


# LIVE WELL!

*Enjoy Nutrient-Rich Foods.*

**Bringing the Nutrient-Density Message of *MyPyramid*  
and the Dietary Guidelines to Life**

LEADER GUIDE





**nu\_tri\_ent-rich foods** (nōō'trē·ənt-rĭch fōods) *n., pl.*  
a consumer-friendly way to describe nutrient-dense foods  
such as colorful fruits and vegetables, whole, fortified and  
fiber-rich grain foods, fat-free and lowfat dairy products,  
and lean meats, poultry, fish, eggs, beans and nuts.

## Acknowledgements

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## INTRODUCTION

### Are You Ready for...

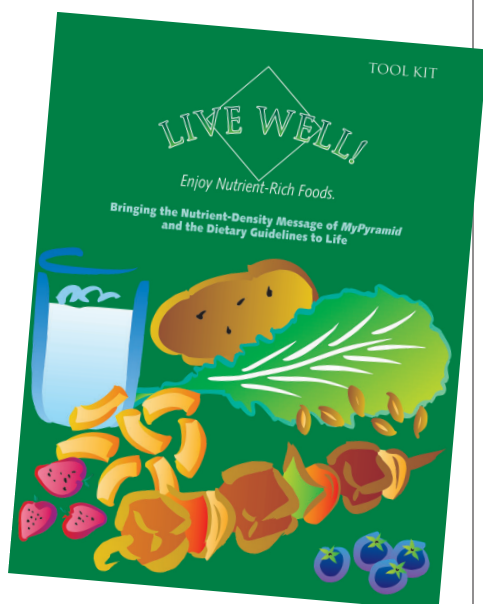
*...A science-based approach to help consumers boost the nutrient density of their diets?*

*...An inside look at what consumers and colleagues are saying about this approach?*

*...A new set of teaching tools to add to your nutrition counseling and communications tool box?*

*...Tips to teach consumers about the US Department of Agriculture's (USDA) new **MyPyramid** food guidance system?*

*This Tool Kit delivers all of the above and more.*



### This Tool Kit contains:

- Scientific background supporting the nutrient rich approach to choosing foods and reasons why it's more important than ever to promote this approach to consumers.
- Insights from consumer research revealing their understanding and acceptance of the nutrient rich approach and how to craft nutrition communications to increase their receptiveness to the information.
- An array of reproducible handouts packed with practical tips to help your clients use the nutrient rich approach to build healthier diets based on the 2005 Dietary Guidelines for Americans, and the US Department of Agriculture's MyPyramid.
  - To ensure their effectiveness, these handouts were developed through research with both consumers and registered dietitians.
- Ideas for using the handouts and other tools in this Kit in a variety of educational settings.
- A framework for teaching consumers about MyPyramid using the nutrient rich approach.

This Kit is brought to you by the Nutrient Rich Foods Coalition, a group of 12 food organizations representing the five MyPyramid food groups. The goal is to provide you a tool to help consumers improve the nutritional quality of their diets by choosing a variety of nutrient-rich foods first while occasionally enjoying favorite "fun" foods.

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## SECTION 1— SCIENTIFIC BACKGROUND

### Nutrition Policy Urges a Nutrient Rich Approach to Choosing Foods

Choosing foods according to **nutrient density** is a long-standing concept that's receiving renewed attention in the scientific community.

Both the 2005 *Dietary Guidelines for Americans* and USDA's *MyPyramid* food guidance system urge Americans to choose foods according to **nutrient density**.

This means *first* choosing **nutrient-dense foods**—those that provide substantial amounts of nutrients and relatively few calories—then choosing **less nutrient-dense foods**—those that provide calories but few or no nutrients—as calorie needs and activity levels permit. The phrase “**naturally nutrient-rich foods**” is a consumer-friendly way to describe nutrient-dense foods.

The *Dietary Guidelines* advise building an eating plan based on nutrient-dense foods according to the following key recommendations:<sup>1</sup>

“Consume a variety of **nutrient-dense foods and beverages** within and among the basic food groups while choosing foods that limit the intake of saturated and *trans* fat, cholesterol, added sugars, salt and alcohol.”

“Meet recommended intakes within energy needs by adopting a balanced eating pattern, such as the USDA Food Guide...”

*MyPyramid*, which translates the *Dietary Guidelines* into practical advice for consumers, conveys the importance of nutrient density with the following recommendation:<sup>2</sup>

“Get the most nutrition out of your calories.”

*MyPyramid* also advises consumers to “Make smart choices from every food group” and to “Find your balance between food and physical activity.”

### Widespread Scientific Support for the Nutrient Density Approach

In addition to the *Dietary Guidelines* and *MyPyramid*, health authorities such as the American Dietetic Association, the American Diabetes Association and the American Heart Association support the nutrient density approach.<sup>3</sup> The Institute of Medicine's Food and Nutrition Board's *Dietary Reference Intake: Applications in Dietary Planning* report proposes nutrient density as a means to plan diets.<sup>4</sup> In addition, research shows that registered dietitians routinely use this concept as part of their nutrition counseling techniques.<sup>5</sup>

### Promoting the Nutrient Rich Approach: A Time for Action

Encouraging consumers to choose foods according to nutrient density is especially relevant in today's health environment where **many Americans are overfed, but undernourished**.

The 2005 Dietary Guidelines Advisory Committee stresses the importance of nutrient density related to this issue in their technical report. “Because of sedentary lifestyles and poor food choices, many Americans exceed their caloric needs without meeting their nutrient requirements. This not only causes obesity and related diseases, but it also leads to malnutrition.”

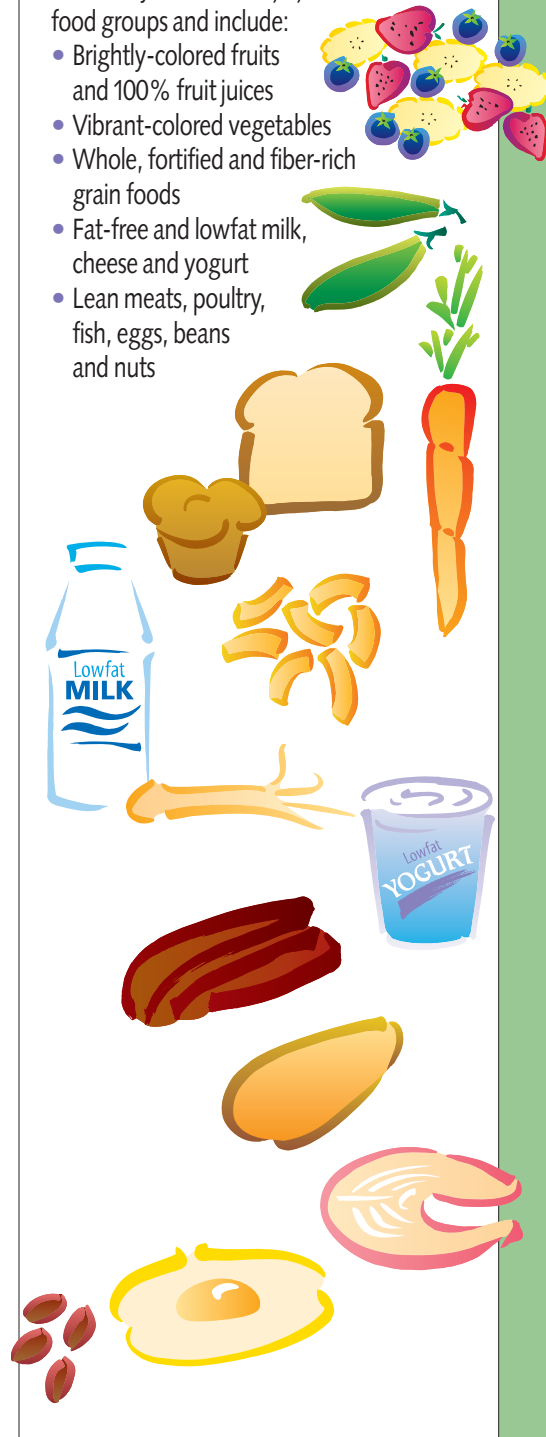
The number of overweight Americans has climbed to a record high, with nearly two-thirds of adults (65.1%) classified as overweight or obese.<sup>6</sup> Yet, many people aren't meeting recommended intake levels for several key nutrients including many B vitamins, vitamins A, C and E, calcium, magnesium, zinc and iron.<sup>7</sup> At a time when many Americans are counting calories, it's more vital than ever to **make those calories count more** in terms of their nutritional value. Choosing nutrient-rich foods first does just that.

### Defining Nutrient-Dense Foods

Nutrient-dense foods provide substantial amounts of vitamins, minerals and other nutrients, and relatively few calories. Low nutrient-dense foods supply calories but relatively small amounts of micronutrients, sometimes none at all.<sup>1</sup>

The nutrient-dense—or “nutrient-rich”—food categories used in this Kit are aligned with the *Dietary Guideline's* definition of a “healthy diet” and *MyPyramid's* five food groups and include:

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



## DEFINITIONS

**Nutrient Density**—The ratio of the amount of a nutrient in foods to the energy provided by these same foods.

**Nutrient-Dense Foods**—Foods that provide substantial amounts of vitamins, minerals and other nutrients with relatively few calories.

**Low Nutrient-Dense Foods**—Foods that supply calories but relatively small amounts of micronutrients, sometimes none at all.

**Nutrient Density Index**—A scientifically based quantitative scoring system for ranking individual foods on a nutrient-density basis.

**Nutrient Rich**—A term developed through consumer research to describe the concept of nutrient density. Research shows that consumers respond well to this term and to the positive approach to food choices it represents.<sup>8</sup>

**Naturally Nutrient-Rich**—A consumer-friendly way to describe foods that are naturally nutrient-dense.

**Nutrient-Rich Foods**—A consumer-friendly way to describe nutrient-dense foods such as colorful fruits and vegetables, whole, fortified and fiber-rich grain foods, fat-free and lowfat dairy products, and lean meats, poultry, fish, eggs, beans and nuts.

**Nutrient-Rich Diet**—An eating style that maximizes nutrient density by including a variety of nutrient-rich foods first, followed by less nutrient-dense options as calories and physical activity levels permit.

## Indexing Nutrient Density...Stay Tuned

Work is underway in the scientific community to develop a quantitative nutrient density index or "score" for foods. Perhaps someday scores will appear on food labels to help consumers select foods with the highest nutrient density.

The following four approaches to indexing nutrient density were evaluated statistically and found to be valid tools for differentiating levels of nutrient intake and choosing diets that meet nutrient needs.<sup>3</sup>

One **Nutrient for Calorie Approach** shows the difference between the nutrient value per calorie of various foods. A Nutrient Density Index (NDI) was used to develop point scores for 365 foods based on 14 key nutrients, their mean percentage Daily Value in a 2,000 calorie diet and their overall distribution in the food supply. The 14 nutrients were protein, thiamin, riboflavin, vitamin C, vitamin A (retinol), vitamin D, vitamin E, monounsaturated fat, calcium, potassium, iron, zinc, vitamin B<sub>12</sub> and folate. The scores range from 2 to 1,000, anchored on the low side by soda and on the high side by spinach with all other foods found on the continuum in between.<sup>3</sup> This approach is also called a "naturally nutrient rich" (NNR) score.<sup>9</sup>

Another **Nutrient for Calorie Approach** subtracts sodium and saturated fat, in a sense, giving foods high in these nutrients a penalty. Calculations are based on the amount of food actually consumed in the NHANES dietary survey and are based on the following nutrients: protein, vitamin B<sub>12</sub>, vitamin C, vitamin A, vitamin E, calcium, iron, zinc, potassium, plus fiber, magnesium and phosphorus.<sup>3</sup>

The **Nutrient-to-Nutrient Ratio Approach** introduces a composite index for aggregating nutrient density, using nutrients listed on food labels.

The proposed index is based on the ratio of recommended to restricted (RRR) food components. Like the other methods, this method scores foods individually to allow consumers to build overall healthy diets by choosing higher-scored (more nutritious) foods within a food category first and lower-scored (less nutritious) foods as calorie needs allow.<sup>10</sup>

The **Calories for Nutrient (CFN) Approach**, originally published in 1986 with 9 nutrients, was recently updated to include 13 nutrients. It is defined as the cost in calories required to obtain 1 percent of the Daily Value of an average of 13 key (Nutrition Labeling Education Act) nutrients. The lower the CFN value, the lower the cost in calories to obtain the nutrients associated with this food, naturally or by fortification as listed in the ingredient panel. The nutrients in this index include protein, thiamin, riboflavin, niacin, vitamin C, vitamin A, calcium, magnesium, iron, zinc, folic acid, vitamin B<sub>6</sub> and vitamin B<sub>12</sub>.<sup>11</sup>

## TO LEARN MORE ABOUT THE SCIENCE BEHIND THE NUTRIENT RICH FOODS APPROACH

In March 2004, experts participated in a symposium to examine the scientific evidence supporting the principle of nutrient density and its role in consumer nutrition guidance. The following article provides a review of the proceedings:<sup>3</sup>

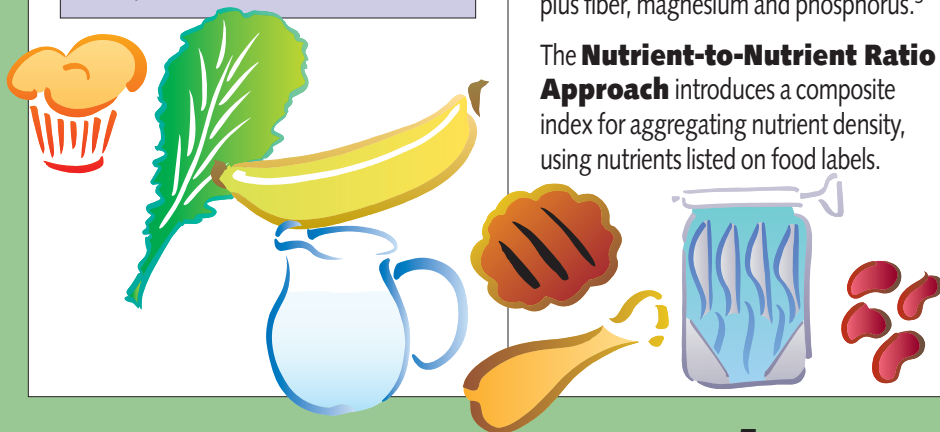
### Naturally Nutrient Rich... Putting More Power on Americans' Plates

*Nutrition Today*, March/April 2005

The following article outlines the development of and potential uses for the "naturally nutrient rich" nutrient density scoring system for foods:<sup>9</sup>

### Concept of a Nutritious Food: Toward a Nutrient Density Score

*American Journal of Clinical Nutrition*, October 2005



## SECTION 2— RESEARCH FINDINGS

### RESEARCH WITH CONSUMERS

#### Insights from Consumer Research

The concept of choosing foods according to nutrient density is not only grounded in science—it resonates with consumers as well.

Research gauged consumer reaction to the nutrient rich concept and to messages and tips describing how to follow the approach. The research revealed the following insights:<sup>8, 12, 13</sup>

- **Appealing Approach.**

Consumers respond well to the term “naturally nutrient rich” and view it as a positive, “no good foods, no bad foods” approach to choosing foods. According to a recent survey,<sup>8</sup> eight in 10 (80 percent) consumers said they’d be willing to change their diet based on a recommendation to “choose naturally nutrient-rich foods first.”

- **Nutrient Dense vs.**

**Nutrient Rich.** While consumers respond well to the term “nutrient rich” and “naturally nutrient rich,” the opposite holds true with the term “nutrient dense.” “Nutrient rich” implies a food is filled with beneficial nutrients. “Nutrient dense,” however, evokes a negative response, in that the food is heavy and dull, and not good for them.

- **Back to Basics.** Consumers view eating the naturally nutrient rich way as getting “back to basics” and eating from all food groups the way their parents taught them. They respond well to messages that specified the five nutrient-rich food categories.

- **Making Calories Count More.**

Generally, consumers don’t like to count calories, but do like the idea of making calories count more by choosing nutrient-rich foods first.

- **Favorite Foods.** Consumers want to know how to occasionally indulge in favorite foods as part of a healthful diet.
- **Small Steps.** Consumers like messages that acknowledge the challenge of changing their eating habits and reassure them it’s OK to change gradually by taking small steps.
- **Specific and Quick.** They want tips that tell them what to do and how to do it—and the quicker the better.
- **Language Lesson.** Positive words and phrases appeal to consumers. For example, they like the word “enjoy” in messages and tips because it captures the fact that healthy eating can taste good, too.
- **Benefits, Please.** Consumers are receptive to messages and tips that link to a health benefit. For example, they like the phrase “live well” because it suggests well-being and health. Consumers also are interested in learning about the nutritional benefits of foods, messages such as whole grain foods provide magnesium, selenium and fiber or that lean beef provides protein, vitamin B<sub>12</sub>, zinc and iron.



#### CONSUMER-APPROVED MESSAGES

Consumers liked the messages below because they offer a benefit, reassure them that gradual change is OK and remind them of the basic nutrient-rich food categories.

**“Live Well!** Enjoy nutrient-rich foods from all five food groups, including colorful fruits and vegetables, whole grains, lowfat and fat-free dairy and lean meats.”

**“Take Small Steps to a Healthier You.** Get more nutrition out of your calories by choosing the most nutrient-rich foods from each food group every day.”

#### CONSUMER COMMUNICATIONS CHECKLIST

Consumers voice definite preferences for how they want their nutrition information served up. When you develop messages and tips related to the nutrient rich concept or other nutrition-related advice, let the following checklist from consumers be your guide.<sup>14</sup>

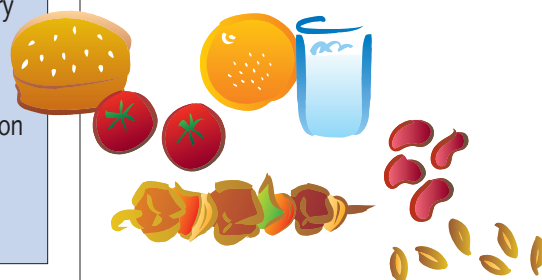
- ✓ Provide clear, concise and “jargon-free” information.
- ✓ Recommend small steps toward improving eating and physical activity habits.
- ✓ Give specifics on what to do and how to do it.
- ✓ Make advice simple, quick and easy.
- ✓ Put a positive spin on the information.
- ✓ Describe a benefit received for following the advice.
- ✓ Give tips “taste appeal” by helping consumers enjoy favorite foods as part of a healthful diet.

*“You’re going to get your calories so you might as well get the most out of them. Get the most nutrients you can.”*

— **Consumer, Chicago**

*“By eating these foods you would feel better, look better and have a happier lifestyle.”*

— **Consumer, Denver**



## RESEARCH WITH REGISTERED DIETITIANS

### Registered Dietitians Support—and Use—the Naturally Nutrient Rich Approach

Registered dietitians routinely use a nutrient-density approach to counsel clients. According to a recent survey:<sup>5</sup>

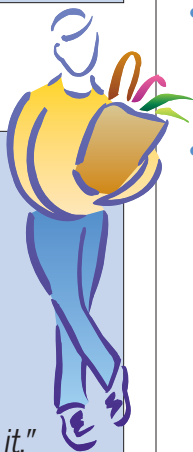
- Almost all (99%) dietitians surveyed (n = 400) are concerned about Americans consuming too many calories and not enough nutrients.
- Among dietitians who counsel clients and patients (n = 325):
  - Nine out of 10 (90%) use the concept of nutrient density in their counseling.
  - Almost all (97%) say it's helpful to counsel clients to choose naturally nutrient-rich foods as the foundation of their diet.
  - More than nine out of 10 (93%) say that teaching clients to choose naturally nutrient-rich foods is an effective weight management tool.

*"I like the idea that nutritionists can add to what [consumers] are doing rather than take away foods that they like. Thinking of things that can be added can be viewed as a positive approach and I think people respond to this better."*

— Registered Dietitian, Denver

*"I definitely like the benefits listed. I'm a big believer in telling patients what's in it for them and why they need to change their behavior. Otherwise, they're not going to do it."*

— Registered Dietitian, Denver



*"I like the idea that [the handouts] are giving people suggestions on making what they eat more nutritious."*

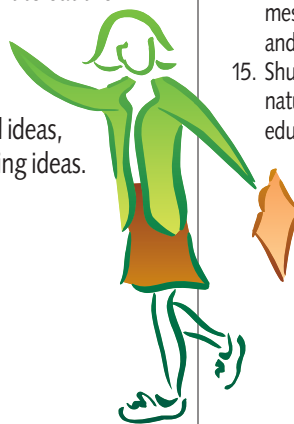
— Registered Dietitian, Chicago

### Tailoring Tools to Meet Your Needs

To make sure the educational tools in this Kit meet the needs of nutrition communicators and the consumers they reach, a series of focus groups was conducted with registered dietitians in Chicago and Denver. The findings guided the development of the consumer handouts in this Kit.

Below are some highlights from the discussions with dietitians:<sup>15</sup>

- Dietitians are seeking a tool to help them teach their clients how to follow the *Dietary Guidelines* and *MyPyramid*.
- The message came through loud and clear that dietitians support and use the nutrient rich approach in their counseling and welcome new tools to make their jobs easier and to help their clients succeed.
- They like the positive approach of encouraging consumers to **include** nutrient-rich foods in their diets, rather than solely focusing on what should be omitted.
- Dietitians say their clients need specific information and practical, time-saving tips on how to integrate nutrient-rich foods into their diets.
- Like consumers, dietitians prefer tips to spell out a nutritional benefit to explain why it's important to eat the recommended foods.
- Dietitians feel their clients benefit from practical tips about meal ideas, calorie levels and shopping ideas.



## REFERENCES (For Sections 1-2)

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The reproducible handouts in this Kit were developed through research with consumers and registered dietitians and can be used in a variety of settings. The tools include:

**Making Nutrient-Rich Choices from the MyPyramid Food Groups—** A series of six handouts guiding consumers to choose the most nutrient-rich foods from each MyPyramid food group plus the Oils Category. Each handout features time-saving tips and advice on making smart-calorie choices.

- The *MyPyramid* Grain Group
- The *MyPyramid* Vegetable Group
- The *MyPyramid* Fruit Group
- The *MyPyramid* Milk Group
- The *MyPyramid* Meat & Beans Group
- The *MyPyramid* Oils and Other Fats

Although the handouts in this Kit are in color, they are reproducible in either color or in black and white.

### Eating the Nutrient Rich Way On the Go

Quick nutrient-rich options for at-home snacks, to stash in a desk drawer at work or to pick from the vending machine or convenience store.



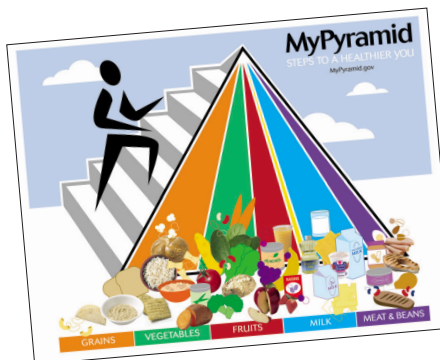
**Eating Away from Home the Nutrient Rich Way**—Smart choices from fast food restaurants, the office cafeteria or when dining out.

**Fitting in "Fun" Foods**—Tips for enjoying foods with calories from solid fats and added sugars (discretionary calories) as part of a well-balanced diet by choosing nutrient-rich foods first, monitoring portion sizes and being physically active.

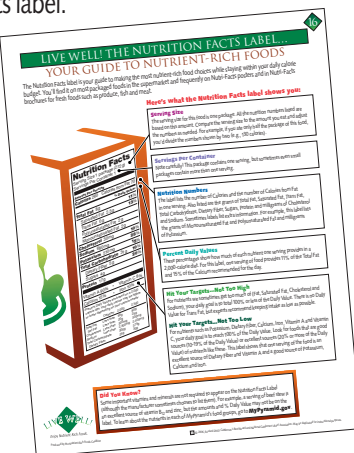
**Shop the Perimeter of the Store to Enjoy Nutrient-Rich Foods**—A "map" of the grocery store perimeter, where many nutrient-rich foods are found.



**Nutrient Rich Shopping List**—A handy checklist of nutrient-rich choices grouped by MyPyramid's five food groups plus oils. A great companion to the Shop the Perimeter handout.



**The Nutrition Facts Label...Your Guide to Nutrient-Rich Foods**—Step-by-step guide to understanding the major components of the Nutrition Facts label.



## Additional Tools

**MyPyramid Poster**—Brings to life the science and consumer messages of USDA's MyPyramid. Ideal for wall mounting as a reference tool or for educating colleagues and consumers. The back side includes black and white masters, which can be reproduced as handouts. They feature a range of tips and information to help health professionals and consumers navigate MyPyramid.

**MyPyramid Tear Sheet**—Created for consumers, this two-sided tear sheet features the MyPyramid graphic and MyPyramid's basic messages about healthy eating and physical activity.

To receive another free copy of the **MyPyramid Poster** and one free **MyPyramid Tear Pad** containing 100 **MyPyramid Tear Sheets**, please visit the Beef Nutrition Web Site at [www.beefnutrition.org](http://www.beefnutrition.org).

## IDEAS FOR USING THE TEACHING TOOLS IN THIS KIT

You can use the nutrient rich approach and reproducible handouts in this Kit in a variety of settings.

## Individual Counseling

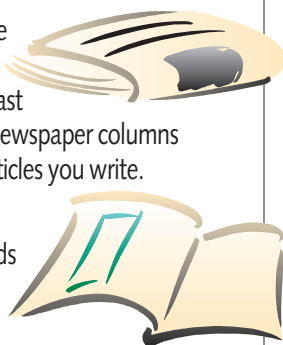
- Use the handouts to supplement your teaching on wellness, weight management, heart health and diabetes.
- Identify areas in clients' eating plans that need a boost of nutrient richness and provide easy tips from the handouts to help fill in the gaps.
- Use the handouts to implement a "small steps" approach to setting goals. Work with your clients to select and circle a few tips for them to try before you meet again.
- Incorporate meal suggestions from the *Tips to Slip More Nutrients into Your Meals* series into meal plans you develop for clients.

## Talks, Classes and Community Events

- Distribute the handouts at “theme” talks or classes. For example, for a talk on eating well for busy professionals, give out the *Eating the Nutrient Rich Way on the Go* and *Eating Away from Home the Nutrient Rich Way* handouts.
- Conduct a workshop or series of classes entitled “Navigating MyPyramid the Nutrient Rich Way.” Use the ideas in the **A Framework for Teaching Consumers about MyPyramid and the Nutrient Rich Approach to Choosing Foods** section on this page to help develop your teaching points. Provide the handouts and do a tasting of nutrient-rich foods from each MyPyramid food group.
- At health fairs and fitness events, give away “goodie bags” filled with the handouts and samples of nonperishable nutrient-rich foods.
- Conduct a “nutrient rich” supermarket tour. Use *Shop the Perimeter*, the *Nutrient Rich Shopping List*, the *Nutrition Facts Label*, and the *Making Nutrient-Rich Choices from the MyPyramid Food Groups* series as handouts and as resources for the tips you give during the tour.
- Use the meal suggestions in the *Tips to Slip More Nutrients into Your Meals* (Breakfast, Lunch, Dinner) series to do a “cooking” demo on how to assemble nutrient-rich meals fast. Provide the handouts to attendees.

## Media Opportunities

- Give tips from the handouts during print and broadcast interviews or in newspaper columns and magazine articles you write.
- Use examples of nutrient-rich foods as props during TV interviews.



- Work with a TV reporter to do an on-air nutrient-rich makeover of his or her usual food choices or those of some viewers. Include a trip to the supermarket to illustrate nutrient-rich food choices and provide tips and meal ideas from the handouts.
- Pitch an article on nutrient-rich meal makeovers to newspapers and magazines. Make it timely by tying it in with New Year’s resolutions, swimsuit season or National Nutrition Month.

## A FRAMEWORK FOR TEACHING CONSUMERS ABOUT MYPYRAMID AND THE NUTRIENT RICH APPROACH TO CHOOSING FOODS

The importance of selecting nutrient-dense foods is a key message of the MyPyramid food guidance system. Pairing MyPyramid with the nutrient rich approach to choosing foods can positively impact consumers’ ability to achieve nutrient-dense diets.

The “For Professionals” section at **MyPyramid.gov** provides a wealth of information and downloadable materials for teaching consumers about MyPyramid. The framework below provides highlights and describes the complementary tools in this Kit.

This information is especially helpful for teaching consumers without access to the MyPyramid.gov Web site or to use in settings where Internet access isn’t available.

## Start with a tour of the MyPyramid symbol and its different parts.

- Tools in this Kit:
  - MyPyramid color poster
  - MyPyramid reproducible consumer handouts (back side of poster)
  - *Anatomy of MyPyramid* backgrounder for educators (back side of poster)
- Additional consumer handouts available at **MyPyramid.gov**

## TEACHING POINTS

- **Activity** is represented by the steps and the person climbing them, as a reminder of the importance of daily physical activity.
- **Moderation** is represented by the narrowing of each food group from bottom to top. The wider base stands for foods with little or no solid fats or added sugars. These are the most **nutrient-rich foods** to choose first. The narrower top area stands for foods containing more solid fats and added sugars. The more active you are, the more of these foods you can fit into your diet.
- **Personalization** is shown by the person on the steps, the slogan, “Steps to a healthier you,” and the URL (Web site address), **MyPyramid.gov**.
- **Proportionality** is shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group. The widths are just a general guide, not exact proportions.
- **Variety** is symbolized by the 6 color bands representing the 5 food groups of the Pyramid and oils. This illustrates that foods from all groups are needed each day for good health.
- **Gradual improvement** is encouraged by the slogan, “Steps to a healthier you.” It suggests that individuals can benefit from taking small steps to improve their diet and lifestyle each day.



## Help consumers find their personal *MyPyramid* plan.

- Tools in this Kit (back side of poster):
  - *MyPyramid Food Intake Pattern Calorie Levels*
  - *Daily Amount of Food Suggested from Each Group by Calorie Level*

### NOTES TO EDUCATOR

Based on age, gender, height, weight and physical activity level, everyone has a “personal pyramid” that outlines the number of calories and the kinds and amounts of food to eat each day. *MyPyramid* provides pyramid plans based on 12 calorie levels ranging from 1,000 to 3,200 calories a day.

Use the tools above to help consumers determine their personal pyramid or point them to the *MyPyramid* Plan area at **MyPyramid.gov** to calculate this information.

- Consumer handout available at **MyPyramid.gov**:
  - *MyPyramid Worksheet* lets consumers track their daily food choices and compare them to *MyPyramid*'s recommendations for their calorie level.

## Introduce *MyPyramid*'s five food groups and teach consumers the basic messages and tips about healthy eating and physical activity.

- Tools in this Kit:
  - *MyPyramid* color poster—messages and tips are located below the *MyPyramid* symbol
  - *MyPyramid* reproducible consumer handouts (back side of poster)
  - *MyPyramid Education Framework—Key Concepts for Educators* (back side of poster)

## Explain how to choose nutrient-rich foods first from the five *MyPyramid* food groups and how to include healthy oils and an appropriate amount of discretionary calories from solid fats and added sugars in their meal plan.

- Reproducible consumer handouts in this Kit:
  - The series, *Making Nutrient-Rich Choices from the MyPyramid Food Groups* (a handout for each food group plus oils and other fats is included)
  - *Choose Nutrient-Rich Foods First* (back side of poster)
  - *Fitting in “Fun” Foods*
  - *The Nutrition Facts Label... Your Guide to Nutrient-Rich Foods*
- Online resources available at **MyPyramid.gov**:
  - The *Inside the Pyramid* consumer area provides detailed information on food choices within each food group, recommended amounts and health benefits. Information on oils, discretionary calories and physical activity also are located in this section.

## Provide lifestyle tips and small steps for following *MyPyramid* and choosing nutrient-rich foods first.

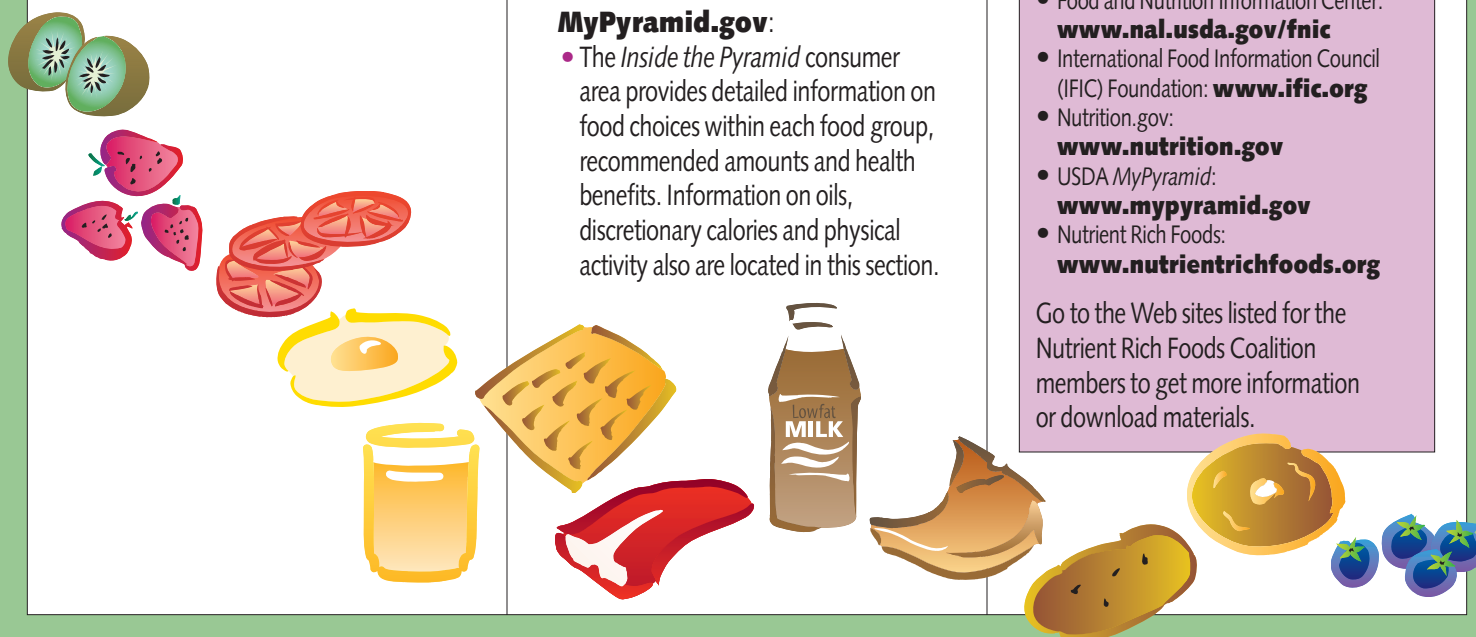
- Reproducible consumer handouts in this Kit:
  - The series, *Tips to Slip More Nutrients into Your Meals* (Breakfast, Lunch, Dinner)
  - *Eating the Nutrient Rich Way On the Go*
  - *Eating Away from Home the Nutrient Rich Way*
  - *Advice for Today—Smart Portion Size Guide*
- Online resources available at **MyPyramid.gov**:
  - The *Tips & Resources* consumer area provides suggestions for making wise choices within each food group, a list of ideas to increase physical activity and tips for eating out.

### ADDITIONAL RESOURCES

The following Web sites provide information, tools and links to help you promote nutrient-rich eating and a physically active lifestyle.

- American Dietetic Association: **www.eatright.org**
- 2005 Dietary Guidelines for Americans: **www.healthierus.gov/dietaryguidelines**
- CDC Nutrition & Physical Activity: **www.cdc.gov/nccdphp/dnpa/index.htm**
- Food and Nutrition Information Center: **www.nal.usda.gov/fnic**
- International Food Information Council (IFIC) Foundation: **www.ific.org**
- Nutrition.gov: **www.nutrition.gov**
- USDA *MyPyramid*: **www.mypyramid.gov**
- Nutrient Rich Foods: **www.nutrientrichfoods.org**

Go to the Web sites listed for the Nutrient Rich Foods Coalition members to get more information or download materials.





## The Nutrient Rich Foods Coalition

The Nutrient Rich Foods Coalition is dedicated to working with scientific researchers and health professionals to educate consumers on the complete nutrient package of a food and how to maximize naturally occurring nutrients from the calories they consume.

The Coalition supports the 2005 Dietary Guidelines for Americans, and MyPyramid and encourages widespread research and educational efforts that help consumers make their calories count more by **enjoying nutrient-rich foods first.**



CALIFORNIA AVOCADO COMMISSION  
[www.avocado.org](http://www.avocado.org)



CALIFORNIA KIWIFRUIT COMMISSION  
[www.kiwifruit.org](http://www.kiwifruit.org)



CALIFORNIA STRAWBERRY COMMISSION  
[www.calstrawberry.com](http://www.calstrawberry.com)



EGG NUTRITION CENTER  
[www.enc-online.org](http://www.enc-online.org)



FLORIDA DEPARTMENT OF CITRUS  
[www.floridajuice.com](http://www.floridajuice.com)



GRAIN FOODS FOUNDATION  
[www.grainpower.org](http://www.grainpower.org)



THE BEEF CHECKOFF THROUGH THE NATIONAL CATTLEMEN'S BEEF ASSOCIATION  
[www.beefnutrition.org](http://www.beefnutrition.org)



NATIONAL DAIRY COUNCIL  
[www.nationaldairycouncil.org](http://www.nationaldairycouncil.org)



NATIONAL PORK BOARD  
[www.porkandhealth.org](http://www.porkandhealth.org)



UNITED STATES POTATO BOARD  
[www.healthypotato.com](http://www.healthypotato.com)



WHEAT FOODS COUNCIL  
[www.wheatfoods.org](http://www.wheatfoods.org)



WILD BLUEBERRY ASSOCIATION OF NORTH AMERICA  
[www.wildblueberries.com](http://www.wildblueberries.com)

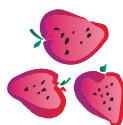
# LIVE WELL!

## ADVICE FOR TODAY

### Enjoy Nutrient-Rich Foods as the Foundation of a Healthy Diet

Nutrient-rich foods give you the most vitamins, minerals and other nutrients for the fewest calories. To live well, build your daily eating plan on a variety of nutrient-rich foods first:

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



### Smart Portion Size Guide

Comparing your portion sizes to everyday objects helps you choose the amounts that are right for you. Use the portion size guide below to gauge how much you're eating.

To find your personal pyramid and the amounts from each food group that are right for you, go to **MyPyramid.gov**.

#### Fruits

- 1 medium apple or orange = a baseball
- 1/2 cup raisins = a large egg
- 1 cup 100% fruit juice = 1 small (8 oz) carton



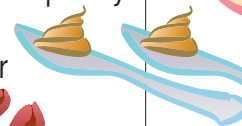
#### Vegetables

- 1 cup vegetables = a baseball
- 1 cup raw, leafy vegetables = a baseball
- 1 small baked potato = a computer mouse



#### Meat & Beans

- 3 ounces cooked meat, skinless poultry or fish = a deck of cards
- 2 tablespoons peanut butter = a golf ball
- 1/2 cup beans = a computer mouse



#### Milk, Yogurt & Cheese

- 1 cup milk = a small (8 oz) chug
- 1 cup yogurt = an 8-ounce yogurt container
- 1-1/2 ounces cheese = about 3, 1-inch cubes



#### Grains

- 1/2 cup cooked cereal, pasta or rice = a computer mouse
- 1 cup dry cereal = a baseball
- 1 bagel = a hockey puck
- 1 tortilla = a small (7-inch) salad plate
- 1 pancake or waffle = a music CD
- 4 small cookies such as vanilla wafers = 4 casino chips



Enjoy Nutrient-Rich Foods.

# LIVE WELL! MAKING NUTRIENT-RICH CHOICES

## FROM THE MYPYRAMID GRAIN GROUP

### The MyPyramid Grain Group

USDA's MyPyramid is your personal guide to healthy eating and physical activity. MyPyramid's orange band represents the Grain Group.

- The Grain Group includes any food made from wheat, rice, oats, cornmeal, barley or another cereal grain. Bread, pasta, oatmeal, breakfast cereals, tortillas and grits are examples of grain products. Grains are divided into two subgroups: whole grains such as whole wheat bread, oatmeal and brown rice; and nutrient-enriched refined grains such as white bread and white rice.
- **Foods in the Grain Group provide important nutrients such as B vitamins, minerals and fiber. Whole grains may help reduce the risk for heart disease and some cancers and help with weight management.** Enriched refined grains are fortified with the B vitamin folic acid to help prevent neural tube defects during pregnancy and possibly heart attacks and strokes. They contain twice as much folic acid as whole grains.

The small steps to the right can help you make nutrient-rich choices from MyPyramid's "orange group." This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose.



## Grain Group

Make half your grains whole

### Make Half Your Grains Whole.

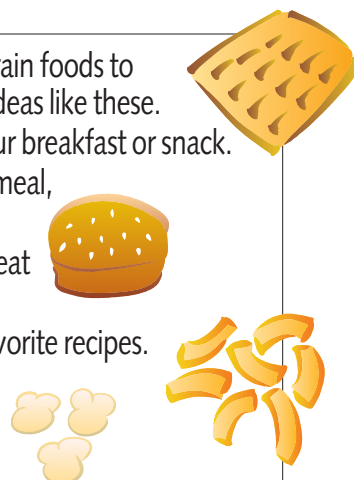
Eat at least 3 ounces of whole grain cereals, breads, crackers, rice or pasta every day.

- To get whole grains, choose foods that name one of the following whole grain ingredients first on the label ingredient list: brown rice, bulgur, whole grain barley, graham flour, oatmeal, whole grain corn, whole oats, whole rye, whole wheat, wild rice.



**Make it Easy.** Adding whole grain foods to your eating plan is easy with quick ideas like these.

- Include a whole grain cereal in your breakfast or snack.
- Try quick-cooking versions of oatmeal, barley and brown rice.
- Make sandwiches with whole wheat or whole rye bread.
- Use whole wheat pasta in your favorite recipes. It comes in a variety of shapes.
- Snack on whole grain crackers or "light" microwave popcorn.



### Make Smart Calorie Choices.

Get the most nutrition for the fewest calories from foods in the Grain Group.

- Opt for breads made with little or no fat such as sandwich breads, pita bread, English muffins, small bagels and bread sticks.
- Combine unsweetened whole grain/high-fiber cereals with your favorite regular enriched cereal.
- Buy baked tortilla chips and crackers.
- Prepare pasta salad with enriched pasta, lots of veggies and lowfat dressing.
- Use the Nutrition Facts label to compare the calories and fiber in grain foods such as breads, bagels, crackers, muffins and cereals.



To learn more about the Grain Group and to find your personal pyramid based on your calorie needs, go to **MyPyramid.gov**.

LIVE WELL!

Enjoy Nutrient-Rich Foods.

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# LIVE WELL! MAKING NUTRIENT-RICH CHOICES FROM THE MYPYRAMID VEGETABLE GROUP

## The MyPyramid Vegetable Group

USDA's MyPyramid is your personal guide to healthy eating and physical activity. MyPyramid's green band represents the Vegetable Group.

- The Vegetable Group includes any vegetable or 100% vegetable juice whether fresh, frozen, canned or dried.
- Foods in this group provide important nutrients such as potassium, folate, vitamin A, vitamin C, vitamin E and fiber and may help reduce the risk for heart disease, type 2 diabetes and certain cancers.** Beans are also included in this group for their fiber, vitamins and minerals.

The small steps to the right can help you make nutrient-rich choices from MyPyramid's "green group." This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose.



**Vary Your Veggies.** From asparagus to zucchini, you'll reap a bounty of vitamins, minerals and phytonutrients when you choose from a colorful variety of vegetables.

- Get lots of dark green veggies like broccoli, spinach, romaine lettuce and collard greens.
- Pick plenty of orange veggies like carrots, sweet potatoes, pumpkin and butternut squash.
- Eat more dry beans and peas such as pinto beans, kidney beans, split peas and lentils.
- Mix it up even more with favorites like tomatoes, potatoes and corn and less familiar options like artichokes, eggplant and parsnips.

## Take Veggie Short Cuts.

Vegetables come in a variety of convenient options that need little or no preparation.

- Pick up pre-washed bags of salad greens and spinach.
- Choose no-chop veggies like baby carrots, cherry tomatoes, broccoli and cauliflower florets, pre-cut celery and sugar snap peas.
- Line your freezer with frozen vegetables—they go from microwave to table in minutes.
- Stock up on canned beans such as garbanzo beans and kidney beans. After a quick rinse with water, they're ready to use in soups and salads.
- Store a variety of potatoes in your pantry. Bake, roast, boil or microwave for an easy side dish.

## Make Smart Calorie Choices.

Get the most nutrition for the fewest calories from foods in the Vegetable Group.

- Shop for veggies that are fresh, frozen or canned in water.
- Use the Nutrition Facts label to check the calories and fat in vegetables prepared with butter or sauces.
- Prepare dry beans and peas without added fats.

To learn more about the Vegetable Group and to find your personal pyramid based on your calorie needs, go to **MyPyramid.gov**.



Enjoy Nutrient-Rich Foods.

# LIVE WELL! MAKING NUTRIENT-RICH CHOICES

## FROM THE MYPYRAMID FRUIT GROUP

### The MyPyramid Fruit Group

USDA's MyPyramid is your personal guide to healthy eating and physical activity. MyPyramid's red band represents the Fruit Group.

- The Fruit Group includes any fruit or 100% fruit juice. Fruits may be fresh, frozen, canned or dried.

**Foods in this group provide important nutrients such as potassium, folate, vitamin C and fiber and may help reduce the risk for heart disease, type 2 diabetes and certain cancers.**

The small steps to the right can help you make nutrient-rich choices from MyPyramid's "red group." This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose.



**Fruit Group**  
Focus on fruits

**Focus on Fruits.** For maximum nutrient richness and great taste, pick a variety of colorful fruits.

- Fill your cart with brightly colored fruits such as blueberries, strawberries, oranges, apricots, kiwifruit, cantaloupe, watermelon and red, green and purple grapes.
- Choose fresh fruits in season when they're less expensive and most flavorful. Ask produce department staff which fruits are in season now.
- Stock up on canned and frozen fruits when they're on sale.
- Avocado is a fruit, too. Top your salad with a few slices or pair it with an exotic fruit such as mango for a refreshing fruit salsa.

**Get Your Fruit Fast.** Fruits come in a variety of convenient options that need little or no preparation.

- Select easy-to-eat fresh fruits such as apples, bananas, oranges, plums, peaches and grapes.
- Pick up pre-cut packages of melon, pineapple or fruit salad.
- Buy bags of frozen blueberries, strawberries, peaches and mangos to use in smoothies, muffins and desserts.
- For on-the-go options, stock up on dried fruits such as raisins, cranberries and apricots, unsweetened applesauce cups, single-serve fruits canned in water or 100% fruit juice.
- Buy single-serve containers of 100% fruit juice for lunches.
- Try frozen 100% fruit juice bars for a refreshing dessert.

**Make Smart Calorie Choices.** Get the most nutrition for the fewest calories from foods in the Fruit Group.

- Shop for fruits that are fresh, frozen without added sugar or canned in water.
- To reap the benefits of dietary fiber, choose whole or cut-up fruit most often.
- Select fruit juices labeled as 100% fruit juice, such as orange juice or grapefruit juice.
- Use the Nutrition Facts label to compare the calories in fruits canned in water, 100% fruit juice, light syrup and heavy syrup, and to check the serving size and calories for dried fruits.

To learn more about the Fruit Group and to find your personal pyramid based on your calorie needs, go to **MyPyramid.gov**.



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# LIVE WELL! MAKING NUTRIENT-RICH CHOICES FROM THE MYPYRAMID MILK GROUP

## The MyPyramid Milk Group

USDA's MyPyramid is your personal guide to healthy eating and physical activity. MyPyramid's blue band represents the Milk Group. MyPyramid recommends three cups of fat-free or lowfat milk or equivalents like yogurt and cheese daily for most people.

- The Milk Group includes milk, yogurt and cheese as well as milk-based desserts such as ice cream, frozen yogurt and pudding made with milk.

**Milk, cheese and yogurt provide nine essential nutrients such as calcium, potassium, vitamin D and protein. These nutrients help build and maintain bone mass and may reduce risk for the bone-thinning disease, osteoporosis. Potassium also helps regulate the body's fluid balance and maintain healthy blood pressure.**

The small steps to the right can help you make nutrient-rich choices from MyPyramid's "blue group." This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose.



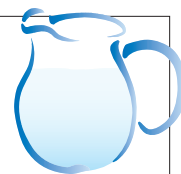
## Milk Group

Get your calcium-rich foods

### Get Your Calcium-Rich Foods.

Choose fat-free or lowfat milk, yogurt and other milk products most often.

- Serve milk at meals and with snacks.
- Top pizza, casseroles and veggies with shredded cheese.
- Use plain yogurt as a base for dips or to dollop on baked potatoes.
- Slip cheese slices onto sandwiches.



**Make it Quick.** These tips can help you get your Milk Group foods—fast.

- Order a latte made with fat-free or lowfat milk.
- Make oatmeal or tomato soup with milk instead of water.
- Stock up on cheese sticks, yogurt cups and yogurt drinks for calcium-rich snacks.
- Top fruit with your favorite yogurt for a homemade parfait dessert.



### Make Smart Calorie Choices.

Try these tips to get the most nutrition for the fewest calories from Milk Group foods.

- Choose fat-free or lowfat milk, yogurt and cheese.
- When you shop, use the Nutrition Facts label to compare the amount of calories and fat in different types of Milk Group foods.
- If your family usually drinks whole milk, try stepping down to reduced-fat (2%), then lowfat (1%) and finally fat-free milk.
- Stock a few cans of evaporated fat-free milk to use in coffee and to replace cream in recipes.
- For a sweet treat, try "light" ice cream or frozen yogurt.



To learn more about the Milk Group and to find your personal pyramid based on your calorie needs, go to **MyPyramid.gov**.



Enjoy Nutrient-Rich Foods.

# LIVE WELL! MAKING NUTRIENT-RICH CHOICES FROM THE *MYPYRAMID* MEAT & BEANS GROUP

## The *MyPyramid* Meat & Beans Group

USDA's *MyPyramid* is your personal guide to healthy eating and physical activity. *MyPyramid*'s purple band represents the Meat & Beans Group.

- The Meat & Beans Group includes meat, poultry, fish, dry beans and peas, eggs, nuts and seeds. **Foods in this group provide important nutrients such as protein, B vitamins, iron and zinc needed to boost the immune system, build and repair muscle, fuel activity and help your brain function, as well as vitamin E and potassium for a healthy heart.**



The small steps to the right can help you make nutrient-rich choices from *MyPyramid*'s "purple group." This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose.



## Meat & Bean Group

Go lean with protein

**Go Lean with Protein.** Choose lean meats and skinless poultry most often. Vary your protein choices with fish, beans, eggs, nuts and seeds.



- For lean cuts of beef, look for the words "loin" or "round" in the name such as tenderloin, sirloin or round steak. Lean pork choices include pork loin, tenderloin, center loin and lean ham.
- Choose ground poultry without skin and fat and ground beef that's 90-95% lean.
- Select fish rich in omega-3 fatty acids, such as salmon, trout and herring.
- For sandwiches, go with lean roast beef, turkey or ham. Or try peanut butter, almond butter or soy nut butter.
- Vary your breakfast routine with eggs. Enjoy an egg-and-veggie scramble or a mushroom-herb omelet.



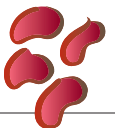
**Try Time-Trimming Tips.** Save steps and get your protein-rich foods, too.

- Pick up recipe-ready meats such as lean beef strips for a stir-fry or cubes for stew.
- Buy quick-cooking fish filets or boneless, skinless chicken breasts or turkey cutlets.
- Prepare and refrigerate hard-cooked eggs to tote in your lunch.
- Stock up on canned beans, such as black beans or pinto beans, to add to soup and chili or to top a salad.
- Keep nuts, seeds and soy nuts on hand for quick snacks.



**Make Smart Calorie Choices.** Get the most nutrition for the fewest calories from foods in the Meat & Beans Group.

- Trim away visible fat from meat before cooking and remove poultry skin.
- Bake, broil or grill meat, poultry and fish.
- Drain off any fat that appears during cooking.
- Bake breaded meat, poultry and fish instead of frying.
- Flavor your meat, poultry and fish with herbs or use lowfat sauces.
- Prepare dry beans and peas without added fats.



To learn more about the Meat & Beans Group and to find your personal pyramid based on your calorie needs, go to **MyPyramid.gov**.



Enjoy Nutrient-Rich Foods.

# LIVE WELL! OILS AND OTHER FATS:

## MAKING SMART CHOICES

### Go Slow with Solid Fats

**Solid fats** are fats that are solid at room temperature and occur as saturated fats or *trans* fats. Saturated fats are found in animal foods, as well as many baked goods such as pastries, cookies and pies. Most of them raise both “bad” and “good” cholesterol. However, not all saturated fats act the same. An example of a saturated fatty acid that does not affect blood cholesterol levels is **stearic acid**, which is found in meat and chocolate.

**Trans fats** raise “bad” cholesterol but have no effect on “good” cholesterol. There are two types—man-made and naturally occurring. Man-made *trans* fatty acids found in snack foods and baked goods such as cookies, crackers, donuts, pastries and croissants act very differently than those that occur naturally in low amounts in meat, dairy products, cabbage and peas. While man-made *trans* fatty acids have been found to increase the risk of heart disease, naturally occurring *trans* fatty acids, such as **conjugated linoleic acid (CLA)**, have been shown to have heart-healthy and cancer-protective benefits and may reduce the risk of diabetes.

### Make Smart Oil Changes

- Choose a cooking oil that is high in unsaturated fats. Some good choices are canola, corn, cottonseed, olive, peanut, safflower, soybean and sunflower oil.
- Use soft (tub or squeeze) margarine with 0 grams of *trans* fat per serving. Check the Nutrition Facts label to be sure.
- Try a slice of mashed avocado as a sandwich spread.
- Add flair to your food with a dash of flavorful walnut or sesame oil.
- Get essential fatty acids called “omega-3s” from fatty fish such as salmon, trout and herring.
- Sprinkle a few sunflower seeds or chopped walnuts on your salad.

### Get Savvy about Solid Fats

- Use vegetable oil or cooking spray instead of butter, stick margarine or shortening for cooking and baking.
- Choose lean meats and skinless poultry. Trim away visible fat from meat before cooking and remove poultry skin.
- When choosing milk, yogurt and cheese, go fat-free or lowfat.
- When you shop for baked goods such as cookies and crackers, check the Nutrition Facts label for products with 0 grams of *trans* fat per serving.

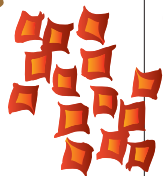
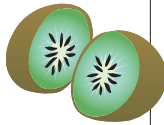
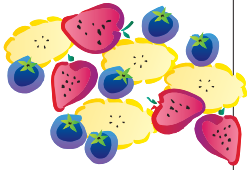
### Fascinating Fat Facts

- Oils and solid fats both contain about **120 calories per tablespoon**. So, although you need some oils for good health, don't overdo it.
- **Heart Healthy Fats.** While olive oil may be known for containing heart-healthy monounsaturated fatty acids, the same holds true for pork and beef. In fact, about half of the fat in pork and beef is monounsaturated fatty acid. Likewise, milk, cheese and yogurt products contain this heart-healthy fatty acid as well.
- **Conjugated linoleic acid (CLA) is a special type of *trans* fat that may promote health.** Small amounts are found naturally in milk products, lamb and beef. Research is showing that CLA may play a role in preventing diseases such as cancer, heart disease and diabetes.
- A few plant oils, including **coconut oil and palm kernel oil**, are high in **saturated fats**, so MyPyramid classifies them as solid fats.

To find your personal pyramid and daily Oils allowance based on your calorie needs, go to **MyPyramid.gov**.

# LIVE WELL! TIPS TO SLIP MORE NUTRIENTS INTO YOUR BREAKFAST

Eating the nutrient rich way means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose. Below is an assortment of quick, easy and tasty tips to boost the nutrient richness of your breakfast.



## Eye-Opening Breakfast Ideas

- For a “fiber-full” breakfast, top a bowl of whole grain or high-fiber cereal with blueberries, strawberries, sliced bananas or any favorite fruit.
- For a calcium boost, make oatmeal with fat-free milk instead of water. For extra fiber and nutrients, mix in some raisins, dried cranberries, cherries or blueberries, too.
- Customize fruit compote by mixing colorful favorites such as orange or grapefruit sections, kiwifruit slices, pineapple chunks and cantaloupe cubes. The more colors you mix, the more potassium, vitamin C and other nutrients you get.
- When you make pancakes, waffles and muffins, sneak in some whole grains by replacing one-half of the white flour with whole wheat flour. Grains give you fiber and important minerals such as iron, magnesium and selenium.
- Order your cappuccino or latte made with fat-free milk. You’ll get all the calcium and other essential nutrients in milk without the fat.
- Start your day with veggies—and all the nutrients they provide. Whip up a “Technicolor” omelet or scrambled eggs with chopped fresh spinach, tomatoes, peppers or any favorite vibrant-colored veggie.
- For a breakfast-style burrito—and a protein and fiber boost—fold eggs, beans, shredded lowfat cheese and vegetables into a whole wheat tortilla.
- Team your breakfast with a glass of 100% orange juice to up your intake of vitamin C, folate and potassium.
- For a veggie breakfast hash, sauté shredded carrots, zucchini, peppers, onions and uncooked hash browns in canola oil until tender. Mix in one egg and cook until egg is thickened and no visible liquid egg remains.

Are you looking for easy-to-make meals that taste great and are good for you? The selection below features delicious nutrient-rich meals you can mix and match to suit your taste buds and calorie budget.

## BREAKFAST

### 200-300 Calorie Breakfasts

#### Trustworthy Traditional:

Top 1 cup unsweetened cereal with 1/2 cup berries or a 6-inch banana and 1/2 cup fat-free or lowfat milk.

**The Eye-Opener:** Wrap 1/2 cup shredded lowfat mozzarella cheese, 1/2 cup roasted green and red pepper slices and 2 teaspoons horseradish mustard inside 2 ounces deli-sliced lean roast beef. Enjoy with 1/2 cup orange juice.

### 300-400 Calorie Breakfasts

#### Good-to-Go Breakfast Sandwich:

Place 1 poached egg, 1 ounce Canadian bacon and 1 ounce fat-free or lowfat cheese between two toasted whole grain English muffin halves.

**Power Pop-Up:** Toast a 4-inch whole grain toaster waffle and top with 1 cup lowfat or fat-free yogurt and 1/2 cup mixed berries.

**Bountiful Burrito:** Roll up 1 scrambled egg, 1/2 cup shredded lowfat cheddar cheese, 2 ounces cooked 90-95% lean ground beef, 1/2 cup cooked diced potatoes and 2 tablespoons salsa in a 6-inch whole wheat tortilla.

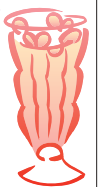
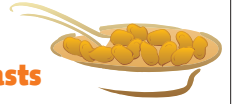
### 400-500 Calorie Breakfasts

#### Living Well Lift-Off:

Smooth 2 tablespoons peanut butter on a 3-inch toasted whole-grain bagel. Serve with 1/2 cup orange juice.

#### Rainbow Fruit Parfait:

Layer 1 cup fat-free or lowfat yogurt with 1/2 cup blueberries, 1/2 cup sliced strawberries and 1/2 cup sliced kiwifruit. Sprinkle with 1/2 cup lowfat granola.



Enjoy Nutrient-Rich Foods.

**Tip:** To find your calorie needs based on your age, gender, height, weight and activity level, go to **MyPyramid.gov**.

# LIVE WELL! TIPS TO SLIP MORE NUTRIENTS INTO YOUR LUNCH

Eating the nutrient rich way means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose. Below is an assortment of quick, easy and tasty tips to boost the nutrient richness of your lunch.

## Lunchtime Soup and Sandwich Tips

- Prepare condensed tomato soup with fat-free milk instead of water to add calcium, protein and vitamin D.
- Soup up your veggie intake. Stir frozen chopped spinach or mixed vegetables into canned soups.
- Make sandwiches on fiber-rich bread such as whole wheat or whole rye. Add creamy avocado slices—they contain healthy oils, folate, potassium and vitamin E. Choose sandwich fillings such as lean roast beef, ham or turkey.
- Load up sandwiches and hamburgers with nutrient-rich romaine lettuce, tomato slices, cucumbers, onions or any other veggies that suit your taste buds.
- For more protein and calcium, add a slice of Mozzarella cheese to your sandwich.
- Top a lean roast beef sandwich with tomatoes and fresh spinach. The heme iron in the beef and the vitamin C in the tomatoes help you absorb the iron from the spinach.
- For an easy way to get protein, vitamins and minerals, try an old favorite—peanut butter and jelly on enriched bread.
- For a quick “nicoise salad,” toss canned tuna, tomato, olive and cooked potato slices with mixed greens. Add vinaigrette dressing just before serving.

Are you looking for easy-to-make meals that taste great and are good for you? The selection below features delicious nutrient-rich meals you can mix and match to suit your taste buds and calorie budget.

## LUNCH

### 200-300 Calorie Lunches

**Tuna on Toast:** Mix 3 ounces water-packed tuna with 1-1/2 tablespoons light mayonnaise. Spread on 2 slices toasted whole wheat bread and top with romaine lettuce and 2 slices tomato. Serve with a small orange.

### Pita and Peanut Butter Surprise:

Spread 1 tablespoon peanut butter inside a 4-inch whole wheat pita pocket and stuff with 1/2 cup sliced strawberries. Serve with 1 cup fat-free milk.

### 300-400 Calorie Lunches

**Delicate Delight:** Toss 1-1/2 cups baby spinach leaves with 1/2 chopped hard-cooked egg, 1/2 cup strawberries and 1 tablespoon slivered almonds. Sprinkle with 1 ounce crumbled feta cheese and 2 tablespoons lowfat raspberry vinaigrette dressing. Serve with a small dinner roll.

**The Comfort Zone:** Spread 2 slices whole wheat bread with 1-1/2 teaspoons butter. Make a sandwich with 2 ounces sliced lowfat cheese, such as smoked mozzarella, and grill. Serve with 1 cup tomato basil soup.

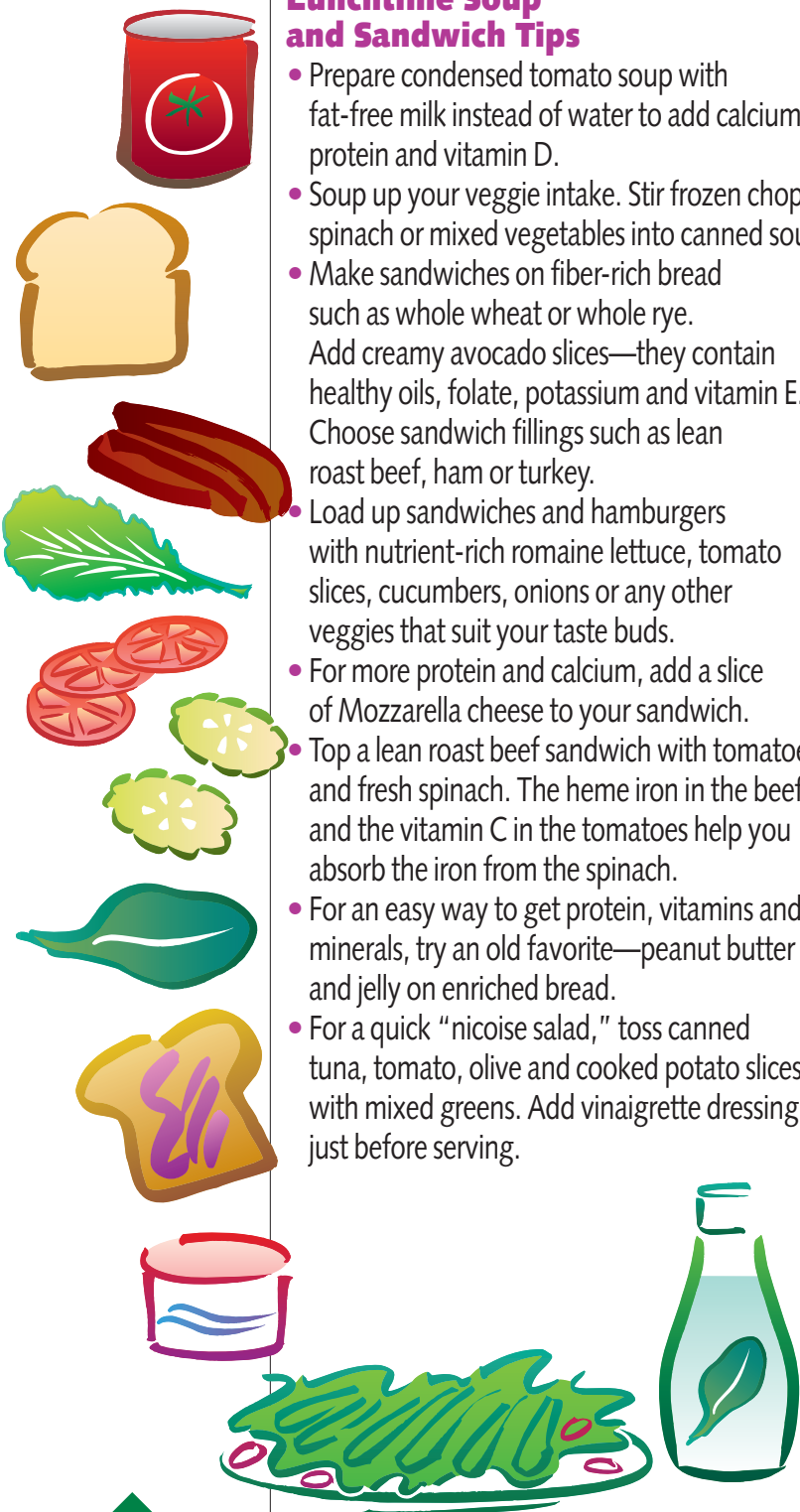
**Dressed-Up Leftovers:** Slice 3 ounces leftover grilled or roasted sirloin steak. Mix with 1 cup romaine lettuce, 1/2 cup cherry tomatoes and 2 tablespoons crumbled blue cheese. Drizzle with 2 tablespoons lowfat balsamic vinaigrette dressing.

### 400-500 Calorie Lunches

**Decision-Free Favorite:** Place 3 ounces lean ham and 2 ounces lowfat Swiss cheese on a whole grain bun. Top with 2 tablespoons stone-ground mustard and romaine lettuce. Accompany with a small sliced apple.

**Bistro Bite:** Layer 3 ounces sliced lean roast beef on a sourdough roll and top with spicy arugula leaves and 2 tablespoons mashed avocado. Serve with 1 ounce sweet potato chips (about 10 chips).

**Tip:** To find your calorie needs based on your age, gender, height, weight and activity level, go to **MyPyramid.gov**.



LIVE WELL!

Enjoy Nutrient-Rich Foods.

# LIVE WELL! TIPS TO SLIP MORE NUTRIENTS INTO YOUR DINNER

Eating the nutrient rich way means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose. Below is an assortment of quick, easy and tasty tips to boost the nutrient richness of your dinner.

## Nutrient-Rich Dinner Hints

- Use 90-95% lean ground beef in tacos, chili and spaghetti sauce. Protein-rich beef boosts your intake of vitamin B<sub>12</sub>, zinc and iron.
- Toss a multi-hued salad of dark greens such as spinach or romaine lettuce, cherry tomatoes, orange or yellow peppers and purple onion. The more colors, the wider variety of nutrients you get. Top with chopped hard-cooked egg for high-quality protein, B vitamins, vitamin E and iron.
- Try whole wheat macaroni in macaroni and cheese—a tasty way to enjoy a whole grain food and calcium-rich dairy.
- Shred carrots or zucchini into meatloaf, casseroles, quick breads and muffins to add nutrients and fiber.
- Slip a whole grain into stuffed peppers or tomatoes by using bulgur, brown rice or whole wheat couscous in the filling.
- Pork is loaded with the B-vitamin thiamin. Savor a stir-fry made with lean pork strips, shredded cabbage and crunchy water chestnuts. Serve over enriched white rice for B vitamins and iron.
- Add extra chopped tomatoes, peppers, zucchini, mushrooms and onions to soup, chili, pasta sauce or lasagna.
- For a sizzling salad, grill steak with a variety of veggies such as Portobello mushrooms, zucchini, peppers, tomatoes and onions. Slice and place atop colorful salad greens.
- For a tangy taste, top a baked potato with plain lowfat yogurt and fresh herbs. You'll get potassium from the potato and the yogurt.
- Feature fruit for dessert—and get vitamin C and fiber, too—by serving a slice of angel food cake smothered with strawberries or blueberries.
- Oven roast sliced potatoes with chicken pieces, rosemary and garlic. For a vegetarian version, roast sliced potatoes, red, green and yellow peppers, onion and garlic tossed with olive oil and a dash of balsamic vinegar.

Are you looking for easy-to-make meals that taste great and are good for you? The selection below features delicious nutrient-rich meals you can mix and match to suit your taste buds and calorie budget.

## DINNER

### 300-400 Calorie Dinners

**Good-for-You Grill:** Marinate 3 ounces salmon in orange juice. Grill with 1/2 cup baby red potatoes, 1/2 cup onions and 6 asparagus spears tossed with 1 teaspoon olive oil. Serve with a crusty whole grain roll.

**Mex to the Max:** Fill a 6-inch taco shell with 3 ounces cooked shredded chuck shoulder pot roast, 2 tablespoons chopped tomatoes, 1/4 cup shredded spinach leaves, 2 tablespoons shredded lowfat Cheddar cheese and 2 tablespoons avocado salsa. Enjoy with 1/2 cup fat-free refried beans on the side.

**Palate-Pleasing Primavera:** Sauté 2 teaspoons garlic in 1 tablespoon olive oil. Toss in 1/2 cup chopped tomatoes, 1/2 cup broccoli, 1/2 cup asparagus, 1/2 cup mushrooms and 2 tablespoons shredded carrots. Cook until the vegetables are tender. Mix with 1 cup cooked penne pasta and top with 2 tablespoons Parmesan cheese.

### 400-500 Calorie Dinners

**The Well-Dressed Burger:** Place a cooked 3-ounce 90-95% lean ground beef patty on a whole grain bun. Top with romaine lettuce, 2 slices tomato and 2 slices red onion. Serve with 1/2 cup three-bean salad.

**Very Veggie Pizza:** Spread a 3-ounce whole grain pizza crust with 1/2 cup marinara sauce. Layer with thin slices of the following: 1/2 cup roasted potatoes, 1/2 cup red onions and 1/2 cup green and red peppers. Top with 1/2 cup shredded lowfat mozzarella cheese. Bake according to crust package directions.

**Family Favorite:** Top 1 cup cooked whole wheat pasta with 3 ounces cooked ground skinless turkey breast or 90-95% lean ground beef mixed with 1/2 cup Italian-style tomato sauce. Serve with 1 cup spinach salad tossed with 1 tablespoon lowfat Italian dressing.

**Tip:** To find your calorie needs based on your age, gender, height, weight and activity level, go to **MyPyramid.gov**.

LIVE WELL!

Enjoy Nutrient-Rich Foods.

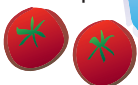
# LIVE WELL! EATING THE NUTRIENT RICH WAY

## ON THE GO

It's easy to eat the nutrient rich way—even when you're in a time crunch. This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose. Try these ideas the next time hunger strikes when you're on the go.

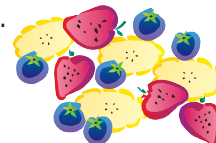
### Fast Snacks on the Home Front

- Whole grain cereal mixed into fruit-flavored lowfat yogurt.
- Lean roast beef, ham or turkey rolled up in a whole wheat tortilla plus a handful of cherry tomatoes.
- Baked tortilla chips and black bean dip.
- A scoop of lowfat or fat-free cottage cheese with sliced strawberries or cantaloupe cubes.
- Whole grain pita bread triangles and flavored hummus (chick pea dip) such as sun-dried tomatoes and basil, roasted red pepper, extra garlic—even jalapeno! Check your supermarket for even more fun flavors.
- A refreshing frozen 100% fruit juice bar. Try strawberry, raspberry, orange or pineapple.
- "Trail mix" made with bite-size shredded wheat squares, sunflower seeds and dried blueberries—or custom-create a mix with your own favorite ingredients.
- 100% orange juice in a single-serve container.
- Potatoes sliced into French fry shapes and baked at 450 degrees for 25 minutes (turn once). Serve with salsa.



### Quick Picks from the Vending Machine or Convenience Store

- Calcium-rich fat-free or lowfat yogurt or yogurt drinks.
- Protein-packed beef jerky.
- Vegetable or tomato soup and whole grain crackers.
- Fresh vegetable salads with low-calorie dressing.
- Packages of baby carrots, broccoli florets or celery sticks.
- Mozzarella cheese sticks.
- Cereal bars or nutrition bars.
- Packets of nuts, sunflower seeds or trail mix.
- Bags of baked chips or lowfat popcorn.
- Fig bars and animal crackers.
- Fresh fruit, fruit salads or fruit cups.
- Fat-free or lowfat regular or flavored milks.
- 100% fruit or vegetable juices.



### Make-it-through-the-Day Desk Drawer Stashes

- Instant oatmeal packets in flavors such as cinnamon, apple, banana and blueberry.
- Vegetable, bean, split pea or lentil soups in heat-and-serve cans or instant dry soup cups.
- Small packs or cans of water-packed tuna and small cans of veggies (don't forget the can opener!).
- A jar of peanut butter, almond butter or cashew butter and crackers.
- Light microwave popcorn. Bonus: popcorn is a whole grain food.
- Raisins, dried apricots and single-serve shelf-stable containers of peaches or pears packed in water or juice.
- Single-serve containers of 100% fruit juice such as orange juice.



Enjoy Nutrient-Rich Foods.

# LIVE WELL! EATING AWAY FROM HOME

## THE NUTRIENT RICH WAY

Many people purchase and eat at least one meal away from home each day. Whether you're at the drive-through window, the office cafeteria or a fine dining restaurant, you can eat the nutrient rich way. This means getting the most vitamins, minerals and other nutrients—but not too many calories—from the foods you choose. It's easy to do when you make choices like these.

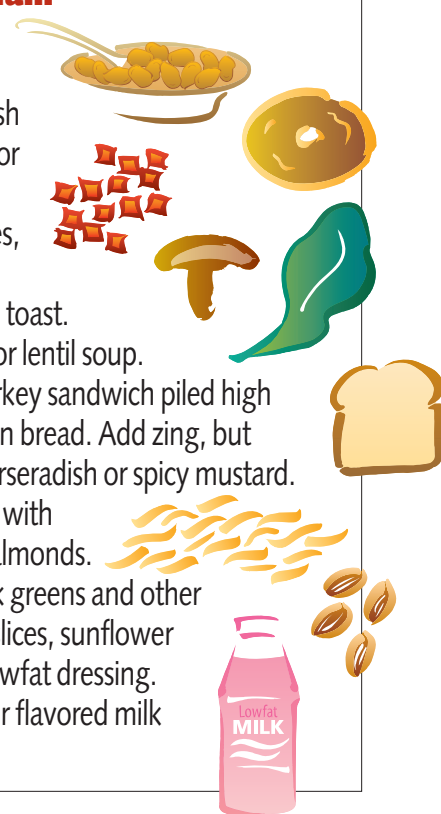
### At the Fast Food Place...

- Small burgers or grilled chicken sandwiches topped with lettuce, tomato and onion (hold the mayo or special sauce).
- Roasted veggie wraps.
- Entrée salads with grilled chicken and low-calorie dressing.
- Bean burritos or grilled steak tacos with lots of lettuce and tomato.
- Thin-crust pizzas made with tomatoes, spinach, mushrooms and onions.
- Baked potatoes topped with broccoli or chili and a sprinkling of shredded cheese.
- Yogurt parfaits made with strawberries and blueberries.
- Bags of sliced apples or cups of fresh fruit such as Mandarin oranges.
- Fat-free or lowfat regular or flavored milk or 100% orange juice.



### In the Office Cafeteria...

- Oatmeal, shredded wheat or raisin bran cereal.
- Whole grain bagel or English muffin with peanut butter or a slice of lowfat cheese.
- Omelet filled with tomatoes, mushrooms and spinach (or any veggie) paired with toast.
- Vegetable, bean, split pea or lentil soup.
- Lean roast beef, ham or turkey sandwich piled high with veggies on whole grain bread. Add zing, but almost no calories, with horseradish or spicy mustard.
- Steamed veggies sprinkled with shredded cheese or sliced almonds.
- A salad bar creation of dark greens and other colorful veggies, avocado slices, sunflower seeds and fruit. Top with lowfat dressing.
- Fat-free or lowfat regular or flavored milk or 100% orange juice.



### When Dining Out...

- Minestrone soup, gazpacho or crudités (raw veggies).
- Salads made with deep greens such as spinach, arugula and romaine lettuce.
- Lean entrees such as beef sirloin, pork tenderloin, skinless turkey breast, fish or seafood. Ask for sauces on the side.
- Baked potatoes topped with salsa or grilled veggies.
- Kabobs made with chunks of lean beef, lean pork or skinless chicken breast and zucchini, tomato, peppers and onions.
- Stir fries loaded with broccoli, carrots, cabbage and peppers plus lean beef, lean pork, skinless chicken breast or tofu.
- Pasta dishes made with tomato-based sauces.
- Dishes made with brown rice, wild rice or whole wheat pasta.
- Enriched and whole grain breads, rolls and crackers.
- Sweet endings such as fruit cups, berries, melon slices, fruit sorbet or biscotti.
- Fat-free or lowfat regular or flavored milk or 100% fruit or vegetable juice.



LIVE WELL!

Enjoy Nutrient-Rich Foods.

# LIVE WELL!

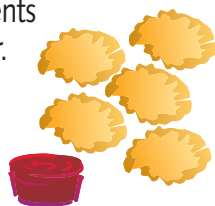
## FITTING IN “FUN” FOODS

Eating the nutrient rich way doesn't mean that “fun” foods such as favorite snacks, desserts—or even indulgent meals—are off-limits. Here's why:

Everyone has a daily calorie budget based on their age, gender, height, weight and physical activity level. In a healthy eating plan, most of that calorie budget is spent first on nutrient-rich foods, which give you the most vitamins, minerals and other nutrients for the fewest calories.

Depending on how you spend your calorie budget, you might have a small number of calories left to spend on “fun” foods. These foods may contain calories from extra fats and sugars, but few or no nutrients such as vitamins, minerals, protein or fiber.

**Make foods that are high in calories but low in nutrients a smaller part of your eating plan.**



USDA's *MyPyramid* calls the calories from extra fats and sugars “discretionary calories” because you can choose foods that contain them “at your discretion” as long as you meet your nutrient needs and stay within your daily calorie budget.

Following the tips below can help you eat the nutrient rich way *and* fit in fun favorites, too.

### Get your quota of nutrient-rich foods first.

Nutrient-rich foods give you the most nutrients with the fewest calories from extra fats and sugars. Build your daily eating plan on a variety of nutrient-rich foods first:

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



**Be wise about portion size.** Trimming portion sizes of foods with extra fats and sugars helps you enjoy them without overdoing it.

- When dining out, savor a serving of fried chicken or prime rib that's about the size of a deck of cards. Share the rest or take it home for another meal.
- Eat one less slice of pizza than usual.
- Enjoy a single scoop of ice cream instead of a double.
- Slice a skinnier piece of cake or pie.
- Use one pat of butter or margarine instead of two.



**Use simple swaps to save calories.** Saving some calories from extra fats and sugars lets you spend them on favorite foods elsewhere in your eating plan.

- Top salads with low-calorie salad dressing instead of regular salad dressing.
- Try light versions of cream cheese and sour cream or swap for plain fat-free or lowfat yogurt.
- Exchange a sweetened soft drink for a no-calorie version.
- Use a sugar substitute on cereal and in coffee.



**Be physically active each day.** The more you move, the bigger your calorie budget and the more likely you are to maintain a healthy weight. For good health and to burn calories, total at least 30 minutes of moderate or vigorous physical activity each day. More is even better!

- Walk, bike or skate everywhere you can—to work, to the store, to a friend's house—or around the block.
- Volunteer for household jobs like vacuuming, washing windows, gardening, raking leaves or shoveling snow.
- Take an aerobics, spinning, weight-lifting or Pilates class.
- Join the office softball or bowling team or go out dancing.
- Schedule family “activity time.” Walk after dinner, enjoy the neighborhood playground or play a game in your own backyard.



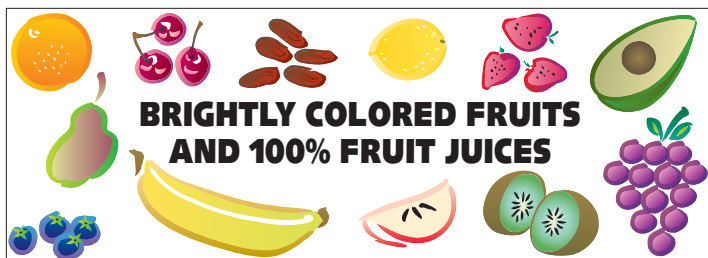
To calculate your daily calorie needs, learn your allotment of calories from extra fats and sugars and find your personal pyramid, go to **MyPyramid.gov**.



Enjoy Nutrient-Rich Foods.

# SHOP THE PERIMETER OF THE STORE

## TO ENJOY NUTRIENT-RICH FOODS



## LIVE WELL!

## NUTRIENT RICH SHOPPING LIST

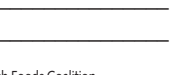
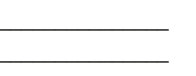
## Orange Aisle (Grains)

- ☐ Bagels
- ☐ Brown rice
- ☐ Bulgur/Cracked wheat
- ☐ Corn flakes
- ☐ Couscous
- ☐ Enriched white bread
- ☐ Flour tortillas
- ☐ Oatmeal
- ☐ Pasta noodles
- ☐ Popcorn
- ☐ Pretzels
- ☐ Wheat cereal
- ☐ White rice
- ☐ Whole grain barley
- ☐ Whole wheat bread
- ☐ Whole wheat crackers
- ☐ Whole wheat cereal
- ☐ Whole wheat sandwich buns and rolls



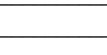
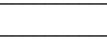
## Green Aisle (Vegetables)

- ☐ Arugula
- ☐ Broccoli
- ☐ Brussels sprouts
- ☐ Carrots
- ☐ Green beans
- ☐ Green cabbage
- ☐ Green onion
- ☐ Green, orange, red and yellow bell peppers
- ☐ Mushrooms
- ☐ Peas
- ☐ Potatoes
- ☐ Radishes
- ☐ Red cabbage
- ☐ Red onions
- ☐ Red potatoes
- ☐ Romaine lettuce
- ☐ Spinach
- ☐ Summer squash
- ☐ Sweet corn
- ☐ Sweet potatoes
- ☐ Tomatoes
- ☐ Zucchini



## Red Aisle (Fruits)

- ☐ Avocados
- ☐ Apricots
- ☐ Bananas
- ☐ Blueberries
- ☐ Cantaloupe
- ☐ Cherries
- ☐ Cranberries
- ☐ Dried plums
- ☐ Figs
- ☐ Grapes
- ☐ Grapefruit
- ☐ Kiwifruit
- ☐ Mangos
- ☐ Orange juice
- ☐ Peaches
- ☐ Pineapples
- ☐ Plums
- ☐ Raisins
- ☐ Raspberries
- ☐ Strawberries
- ☐ Watermelon



## Blue Aisle (Milk)

## Fat-free or lowfat cheese

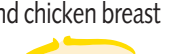
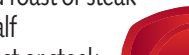
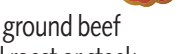
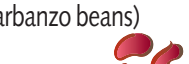
- ☐ American
- ☐ Cheddar
- ☐ Cottage Cheese
- ☐ Mozzarella
- ☐ Parmesan
- ☐ Ricotta
- ☐ Swiss
- ☐ Fat-free or lowfat milk
- ☐ Fat-free or lowfat yogurt
- ☐ Lactose free milks
- ☐ Lactose reduced milks



## Purple Aisle (Meat &amp; Beans)

## Beans and Seeds

- ☐ Almonds
- ☐ Black beans
- ☐ Chickpeas (garbanzo beans)
- ☐ Kidney beans
- ☐ Lentils
- ☐ Peanut butter
- ☐ Peanuts
- ☐ Pinto beans
- ☐ Pumpkin seeds
- ☐ Soy beans
- ☐ Sunflower seeds
- ☐ Tofu
- ☐ Walnuts



## Beef

- ☐ 90-95% lean ground beef
- ☐ Bottom round roast or steak
- ☐ Brisket, flat half
- ☐ Eye round roast or steak
- ☐ T-Bone steak
- ☐ Top sirloin steak



## Chicken

- ☐ Skinless chicken breast
- ☐ Skinless chicken thigh
- ☐ Skinless ground chicken breast



## Eggs



## Fish and Shellfish

- ☐ Cod
- ☐ Flounder
- ☐ Halibut
- ☐ Mussels
- ☐ Oysters
- ☐ Salmon
- ☐ Light tuna, canned in water



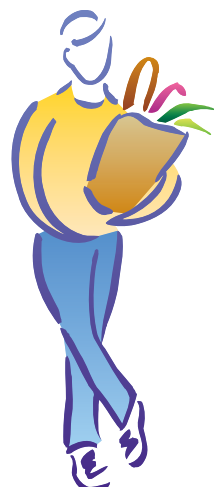
## Pork

- ☐ Tenderloin
- ☐ Boneless loin roast
- ☐ Boneless loin chops



## Turkey

- ☐ Skinless ground turkey breast
- ☐ Skinless turkey breast
- ☐ Skinless turkey thigh



Enjoy Nutrient-Rich Foods.

# LIVE WELL! THE NUTRITION FACTS LABEL...

## YOUR GUIDE TO NUTRIENT-RICH FOODS

The Nutrition Facts label is your guide to making the most nutrient-rich food choices while staying within your daily calorie budget. You'll find it on most packaged foods in the supermarket and frequently on Nutri-Facts posters and in Nutri-Facts brochures for fresh foods such as produce, fish and meat.

### Here's what the Nutrition Facts label shows you:

#### Serving Size

The serving size for this food is one package. All the nutrition numbers listed are based on this amount. Compare the serving size to the amount you eat and adjust the numbers as needed. For example, if you ate only half the package of this food, you'd divide the numbers shown by two (e.g., 130 calories).

#### Servings Per Container

Note carefully! This package contains one serving, but sometimes even small packages contain more than one serving.

#### Nutrition Numbers

The label lists the number of Calories and the number of Calories from Fat in one serving. Also listed are the grams of Total Fat, Saturated Fat, *Trans* Fat, Total Carbohydrate, Dietary Fiber, Sugars, Protein and milligrams of Cholesterol and Sodium. Sometimes labels list extra information. For example, this label lists the grams of Monounsaturated Fat and Polyunsaturated Fat and milligrams of Potassium.

#### Percent Daily Values

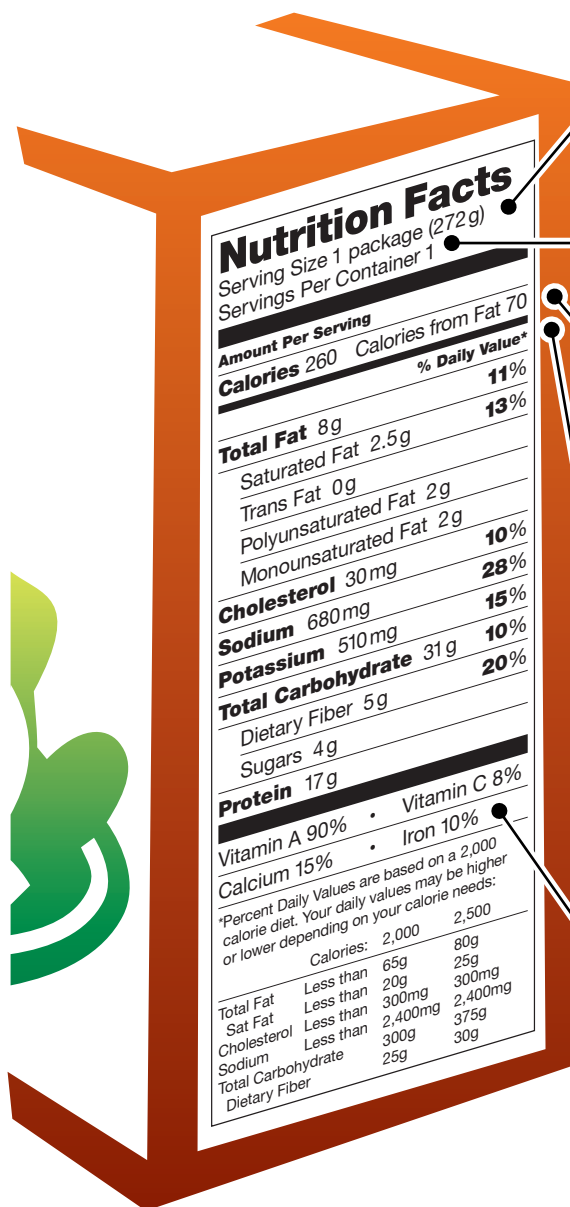
These percentages show how much of each nutrient one serving provides in a 2,000-calorie diet. For this label, one serving of food provides 11% of the Total Fat and 15% of the Calcium recommended for the day.

#### Hit Your Targets...Not Too High

For nutrients we sometimes get too much of (Fat, Saturated Fat, Cholesterol and Sodium), your daily goal is to total 100% or less of the Daily Value. There is no Daily Value for *Trans* Fat, but experts recommend keeping intake as low as possible.

#### Hit Your Targets...Not Too Low

For nutrients such as Potassium, Dietary Fiber, Calcium, Iron, Vitamin A and Vitamin C, your daily goal is to reach 100% of the Daily Value. Look for foods that are good sources (10-19% of the Daily Value) or excellent sources (20% or more of the Daily Value) of nutrients like these. This label shows that one serving of the food is an excellent source of Dietary Fiber and Vitamin A and a good source of Potassium, Calcium and Iron.



#### Did You Know?

Some important vitamins and minerals are not required to appear on the Nutrition Facts Label (although the manufacturer sometimes chooses to list them). For example, a serving of beef stew is an excellent source of vitamin B<sub>12</sub> and zinc, but the amounts and % Daily Value may not be on the label. To learn about the nutrients in each of MyPyramid's food groups, go to **MyPyramid.gov**.



Enjoy Nutrient-Rich Foods.