

# Take a *Peak*...



## Take a *Peak* Nutritional Criteria

The nutritional criteria for **Take a Peak** are based on the *2005 Dietary Guidelines for Americans*, MyPyramid food guidance system, FDA labeling regulations, as well as the Dietary Approaches to Stop Hypertension (DASH) Eating Plan endorsed by the 2005 Dietary Guidelines. The criteria showcase foods and beverages that provide a realistic and practical way for consumers to make the transition from what they're eating today to dietary patterns recommended by MyPyramid and the 2005 Dietary Guidelines.

Consumers can improve the nutritional quality of their diet if they eat foods that provide essential nutrients. It is important to meet consumers at the table with nutritious foods and beverages that they will actually eat and enjoy. Taste rules when it comes to food and the food and beverage industry is working hard to provide nutritious foods and beverages that appeal to consumer tastes in a way that will help more Americans make the transition to healthier diets recommended by MyPyramid. Public health will be dramatically improved if consumers begin making meaningful, small changes promoted by **Take a Peak**.

At the April 2005 release of MyPyramid, USDA Secretary Johanns said "MyPyramid is about the ability of Americans to personalize their approach when choosing a healthier lifestyle that balances nutrition and exercise. Many Americans can dramatically improve their overall health by making modest improvements to their diets and by incorporating regular physical activity into their daily lives."

Likewise, the food and beverage industry is making meaningful changes in foods and beverages to help meet consumers at the table with simple changes that allow them to move along a path to meeting the recommendations in MyPyramid. The products featured in **Take a Peak** are examples of the many choices that the food and beverage industry is providing consumers to help them along a steady, gradual path of change to improve their diet and health. These foods and beverages should be selected more often to get the most nutrition from calories consumed. The products are almost invariably healthier versions of ones consumers are already familiar with and showcase how consumers can achieve better health through simple, yet powerful changes. The products featured in the program provide consumers realistic and practical solutions to their food and beverage needs directionally consistent with meeting the ultimate aims of MyPyramid. They are featured to show how small changes in product choices can help consumers enjoy the foods that nourish themselves and their families.

### Development of Nutritional Criteria

The central goal of the campaign is to promote those foods the government has determined are critical for a healthy diet as outlined below.

MyPyramid describes a **healthy diet** as one that:

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products;
- Includes lean meats, poultry, fish, beans, eggs, and nuts; and
- Is low in saturated fats, *trans* fats, cholesterol, salt (sodium) and added sugars.

With these three bullet points as guiding principles, a set of general guidelines and a set of specific nutritional criteria for the **Take a Peak** Campaign were developed.

**General guidelines for the MyPyramid Take a Peak in-store promotion include one or more of the following:**

- 1) Provide meaningful and incremental steps to help individuals follow the 2005 Dietary Guidelines and MyPyramid
- 2) Emphasize MyPyramid food groups and oils

**In order for a food or beverage to be eligible for the Take a Peak campaign, it must meet the following criteria:**

### **1. Food Group Amounts**

In order for a food or beverage to qualify for promotion in the campaign it needs to provide a meaningful contribution toward reaching the total daily amount required within the five food groups or oils based on a 2,000 calorie diet.

#### **a. Individual Foods**

A food or beverage must contribute at least **one** of the following (per labeled serving):

- Grain Group - 1/2 ounce equivalent of grain, e.g., at least 8 grams of dry whole grains or at least 8 grams of enriched, refined grains
- Vegetable Group - 1/2 cup of vegetable or 100% vegetable juice
- Fruit Group - 1/2 cup of fruit or 100% fruit juice
- Milk Group - 1/2 cup of dairy
- Meat & Beans Group - 1 ounce equivalent of meat or beans
- Oils (see separate section on oils)
- Beverages less than 20 calories per serving (see separate section on hydration)

Exception: If a soup/mixed dish meets the FDA definition for “reduced sodium<sup>1</sup>” or the FDA definition for “healthy<sup>2</sup>” the product qualifies for the **Take a Peak** program without having to meet the minimum amount of food.

- Rationale: Soups/mixed dishes meeting the “healthy” and “reduced sodium” FDA definitions help Americans reduce their sodium intake to meet the MyPyramid goal of 2300 mg sodium per day. The MyPyramid Web site ([www.MyPyramid.gov](http://www.MyPyramid.gov)) lists soups as a way to increase whole grains, vegetables and beans (split pea, lentil,

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<sup>1</sup> Reduced sodium is defined by FDA as at least 25% less per serving than the reference food.

<sup>2</sup> “Healthy” is defined by FDA for an individual food as low fat ( $\leq 3$  g), low saturated fat ( $\leq 1$  g),  $\leq 480$  mg sodium, and  $\leq 60$  mg cholesterol.

kidney and white) in the diet. MyPyramid also encourages consumers to look for foods high in potassium, another dietary measure to lower blood pressure.

**b. Main Dish<sup>3</sup> and Meal-Type<sup>4</sup> Products**

Main dish and meal type products must contribute at least **two** different food groups of the following:

- Grain Group - 1/2 ounce equivalent of grain, e.g., at least 8 grams of dry whole grains or at least 8 grams of enriched, refined grains.
- Vegetable Group - 1/2 cup of vegetable or 100% vegetable juice
- Fruit Group - 1/2 cup of fruit or 100% fruit juice
- Milk Group - 1/2 cup of dairy
- Meat & Beans Group - 1 ounce equivalent of meat or beans

For example, a meal-type product might provide one ounce of meat and 1/2 cup of vegetables to meet the two different MyPyramid food group portion requirements.

**2. Nutrients to Limit**

MyPyramid emphasizes that Americans should limit their intake of specific nutrients - saturated fat, *trans* fat, cholesterol and sodium. **Take a Peak** nutritional criteria sets maximum levels for saturated fat, *trans* fat, cholesterol and sodium<sup>5</sup>. The concept is that these levels provide a ceiling for these nutrients and at the same time fit nicely with the underlying theme of MyPyramid that encourages Americans to take small steps to improve their diets.

The **Take a Peak** nutritional criteria does not include the total fat criteria for individual foods and beverages because the new message in MyPyramid is “Choose fats wisely. Make the most of your fat sources from fish, nuts and vegetable oils.”

**a. Individual Foods**

An individual food or beverage (per labeled serving) cannot exceed the following levels:

Saturated fat and *trans* fat combined: 4 grams  
Cholesterol: 60 mg  
Sodium: 480 mg

**b. Main Dish and Meal-Type Products**

Main dish and meal-type products are products typically consumed as a meal (breakfast, lunch, dinner) on their own. In most cases these products are intended to be eaten as a meal. Therefore, for main dish and meal-type products the maximum calorie level per serving is set at 25% of daily caloric requirements based on a 2,000 calorie diet (500 calories).

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<sup>3</sup> Main dish defined by weight by FDA is at least 6 ounces per labeled serving size.

<sup>4</sup> Meal-type product defined by weight by FDA is at least 10 ounces per labeled serving size.

<sup>5</sup> The maximum levels are the current FDA defined disclosure levels for individual foods.

- Main dish and meal-type products cannot exceed 500 calories per individual package to qualify for the program.

A main dish cannot exceed the following levels:

Saturated fat and *trans* fat combined: 6 grams

Cholesterol: 90 mg

Sodium: 720 mg

A meal-type product cannot exceed the following levels:

Saturated fat and *trans* fat combined: 8 grams

Cholesterol: 120 mg

Sodium: 960 mg

### 3. Food Groups

#### □ Grain Group

Grains are divided into two subgroups, whole grains and enriched, refined grains. Both types of grains contribute necessary nutrients of significance for individuals.

##### Whole Grains:

MyPyramid emphasizes: “Make half your grains whole. Eat at least 3 ounces of whole-grain cereals, breads, crackers, rice, or pasta everyday.”

Examples of whole grains include brown rice, oatmeal, popcorn, whole wheat cereal flakes, whole grain barley, whole wheat bread, whole wheat pasta, wild rice, buckwheat pancakes, etc. Products that may contain whole grains include granola bars, transitional breads, baked whole grain chips, etc. A food product would have to provide a minimum of ½ ounce equivalent of whole grains, e.g., at least 8 grams of dry whole grains.

##### Enriched, refined Grains:

Enriched, refined grains make up the remaining three ounce equivalents of grains based on a 2,000 calorie diet. Enriched, refined grains make important contributions to nutrient adequacy for consumers of all socioeconomic backgrounds. The most significant contribution of enriched grains to the diet is the delivery of folic acid, a shortfall nutrient in children and adults.

Products made with enriched flour are enriched with four major B vitamins (folic acid, niacin, thiamin and riboflavin), as well as iron. Numerous refined grains are made with enriched flour, including many breads, cereals, rice, pasta, tortillas, crackers, etc.

##### Breakfast Cereals

The 2005 Dietary Guidelines recognized that pre-sweetened cereals as well as flavored milk provide important shortfall nutrients in children’s diets. These shortfall nutrients in children identified by the 2005 Dietary Guidelines include potassium, fiber, magnesium, calcium and vitamin E. Pre-sweetened or unsweetened cereals also

provide folic acid and in many varieties, whole grains, and at the same time address accepted palatability in a specific population: children.

## □ Vegetable/ Fruit Groups

- Any vegetable/fruit or 100% vegetable/fruit juice that meets the specific nutritional criteria can be included in the program.
- Fruits, vegetables, and 100% juices may be fresh, bottled or canned, frozen or dried, and may be whole, cut-up or pureed.
- The sodium criterion is waived for a vegetable or 100% vegetable juice.
  - Rationale: Many vegetables are a source of fiber and three minerals: potassium, calcium and magnesium. The DASH eating plan demonstrated that focusing on increasing intake of foods rich in nutrients that are expected to lower blood pressure, mainly minerals including potassium, calcium and magnesium, as well as protein and fiber provided a dietary pattern to lower blood pressure.<sup>6</sup>

## Soups/Mixed Dishes

- For individual foods that are mixed dishes i.e. soups, stews, casseroles, pasta with sauces, burritos, egg rolls, quiche, sandwiches to qualify for the program they must meet the nutritional criteria with the noted exception:
  - The sodium criterion is waived for soups/mixed dishes, if the product provides one of the following: ½ cup of vegetables OR 10% of the Daily Value for fiber, OR 10% of the Daily Value for potassium (350 mg) OR 1 ounce-equivalent (1/4 cup cooked) of beans, OR ½ ounce-equivalent of whole grains.

Rationale: The MyPyramid Web site ([www.MyPyramid.gov](http://www.MyPyramid.gov)) lists soups as a way to increase whole grains, vegetables and beans (split pea, lentil, kidney and white) in the diet. MyPyramid also encourages consumers to look for foods high in potassium, another dietary measure to lower blood pressure.

- As previously stated, if a soup/mixed dish meets the FDA definition for “reduced sodium” or the FDA definition for “healthy” the product qualifies for the **Take a Peak** program without having to meet the minimum food group amount.

Rationale: Soups/mixed dishes meeting the “healthy” and “reduced sodium” FDA definitions help Americans reduce their sodium intake to meet the MyPyramid goal of 2300 mg sodium per day.

## □ Milk Group

MyPyramid states “Choose low-fat or non-fat dairy foods.” **Take a Peak** includes low-fat and non-fat dairy as well as reduced-fat dairy products.

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<sup>6</sup> Dept. of Health and Human Services, Your Guide to Lowering Your Blood Pressure With DASH, DASH Eating Plan, 2006.

Rationale: Reduced-fat dairy foods are included in **Take a Peak** because the DASH eating pattern includes reduced fat dairy foods. Reduced fat dairy foods represent an intermediary step to improve a consumer's selection within the dairy food category.

All reduced-fat, low-fat and non-fat dairy foods that meet the specific nutritional criteria are eligible for the program. This includes flavored milk (reduced-fat, low-fat and non-fat). The 2005 Dietary Guidelines recognize the importance of flavored milk in contributing important shortfall nutrients in children's diets.

Dairy products which have been fortified to meet the calcium levels in ½ cup of milk and meet the specific nutritional criteria can be included in the program (i.e. fortified soy milk).

#### ❑ **Meat Group**

MyPyramid states: "Choose lean meats, poultry, fish, beans, eggs and nuts." **Take a Peak** includes all fish, beans, nuts and seeds that meet the specific nutritional criteria. Eggs qualify for the in-store promotion, even considering their cholesterol levels, because they are included in MyPyramid. Egg substitutes are also included in the program.

MyPyramid also states: "Choose low-fat or lean meats and poultry." Lean meat (beef, pork, lamb, poultry, turkey, etc.) is defined per 100 grams: 10 g of total fat, 4.5 grams of saturated fat and 95 mg cholesterol. All cuts of meat and poultry that meet this definition on a 100 gram basis can be included in **Take a Peak**.

Reduced-fat or low-fat versions of sausage, Italian sausage and bacon that meet the specific nutritional criteria can be included in the program. Reduced-fat versions provide an intermediary step.

#### ❑ **Oils Group**

MyPyramid emphasizes: "Choose fats wisely. Make most of your fat sources from fish, nuts, and vegetable oils." MyPyramid includes 6 teaspoons of oils per day based on a 2,000 calorie diet.

The following oils that meet the specific nutritional criteria can be included in the program.

- Vegetable oils (such as canola oil, corn oil, cottonseed oil, olive oil, safflower oil, soybean oil, sunflower oil and peanut oil)
- Soft (tub or squeeze) margarine with no *trans* fat
- Mayonnaise or mayonnaise type salad dressings
- Italian dressings
- Other salad dressings

#### **4. Hydration/ Beverages**

As part of the in-store messaging around the importance of increasing physical activity, materials will include messages on the importance of hydration as physical activity increases.

The *2005 Dietary Guidelines for Americans* state the combination of thirst and normal drinking behavior, especially the consumption of fluids with meals, is usually sufficient to maintain normal hydration. Healthy individuals who have routine access to fluids and who are not exposed to heat stress consume adequate water to meet their needs. Purposeful drinking is warranted for individuals who are exposed to heat stress or perform sustained vigorous activity. Proper hydration is important when participating in physical activity. Two steps that help avoid dehydration during prolonged physical activity or when it is hot include: (1) consuming fluid regularly during the activity and (2) drinking several glasses of water or other fluid after the physical activity is completed.

Proper hydration is important when participating in physical activity and during hot weather. In addition to the beverages that are eligible for **Take a Peak** (i.e. 100% fruit and vegetable juice, non-fat, low-fat and reduced fat milk); non-caloric beverages and beverages containing very few calories can be included in the program. Non-caloric beverages and beverages containing very few calories not only help Americans maintain proper hydration but also help control daily caloric intake.<sup>7</sup> Beverages with less than 20 calories per serving, which include: water, unsweetened iced tea, diet soft drinks and powdered drink mixes, are eligible for the program.

## 5. Discretionary Calories

Parameters for promoting foods or beverages that only fall under the category of discretionary calories are not included in the **Take a Peak** campaign. However, it is warranted to include as part of the physical activity messages that individuals can increase their discretionary calorie “bank” by increasing the amount of physical activity. A healthy diet can include indulgent foods that Americans enjoy sharing with their friends and families from time to time. MyPyramid builds in those “discretionary calories” and therefore there will be messages around this concept as part of the **Take a Peak** campaign.

The in-store promotion **Take a Peak** excludes foods and beverages that comprise mostly discretionary calories or non-essential calories to adequately address the recommendation under MyPyramid to “Limit added sugars.” In addition, these foods and beverages are excluded since the core nutritional criteria for the **Take a Peak** campaign requires that a food or beverage provide a meaningful contribution from one of the five food groups or oils.

MyPyramid characterizes discretionary calories as “those found in foods in each food group, such as higher fat meats, cheeses, whole milk or sweetened bakery products.” “Foods or beverages that are mostly fats, caloric sweeteners, and/or alcohol, such as candy, soda, wine, and beer” are also cited as discretionary calories.

Thus, indulgent or fun foods that mostly contain calories with few or no essential nutrients, such as cakes, frosting, donuts, sweet rolls, pastries, cookies, pie crust, pies, candy and regular soft drinks are not included in **Take a Peak**.

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<sup>7</sup> The American Diabetes Association describes beverages that are considered a “free food” as one with less than 20 calories and 5 grams carbohydrate per serving.