


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.

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INTRODUCTION

Are You Ready for...

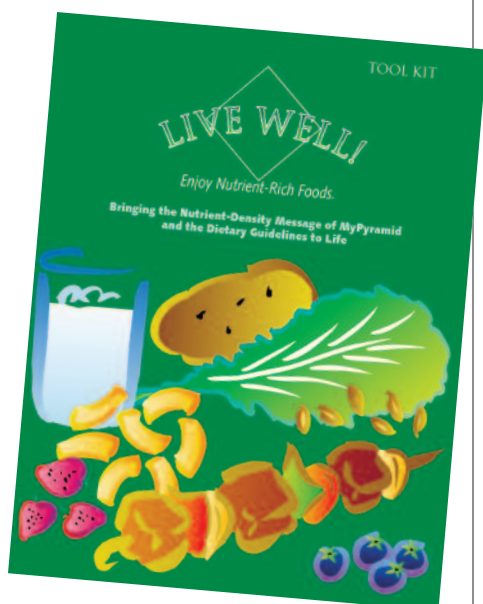
...A science-based approach to help consumers boost the nutrient density of their diets?

...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 *Dietary Guidelines for Americans, 2005* 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 Naturally Nutrient Rich 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:¹

“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:²

“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.³ 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.⁴ In addition, research shows that registered dietitians routinely use this concept as part of their nutrition counseling techniques.⁵

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.”

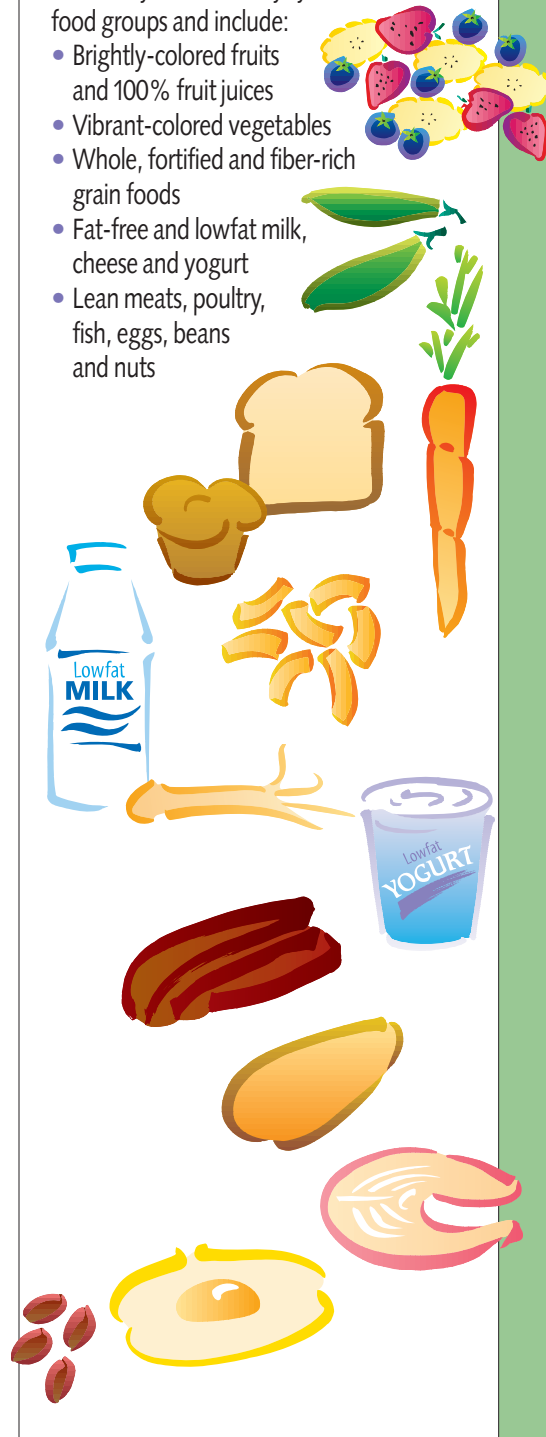
The number of overweight Americans has climbed to a record high, with nearly two-thirds of adults (65.1%) classified as overweight or obese.⁶ Yet, many people aren't meeting recommended intake levels for several key nutrients including many B vitamins, vitamins A, C and E, calcium, magnesium, zinc and iron.⁷ 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.¹

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.⁸

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 naturally 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.³

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 % Daily Value in 2,000 calories of each food 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 B₁₂ and folate. The score range was between 2 and 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.³ This approach is also called a "naturally nutrient rich" (NNR) score.⁹

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 B₁₂, vitamin C, vitamin A, vitamin E, calcium, iron, zinc, potassium, plus fiber, magnesium, and phosphorus.³

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 food components (RRR). 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.¹⁰

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 B₆ and vitamin B₁₂.¹¹

TO LEARN MORE ABOUT THE SCIENCE BEHIND THE NATURALLY NUTRIENT RICH 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:³

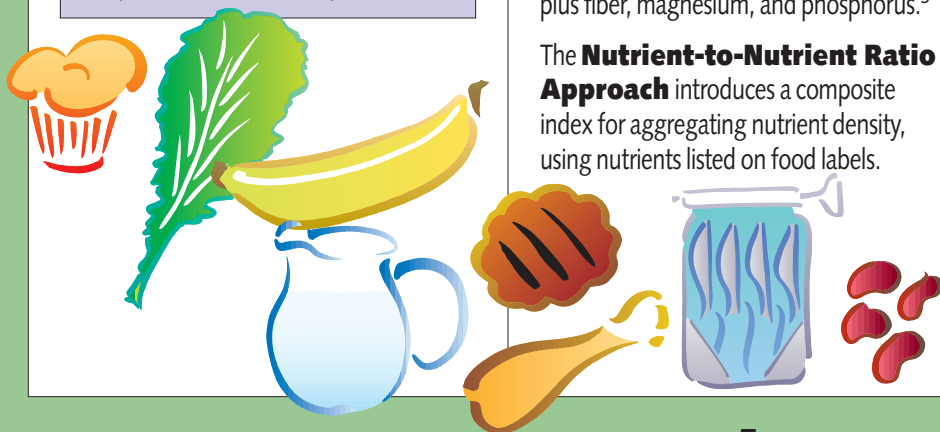
Naturally Nutrient Rich... Putting More Power on Americans' Plates

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:⁹

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 was conducted to gauge consumer reaction to the nutrient rich concept and to messages and tips describing how to follow the approach. The research revealed the following insights:^{8, 12, 13}

- **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,⁸ 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.**

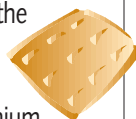
Nutrient Rich. While consumers respond well to the term “nutrient rich” and “naturally nutrient rich,” the opposite holds true with the term “nutrient dense.” “Nutrient rich” implies a food is filled with beneficial nutrients. “Nutrient dense,” however, evokes a negative response, in that the food is 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 B₁₂, 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.¹⁴

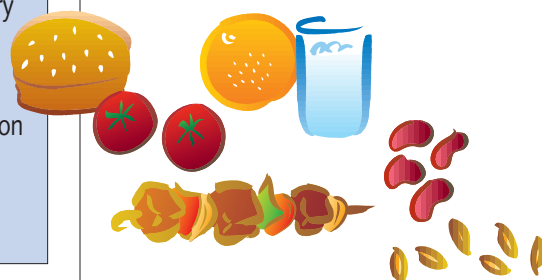
- ✓ Provide clear, concise and “jargon-free” information.
- ✓ Recommend small steps toward improving eating and physical activity habits.
- ✓ Give specifics on what to do and how to do it.
- ✓ Make advice simple, quick and easy.
- ✓ Put a positive spin on the information.
- ✓ Describe a benefit received 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:⁵

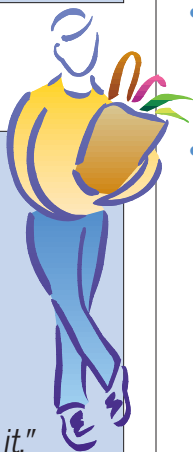
- Almost all (99%) dietitians surveyed (n = 400) are concerned about Americans consuming too many calories and not enough nutrients.
- Among dietitians who counsel clients and patients (n = 325):
 - Nine out of 10 (90%) use the concept of nutrient density in their counseling.
 - Almost all (97%) say 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."

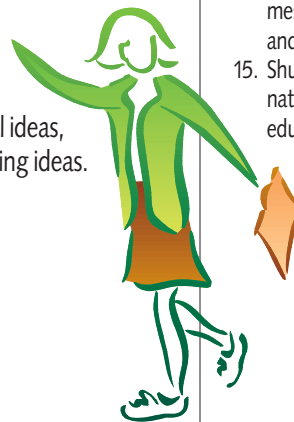
— Registered Dietitian, Chicago

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:¹⁵

- 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.



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SECTION 3— TEACHING TOOLS AND RESOURCES

NUTRIENT RICH TEACHING TOOLS

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:

Advice for Today—A brief overview of the nutrient rich approach to eating and list of nutrient-rich food categories. Includes **Smart Portion Size Guide** which compares the size of everyday objects to typical portion sizes of several nutrient-rich foods to encourage consumers to become more aware of how much they are eating.

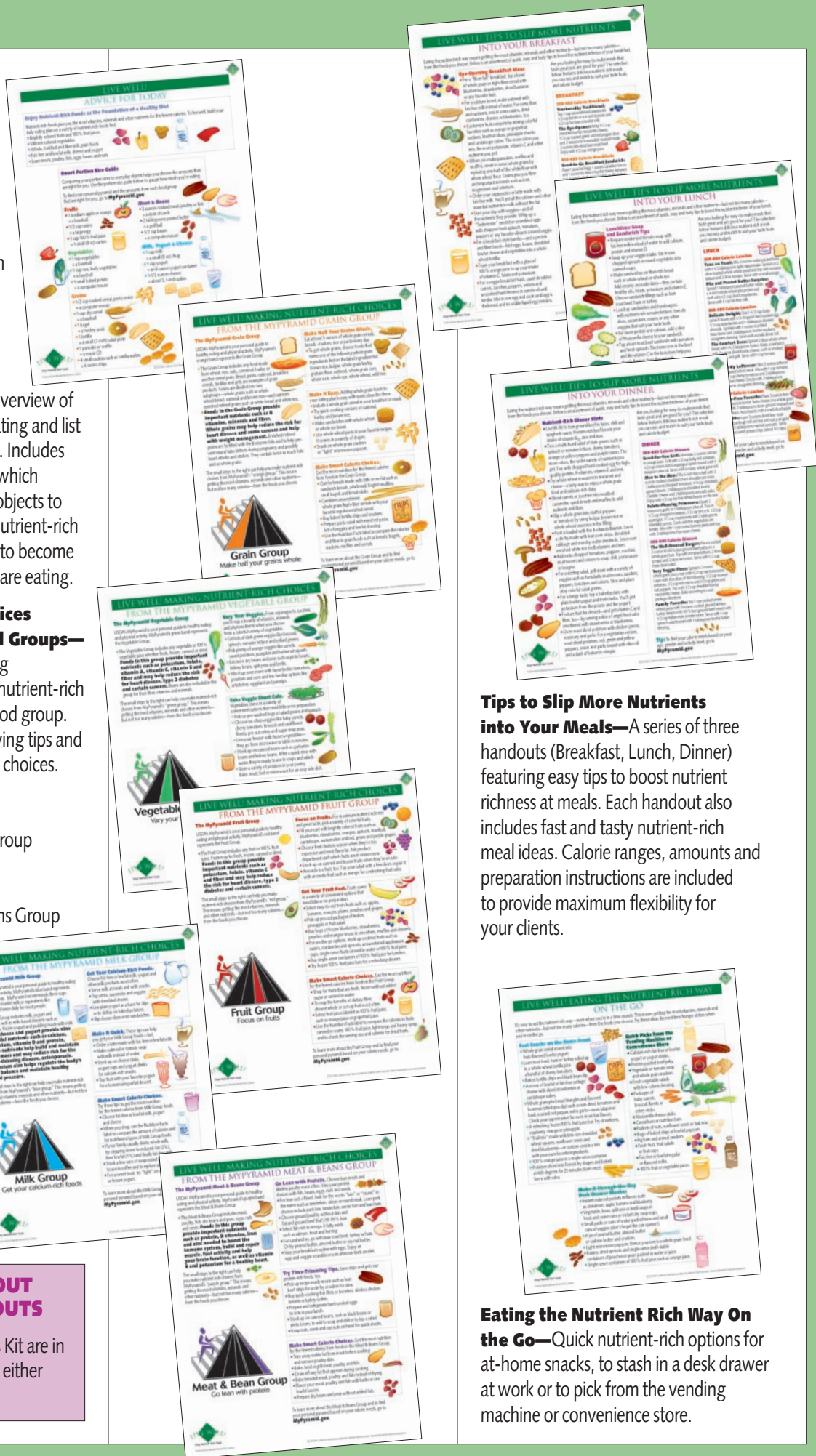
Making Nutrient-Rich Choices from the MyPyramid Food Groups—

A series of five handouts guiding consumers to choose the most nutrient-rich foods from each MyPyramid food group. Each handout features time-saving tips and advice on making smart-calorie choices. The handouts include:

- The MyPyramid Grain Group
- The MyPyramid Vegetable Group
- The MyPyramid Fruit Group
- The MyPyramid Milk Group
- The MyPyramid Meat & Beans Group

A SPECIAL NOTE ABOUT COPYING THE HANDOUTS

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





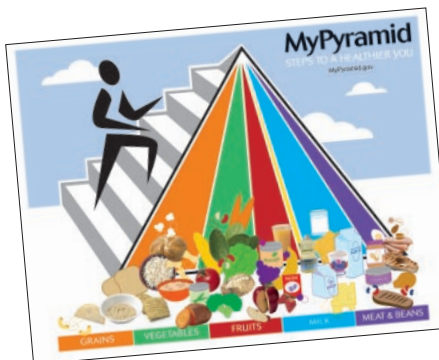
Eating Away from Home the Nutrient Rich Way—Smart choices from fast food restaurants, the office cafeteria or when dining out.

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.

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

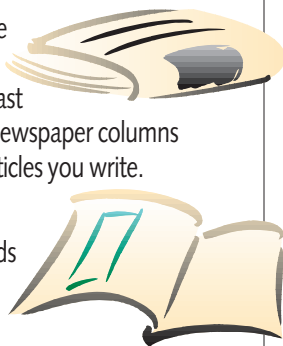
- Use the handouts to supplement your teaching on wellness, weight management, heart health and diabetes.
- Identify areas in clients' eating plans that need a boost of nutrient richness and provide easy tips from the handouts to help fill in the gaps.
- Use the handouts to implement a "small steps" 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 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 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 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.

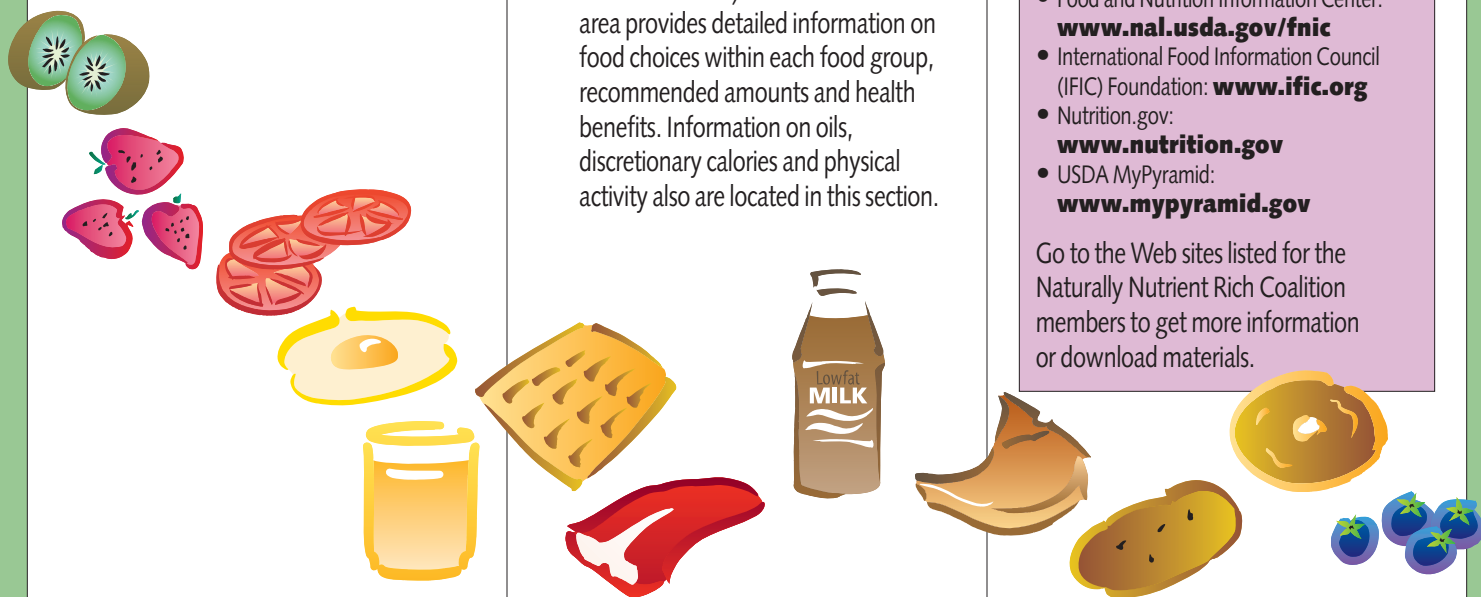
- Reproducible consumer handouts in this Kit:
 - The series, *Tips to Slip More Nutrients into Your Meals* (Breakfast, Lunch, Dinner)
 - *Eating the Nutrient Rich Way On the Go*
 - *Eating Away from Home the Nutrient Rich Way*
 - *Advise for Today—Smart Portion Size Guide*
- Online resources available 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**
- Dietary Guidelines for Americans 2005: **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**

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





The Naturally Nutrient Rich Coalition

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



CALIFORNIA KIWIFRUIT COMMISSION
www.kiwifruit.org



CALIFORNIA STRAWBERRY COMMISSION
www.calstrawberry.com



CALIFORNIA TOMATO COMMISSION
www.tomato.org



EGG NUTRITION CENTER
www.enc-online.org



FLORIDA DEPARTMENT OF CITRUS
www.floridajuice.com



GRAIN FOODS FOUNDATION
www.grainpower.org



NATIONAL CATTLEMEN'S BEEF ASSOCIATION
ON BEHALF OF THE BEEF CHECKOFF
www.beefnutrition.org



NATIONAL DAIRY COUNCIL
www.nationaldairycouncil.org



NATIONAL PORK BOARD
www.porkandhealth.org



UNITED STATES POTATO BOARD
www.healthypotato.com



WHEAT FOODS COUNCIL
www.wheatfoods.org



WILD BLUEBERRY ASSOCIATION OF NORTH AMERICA
www.wildblueberries.com