

**Testimony**  
**2010 Dietary Guidelines Public Meeting - July 8, 2010**  
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Good morning, I am Lorelei DiSogra, Vice President Nutrition and Health at United Fresh Produce Association. United Fresh Produce Association is a national trade organization representing the fresh produce industry including growers, shippers, fresh-cut processors, wholesalers, distributors, supermarkets and restaurants.

The 2010 Dietary Guidelines provide an important opportunity to improve our nation eating habits and to strengthen dietary recommendations to increase fruit and vegetable consumption.

United Fresh commends the Dietary Guidelines Advisory Committee for their excellent report that:

(1) Recognizes the obesity epidemic in this country, that most Americans do not eat a healthy diet and are not healthy.

(2) Strongly recommends increasing fruit and vegetable consumption in 3 of the 4 major findings.

(3) Strongly recommends system-wide policy and environmental changes to create healthier food environments.

(4) Issues a Call to Action and an urgent need to focus on children to prevent childhood obesity.

We share the Committee's frustration that several of its recommendations have been repeatedly made in prior reports, such as increasing fruit and vegetable consumption, yet consumption patterns remain woefully unchanged despite advice to markedly increase intake.

We believe it's time for USDA and HHS to approach the development of the 2010 Dietary Guidelines very differently and to take real coordinated action that will transform food environments where Americans live, work, learn, and play.

United Fresh Produce Association strongly recommends USDA and HHS:

1. Provide stronger, clearer and more compelling Dietary Guidelines recommendations and consumer messages that will more effectively motivate behavior change to increase fruit and vegetable consumption and other needed dietary changes.

Vague messages "foods to encourage" and "make wiser food choices" have been previously used, have not worked and will not work this time. The science is quite clear -- Americans need to double their fruit and vegetable consumption to improve health—your communication messages must be bold, aggressive, and effective.

2. Use "Half Your Plate Should be Fruits and Vegetables" to graphically illustrate and communicate the importance of eating more fruits and vegetables at every meal.

Prior to the 2005 Dietary Guidelines, NCI researched how best to communicate the fruit and vegetable message to consumers. "Half Your Plate" works, both USDA and HHS have NCI's data, and I strongly recommend you use it.

3. Commit to implementing policy and environmental changes that will create healthier food environments. As the Committee noted..."the mere repetition of advice will not effectively help Americans achieve these evidence-based and often repeated goals for a healthy diet." The agencies must focus on systems changes.

4. Start with children now! Commit to Action. Implement the strategies and action steps recommended by the Institute of Medicine and the White House Task Force on Childhood Obesity Report *Solving the Problem of Childhood Obesity in A Generation*.

Respectfully Submitted

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