Portion Guidance: Successes, Challenges and Real-Life Strategies for Nutrition Educators

July 22, 2017
Session Objectives

- Identify the barriers to choosing and consuming reasonable portions among consumers
- Translate current research and guidelines into actionable portion guidance strategies to empower consumers to make informed choices
- Leverage available resources and tools to effectively communicate and counsel on consuming proper portions
Helping consumers choose reasonable portions

Carol Savage, MS, RDN
Portions: Calling for Change

“...we can make portion sizes smaller and emphasize quality over quantity...”
- Michelle Obama

According to the McKinsey Global Institute, reducing portions:

- Is the single highest-impact in intervention area for reducing obesity
- Is the most cost effective strategy
- Is a behavior research shows consumers are willing to change

Americans are Motivated but Confused

6 out of 10 are trying to lose weight

2 out of 3 are motivated to change

2 out of 3 have made an effort to eat smaller portions

Yet...they don’t know what a reasonable portion is!

Our portion guidance could move the needle in a positive direction and contribute to reducing obesity in America.

Source: International Food Information Council Foundation, 2016 Food and Health Survey
Consumers Are Confused about the Difference between Serving Size and Dietary Guidelines

Reference amount customarily consumed (RACC) at an eating occasion

What portion of a specific product should be consumed per eating occasion?

Recommended balance of food groups on plate
Nestlé Portion Guidance™

**Consistent with DGAs**
Reasonable amount of foods and beverages per eating occasion, per person, that is consistent with USDA’s Food Patterns. Portions may vary by person (adult or child), and by type of food or beverage; “RACC or less.”

**Built-In Portion Guidance**

**Information & Education**

**Individually Portioned Options**
The Thoughtful Portion™ Box in the Nestlé Nutritional Compass®

Examples of portion-supporting tips

- **Thoughtful meal pairing:** Enjoy this entrée with a steamed vegetable or side salad.
- **Thoughtful snack pairing:** Pair one cookie with a piece of fruit or glass of fat-free milk.
- **Calorie guidance:** Keep main meals at 600 calories apiece, including entrée and sides.
- **Mini serving:** Try baking "mini versions"* of your favorite treats.*
- **Energy balance:** Enjoy ice cream as a family after a fun physical activity.
- **Resource suggestion:** Learn more about building easy meals that meet Dietary Guidelines at www.nestleusa.com/nutrition/balance.

[nestleusa.com/nutrition/portion-guidance](http://nestleusa.com/nutrition/portion-guidance)
What do Consumers Think?

Methodology

- **Obtained Sample:** 1,500
- **Survey Length and type:** 10 minutes – customized quantitative survey
- **Significant differences:** Age and ethnicity

Target

- **US Nationwide**
- **Age 21-65**
- **Primary Grocery Shopper**
- **Purchased Nestlé brands in frozen pizza, frozen meal, coffee creamer and candy (excluding chocolate) categories**
- **Quotas to match census on gender, age, ethnicity, region, Hispanic origin**

Dates and Market

- **June 30 - July 18, 2016**
- **US Nationwide**

Research is *baseline* for impact of Thoughtful Portion™ in the Nestle Nutritional Compass

- **Candy**
  - Good to Remember
  - A good rule of thumb is to know how much COFFEE-MATE® you use. A single serving is one tablespoon. Use in moderation for your perfect cup.
  - 1 TBSP = 35 CALORIES

- **Coffee Creamer**
  - Good to Remember
  - Make DIGIORNO® pizza just one of a variety of foods you enjoy each week. A perfect combination is one serving, a fresh salad and great company.

- **Frozen Pizza**
  - 1 SERVING = 1/4 OF PIZZA

- **Frozen Meal**
  - 1 PORTION = ABOUT 1/7 TRAY
Portion guidance approach builds on existing label reading habit

Who reads labels?
- New buyers – 61%
- Hispanics – 43%
- <35 year olds – 33%

Consumers remember once they notice portion guidance
- 68% recall the recommended portion
- 40% recall the brand name/logo
- 39% recall what a portion looks like/visual amount to eat

Information was clear and relevant
- 84% find information clear & easy to understand
- 53% find information useful
- 48% find information personally relevant

Has potential to change behavior
- 57% are likely to be more aware of portion sizes
- 50% are likely to think more about how much they or their family should eat
- 36% are likely to change how much they or their family eats
Balance Your Plate with Nestlé

Frozen entrée or pizza

Side dish with fruits, vegetables, whole grains or lean protein

Balanced Plate

nestleusa.com/nutrition/balance

pinterest.com/balanceplate/
Let's Put Portion Guidance into Practice

Lunch Menu

**ENTRÉE**
LEAN CUISINE® Marketplace Pomegranate Chicken
Calories (180); Sat fat (1g); Sodium (450mg); Carbs (20g); Fiber (3g); Protein (17g)
Serving Size: 1 package

**SIDES**
Kale and Orange Salad
Calories (90); Sat fat (0g); Sodium (310mg); Carbs (16g); Fiber (3g); Protein (3g)
Serving Size: 1 cup

Sweet Potato Cauliflower Mash
Calories (80); Sat fat (0g); Sodium (80mg); Carbs (17g); Fiber (3g); Protein (2g)
Serving Size: ½ cup

**DESSERT**
Quinoa Cookie
Calories (130); Sat fat (5g); Sodium (50mg); Carbs (14g); Fiber (0g); Protein (1g)
Serving Size: 1 cookie
Achieving Proper Portions
Successes, Challenges and Real-Life Strategies

Lisa R. Young, PhD, RD
Obesity Rate in America Continues to Climb and Will Not Plateau Until 2050

Source: http://www.cdc.gov/nchs/data/databriefs/db219.htm
Obesity: The Top Social Burden

**IN THE U.S.**

<table>
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<tr>
<th>PERSONAL COST</th>
<th>ECONOMIC COST</th>
<th>SECURITY COST</th>
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<td>Obese people have <strong>19 years</strong> of healthy/disease-free life.</td>
<td>The annual cost of obesity-related illnesses in the U.S. is <strong>$190.2 billion</strong> (21% of the U.S. annual medical bill).</td>
<td><strong>12%</strong> of active duty service members are now obese.</td>
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<td>Extreme obesity shortens life expectancy by <strong>14 years</strong>.</td>
<td></td>
<td><strong>61%</strong> increase since 2002 – resulting in serious injuries and dismissal for being unfit to serve.</td>
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Calorie Intake, Portion Sizes and Obesity Rates Have Increased Simultaneously

The aggregate food supply provides about 4,000 calories per person/day and accounting for loss, the amount available to the average American increased by 23%, to about 2,500, between 1970 and 2010.

Many food portions are now two to five times larger than their original size!

The Calorie Difference in Small and Large Portions

Consumers fail to recognize the substantial difference.

100 Calories

300 Calories

200 Calories

250 Calories

1,000 Calories

500 Calories

“SMALL”

“LARGE”

Today’s Marketplace Has Created Portion Distortion

The terms “small,” “medium,” and large” have little meaning when it comes to food.

An Environment That Values Quantity Over Quality
Confused Consumers Underestimate Calories

Nearly 25% of adults, adolescents and parents of school-aged children underestimated the calorie content of a meal by at least 500 calories.

Large Portions = More Calories Consumed

- Larger portions encourage most people to consume more food, also causing them to consume more calories.

- Normal and overweight men and women consumed 30% more food and calories when served a large portion versus a standard portion.

DID YOU KNOW?

Large portion = 30% more food and calories consumed vs. a standard portion

Subconscious Need to “Clean Our Plates”

73% more soup consumed without study participants knowing that they had eaten more

Smaller Sizes May Reduce Daily Energy Intake

New Cochrane Evidence Shows We All Consume Too Much...

Offering smaller sizes across the whole diet has the potential to reduce daily energy intake by 22-29% but large reductions in portion size would be needed to achieve this.

People tend to eat in units, and tend to consume the entire unit regardless of size.

Self-Serve vs Pre-Serve: Differences in Snacking Choices

If they see it, they will eat it!

0% took candy and 6% took dried fruit when they had to serve themselves.

VS

32% took candy and 16% took dried fruit when they were pre-served.

The Effect of Larger Portions Over Time

DID YOU KNOW?

When a larger portion is consumed on a given day, people do not compensate by eating less over the next few days.

Source: Rolls BJ, Roe LS, Meengs JS. Large portion sizes lead to a sustained increase in energy intake over 2 days. J Am Diet Assoc. 2006;106:543-549.
Restaurants Meals Make it Difficult to Moderate Intake and Avoid Overconsumption

Restaurant Meals – A Look at Some Oversized Culprits

44 oz. Grape Slush with Rainbow Candy
Grand Total: 970 calories,
247 g or ~1.25 cups of sugar

Burger Meal with >1 lb. of Meat + Fries and Onion Rings
Grand Total: 2,850 calories,
62 g of saturated fat

Source: Xtreme Eating, CSPI, 2016
Parental Education is Essential to Improving Children’s Dietary Habits

Two studies showed children ate more when given larger packages, and they ate more of the sugared foods.

Parental beliefs about portion sizes predict their child’s BMI and it is important to educate parents on appropriate portion sizes for kids.

Consumers Need Clear Information from Authoritative Voices

Food and Beverage Industry – Making Proper Portions Easier

Marketing Smaller Portion Sizes

Reformulating Food Products

Offering Educational Resources

Sources:
Public Health Campaigns: A Catalyst for Change?

What can you do?
Teach about Food Labels

- Educate how to read and use the Nutrition Facts label.
- Teach how to find nutrition information on restaurant menus.
Advocate Portion Control Strategies

- Educate about portion size illusions.
- Choose a lunch at dinner.
- Share an entrée.
- Eat half, save half.
- Use food containers for portion control.
Focus on Nutrient Density

Make Half of Your Plate Fruits and Vegetables.

Make Small Changes at Meal and Snack Time.
“Don’t slice the pizza. My diet says I’m only allowed one piece!”
Questions?
Let’s Inspire Healthy Behaviors

Inspiring Healthy Behaviors

October 21\textsuperscript{st} | 1:30-3:30 pm

FNCE\textsuperscript{®} 2017
Food & Nutrition Conference & Expo™
McCormick Place West | Chicago, IL | October 21–24
Dear Nutrition Advocate,

March is here, so we're celebrating National Nutrition Month. I always see this time of the year as a time for reflection and an opportunity to assess my health and eating habits. It's highly possible that New Year's resolutions have fallen by the wayside, but the change of seasons upon us might be exactly what is needed to get back on track. That's why our team of nutrition experts at Nestlé is excited to connect with you and share the first update of the year. We hope the news, tips, and products featured within will help both you and your clients renew and rejuvenate as we look ahead to springtime. In this edition, you'll find:

- Tips and information on plant-based nutrition
- An inside look at plant-based products from Nestlé, including new NATURAL BLEND° dreams
- A peek into STORTUFS° new Slow Cooker Starters real kits

As always, we encourage you to share your feedback on how Nestlé can continue to break ground to provide products, resources, and services to help you educate your clients to live a healthier lifestyle. Please don't hesitate to reach out to our team by replying directly to this email or clicking the email in my signature below.

Happy reading!

[Signature]

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Tweetworthy

- We've provided some Tweetworthy content below, so you can easily share this news, inspiring facts and resources with your audience.
- Celebrate National Nutrition Month using these tips & share your best fork forward! [Link] [Call to Action]
- Looking to start your month with a plant-based dream? Check out this [Recipe] article on [Blog].

Share this Newsletter

[Call to Action] to email a friend. They have a chance to opt in!
Thank You

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