

# Sugar Under Siege

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# Total Diet Approach

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“...Total diet or overall pattern of food eaten is the most important focus of healthy eating.”

All foods can fit

- moderation
- appropriate serving size
- combined with physical activity

J Acad Nutr Diet 2013;113:307-317

2/29/2016



# Nutritive and Nonnutritive Sweeteners

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“...Consumers can safely enjoy a range of nutritive and nonnutritive sweeteners when consumed within an eating plan that is guided by federal nutrition recommendations...”

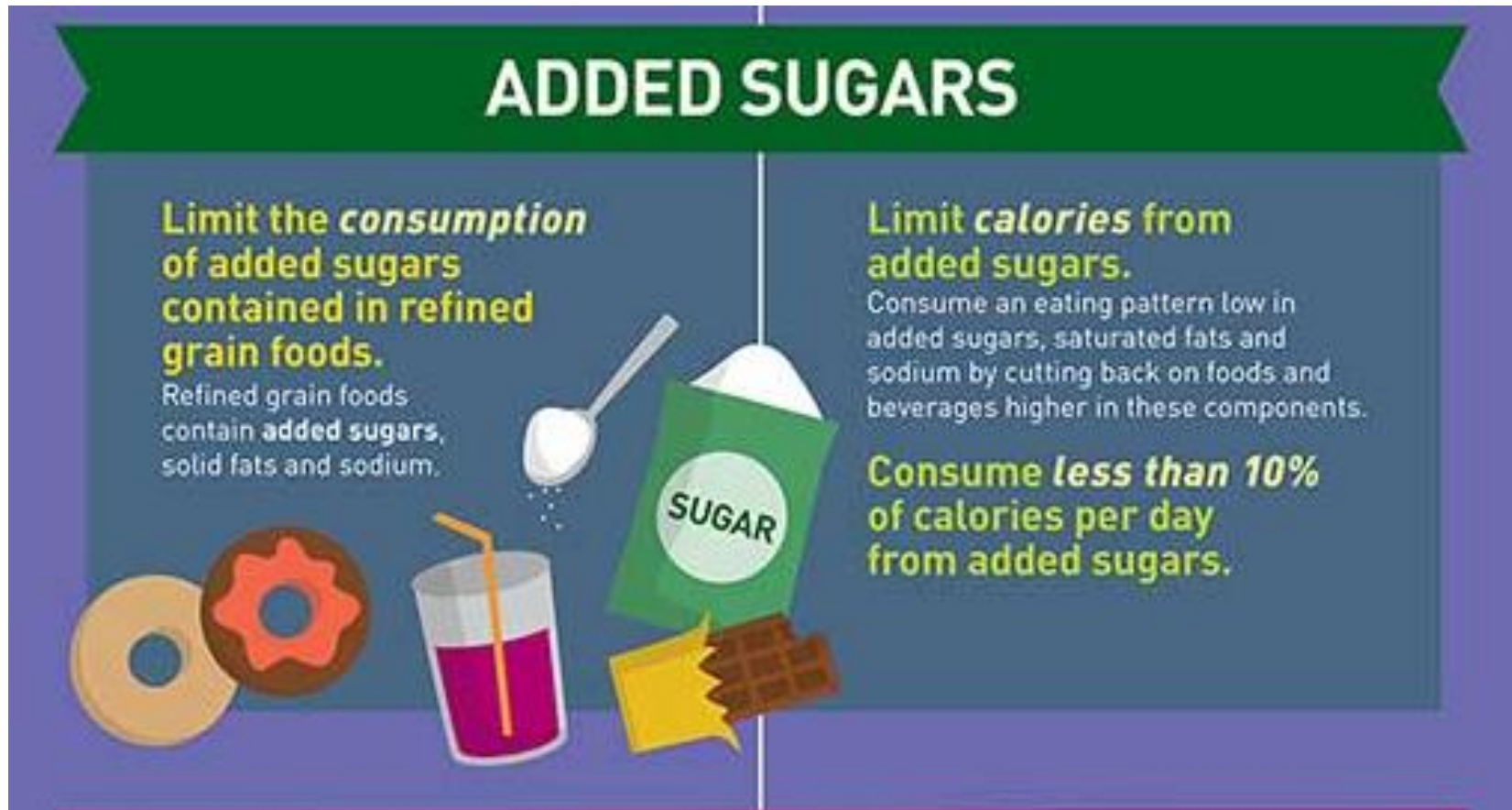
J Acad Nutr Diet. 2011;112:739-758



# Dietary Guidelines

2010

2015



Infographic: Then and Now: How the Dietary Guidelines for Americans Changed from 2010 to 2015 (Academy of Nutrition and Dietetics, 2016)

## Dietary Guidelines Commnets

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“The Academy appreciates that the DGAC completed a thorough review of the evidence for the relationship between added sugars and health and has drawn sound conclusions from the evidence. Of all the crosscutting topics reviewed, the evidence is strongest that a reduction in the intake of added sugars will improve the health of the American public. The identification and recognition of the specific health risks posed by added sugars represents an important step forward for public health.”

Academy comments to the DGAC, May 8, 2015

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# Labeling Principles

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- Label claims should be clear and understandable to consumers; consumers' nutrition literacy is key to promoting understanding
- The label must be truthful and not misleading
- Content on the label should help consumers make informed decisions to build a healthy diet

# Labeling Principles

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- Labels should help provide understanding about the overall nutrition of food rather than focus on particular nutrients
- Label content should have consistent type and format so products can be read and consumers can make product comparisons
- Labeling should enhance consistency among the various government nutrition recommendations

# Labeling Principles

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- All claims should include labeling of accurate quantitative information about the dietary substance, including percent of Daily Value in a single serving of the products, when known, or the daily dietary intake necessary to achieve the claimed effect
- Consumer research is imperative before making changes to the label
- The label is only a source of information, and thus sustained support for educational programs and individual counseling by registered dietitian nutritionist is essential



# Labeling Principles

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“Perhaps the most significant challenges for effective food and nutrition labeling remain the lack of consumer understanding of the label and the absence of complete consensus on the scientific bases for certain proposed labeling provisions. Consumer understanding is hampered in part by counterintuitive statutory requirements, such as requiring that serving sizes on labels be Reference Amounts Customarily Consumed, even though consumers perceive them to be recommended amounts.”

-- Food and Nutrition Labeling Workgroup Report 2015

# Nutrition Facts Labels

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Consumers' ability to use facts and incorporate into a healthy daily diet influenced by:

- Socio-economic status
- Educational attainment
- Numeracy
- English literacy
- Health Status

Am J Prev Med. 2006;31:391-398

# Revisions to Nutrition Facts Label

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- Academy strongly supports mandatory declaration of added sugars
  - currently found in ingredients list
  - variety of names
  - many consumers not able to strike balance
  - may help consumers differentiate between products

## Revisions to Nutrition Facts Label

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- The Academy reluctantly agrees with FDA's analysis that it is premature to establish a Dietary Reference Value for added sugars
- DGA and IOM suggest maximal intake as a percentage of energy
  - No consensus report setting a DRI
  - Without DV for added sugars, consumers only able to compare relative amounts between products

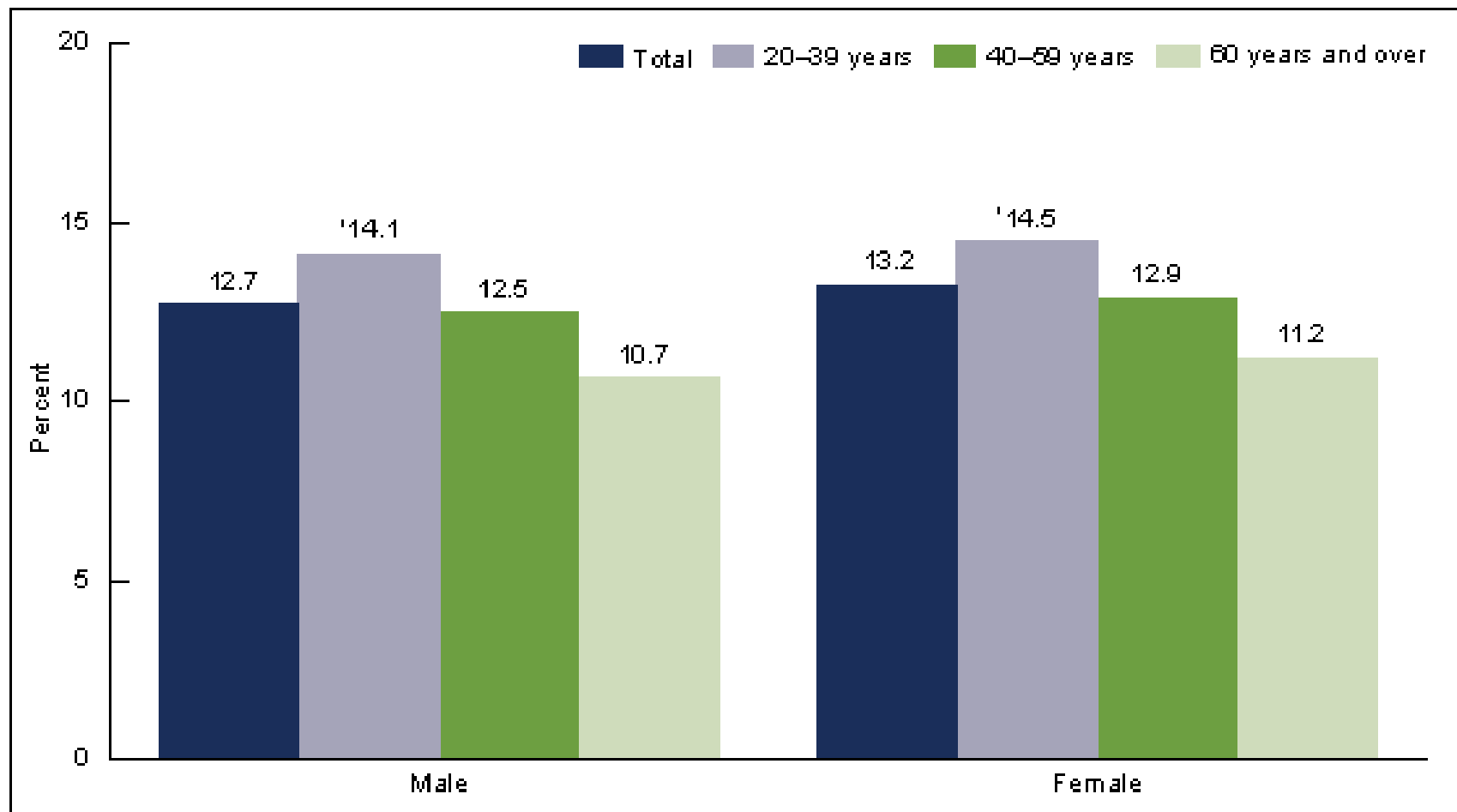
# Consumption of Added Sugars

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## **Data from the National Health and Nutrition Examination Survey, 2005–2010**

- The mean percentage of total calories from added sugars decreased with increasing age and increasing income.
- Non-Hispanic black men and women consumed a larger percentage of their total calories from added sugars than non-Hispanic white and Mexican-American men and women.
- More of the calories from added sugars came from foods rather than beverages.
- More of the calories from added sugars were consumed at home rather than away from home.

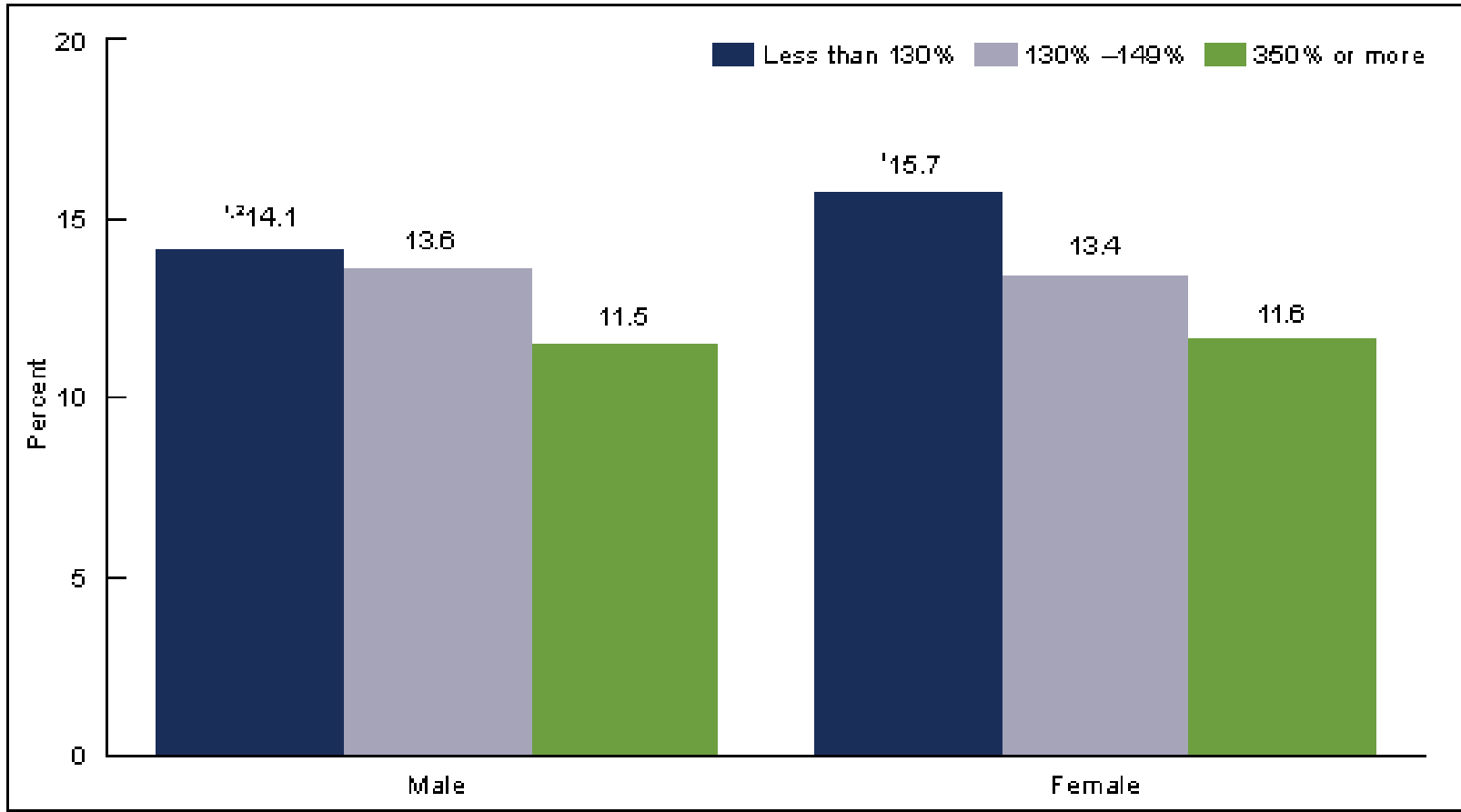
## Mean percentage of kilocalories from added sugars among adults aged 20 and over, by age group and sex: United States, 2005–2010



CDC/NCHS, National Health and Nutrition Examination Survey, 2005–2010.

# Food Assistance Programs and Choice?

## Mean percentage of kilocalories from added sugars among adults aged 20 and over, by poverty level and sex: United States, 2005–2010



CDC/NCHS, National Health and Nutrition Examination Survey, 2005–2010

# Food Assistance Programs and Choice?

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- Americans now get an average of nearly 21 percent of their daily calories from beverages
- Between 73 and 83 percent of low-income adults consume sugar-sweetened beverages on any given day, according to national dietary intake data
- SNAP participants are no more likely to consume sugar-sweetened beverages than otherwise similar low-income nonparticipants

ERS/USDA Amber Waves March 2015



# Other Considerations

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- **Food and Beverage Taxes**
  - Academy currently has a neutral stance
  - Work group review in progress
  
- **SSB Warning Labels**
  - No position
  - Under review
  
- **GMO Labeling**
  - Consumer confusion?

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