)
    • tobacco ($7 billion—61-cent/pack increase)…

• Prevention could save $tens of billions
  – Cut the salt
  – Ban partially hydrogenated oils
  – Reduce meat/cheese in diet
  – More fruits and vegetables