

Translating Government Policy into Recipes for Success!

Nutrition Criteria Promoting Fruits and Vegetables

Christina M. Pollard, MPH^{1,2}; Clemency Nicolson, BSc¹; Claire E. Pulker, BSc¹;
Colin W. Binns, PhD, MPH, MBBS¹

ABSTRACT

Objective: To develop nutrition criteria consistent with Australian dietary guidelines encouraging fruit and vegetable consumption for branding recipes with the *Go for 2&5* campaign message.

Design: Dietary policies, guidelines, food selection guides, nutrient targets, existing consumer education programs' nutrition criteria, food habits, and eating styles were reviewed to develop nutrition criteria, which were then used to assess 128 recipes.

Setting: Perth, Australia.

Analysis: Recipes were analyzed then assessed against criteria for fat, sodium, fiber, energy, added sugar, fruit, vegetables, cereal, and dairy content/per serving.

Results: Recipe nutrition criteria were devised, and 128 contemporary industry recipes were evaluated according to developed nutrition criteria. Recipe categories included main meals; light meals (includes breakfast); soups; salads; side dishes; snacks (includes drinks); desserts; bakery; and basic ingredients (eg, stocks, dips, and sauces). Nearly three quarters failed. Excess fat (45%) and sodium (30%) and inadequate cereal (24%) were the main reasons. Only minor modifications were required to meet criteria.

Conclusions and Implications: "Healthful" recipes promoting fruits and vegetables were often high in fat and sodium and low in cereal content. Nutrition criteria developed for this study provided a practical way of assessing specific meals and snacks according to the dietary guidelines, making them suitable for nutrition promotions.

Key Words: nutrition criteria, recipe assessment, fruit and vegetables (*J Nutr Educ Behav.* 2009;41:218-226.)

INTRODUCTION

Dietary guidelines encourage eating patterns that reduce the risk of diet-related disease and improve the well-being of the population. They provide the context for most nutrition education initiatives.¹⁻³ The Australian dietary guidelines (ADGs) encourage consumption of food containing es-

sential nutrients (core food groups) while limiting dietary sodium, fat, and added sugar.

Food selection guides provide a conceptual framework for selecting the types and amounts of food to meet dietary recommendations.⁴⁻⁶ They provide food-group-based recommendations, specify what constitutes a food group, and give standard serving sizes with

visual representations.⁷ The Australian Guide to Healthy Eating (AGTHE) provides practical food selection advice through recommended servings of core food groups (Table 1).⁸

Increasing fruit and vegetable consumption is a core component of most dietary guidelines.^{4,9-12} The World Health Organization's global dietary strategy calls for targeted campaigns to promote fruit and vegetable consumption.¹³ Since 1989, the Western Australian Health Department has promoted ADGs using social marketing campaigns.¹⁴⁻¹⁷ Individual guidelines should not be considered in isolation, as dietary guidelines apply to the total diet and do not assess the "healthfulness" of individual food items.³ Decisions need to be made about the nutritional value of food eaten in significant amounts in one's diet. Therefore, the *Go for 2&5* campaign promotes fruits and vegetables in the context of "total diet" recommendations.

Effective communication campaigns reach the target audience via

¹Curtin University of Technology, Perth, Western Australia

²Department of Health in Western Australia, Perth, Western Australia

The work developing the *Go for 2&5* nutrition criteria was funded by Australian government health departments and Horticulture Australia Limited (HAL). Assessment of the industry material was funded by HAL and undertaken by the School of Public Health at Curtin University of Technology.

The work described in this paper was conducted at the Health Promotion Directorate, Department of Health in Western Australia, 189 Royal Street, East Perth 6008 and the School of Public Health, Curtin University of Technology, Kent St Bentley WA 6102, GPO Box U1987 Perth WA 6845. All authors contributed equally to this work.

Address for correspondence: Christina M. Pollard, MPH, Curtin University of Technology, Kent St Bentley WA 6102; GPO Box U1987 Perth WA 6845; Phone: +61 8 9388 4983; Fax: +61 8 9382 8119; E-mail: C.Pollard@curtin.edu.au

©2009 SOCIETY FOR NUTRITION EDUCATION

doi:10.1016/j.jneb.2008.02.002

Table 1. Summary of *Go for 2&5* Serving Sizes of Core Food Groups, Adapted from the Australian Guide to Healthy Eating⁸

Food Group	Recommended Servings (adults, minimum)	Kilcalories per Sample Serving	What Constitutes a Serving?
Vegetables and legumes	5	20 to 60 Cal	$\frac{1}{2}$ cup (75 g) cooked vegetables and/or legumes (dried beans, peas or lentils); or one small potato, or 1 cup salad vegetables, or $\frac{1}{2}$ cup or 125 mL 100% vegetable juice. Serving sizes are "as eaten" (without inedible skin or liquid medium, etc.); this represents the minimum amount with no percentage leeway. The serving size of concentrated puree products (eg, tomato puree) and dried vegetables and legumes is based on wet or reconstituted weight.
Fruit	2	75 Cal	1 medium piece (150 g) of fruit or 2 small pieces, 1 cup of canned or chopped fruit, or $\frac{1}{2}$ cup (125 mL) 100% fruit juice. Serving sizes are "as eaten" (without inedible skin or liquid medium, etc.); this represents the minimum amount, and there is no percentage leeway. The serving size of concentrated puree products and dried fruit is based on wet or reconstituted weight or 30 g or 1 $\frac{1}{2}$ tablespoons of dried fruit. Fresh, chilled, frozen, canned, dried, and 100% fruit and vegetable juice without any added fats, sugars, sweeteners, or salt that contain one serving per serving can carry the <i>Go for 2&5</i> logo. An indicator of serving size in line with the AGTHE ⁸ must be provided at point-of-sale; for example, the label of packaged green salad vegetables would state that "1 cup of salad equals 1 serving of vegetables."
Bread and cereals	7	145 Cal	2 slices (60 g) bread, 1 medium bread roll; 1 cup (180 g) cooked rice, pasta, noodles; 1 cup (230 g) cooked porridge; 1 $\frac{1}{3}$ cups (40 g) cereal flakes or ready-to-eat cereal, $\frac{1}{2}$ cup (65 g) in toasted muesli; $\frac{1}{3}$ cup (40 g) flour
Meat and alternatives	1	145 to 200 Cal	65-100 g of cooked meat, chicken; $\frac{1}{2}$ cup (80 g) cooked (dried) beans, lentils, chick peas, split peas, or canned beans; 80-120 g cooked fish fillet; 2 small eggs; $\frac{1}{3}$ cup peanuts, almonds; $\frac{1}{4}$ cup sunflower seeds, sesame seeds
Dairy	2	90 to 175 Cal	1 cup (250 mL) fresh, long-life, or reconstituted dried milk; 1 cup (250 mL) calcium-fortified soy milk; $\frac{1}{2}$ cup (125 mL) evaporated milk; 2 slices (40 g) cheese; 1 small carton (200 g) yogurt; 1 cup (250 mL) custard
Extra food items	0	145 Cal	Confectionery, cakes, alcohol, fats, butter, margarine, oils, crisps (chips), ice cream.

AGTHE indicates Australian Guide to Healthy Eating.

a number of paths.¹⁸ Point-of-sale promotions developed by industry partners are essential when promoting fruits and vegetables.¹⁶ Health professionals, industry, and consumers need resources to assist in food selection.

Health agency endorsement schemes and supermarket "healthful eating" brands use nutrition criteria to select foods suitable for inclusion. Food companies who develop, label, advertise, and promote food or recipes as "healthful" must demonstrate that product nutrition profiles meet agreed upon nutrient targets.¹⁹

Nutrition profiling models need testing against their intended purpose.¹⁹

Nutrition profiling, or categorizing food items according to nutrition composition, assists consumers to identify nutritionally preferable food.^{7,20,21} Programs using nutrition criteria to identify individual food items representing more healthful food choices have been developed.²²⁻²⁶ The United Kingdom (UK) and United States (US) 5-A-Day campaigns supply nutrition criteria to partner organizations to assist them in promot-

ing fruits and vegetables in the context of a healthful diet.^{17,27,28}

Food companies and retailers often provide recipes (a list of ingredients with a set of directions for preparing food at home) at the point-of-sale to encourage consumers to purchase ingredients. Specific nutrition criteria consistent with Australian government policy were required to assist industry to conduct *Go for 2&5* promotions at the point-of-sale. The criteria aimed to identify fruits, vegetables, and recipes that could be promoted using the logo. This paper

Download English Version:

<https://daneshyari.com/en/article/363158>

Download Persian Version:

<https://daneshyari.com/article/363158>

[Daneshyari.com](https://daneshyari.com)