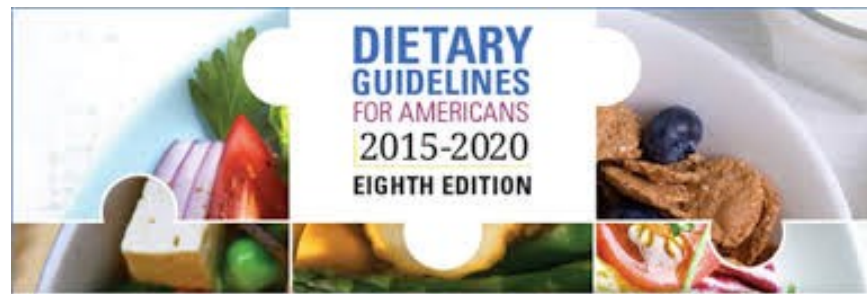




2015-2020 Dietary Guidelines for Americans: Implications for Eggs

Randy Green
Watson Green LLC



About the Dietary Guidelines

- Published every 5 years, required by law
- Official dietary advice of U.S. government
- Originated with '76 Senate committee report
- HHS, USDA develop jointly
- Policy document & consumer messages



DGA: Purpose



- 1990 law sets statutory framework
 - “nutritional and dietary information and guidelines for the general public”
 - “shall be promoted by each Federal agency in carrying out any Federal food, nutrition, or health program”
 - “based on the preponderance of the scientific and medical knowledge which is current ...”

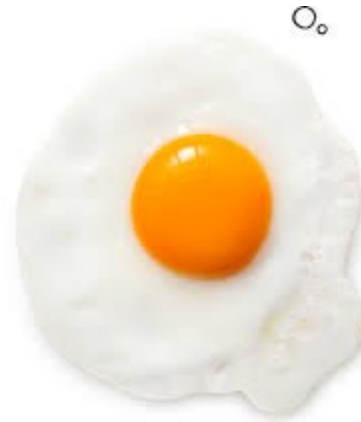
Dietary Guidance in Practice

- Only tiny % of population follows
- However, still major impact:
 - Federal procurement
 - USDA, military
 - Federal program rules
 - WIC, school meals
 - Product formulation
 - Low-fat
 - Corporate social responsibility



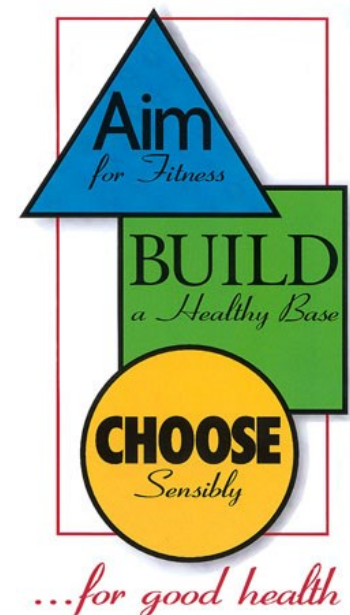
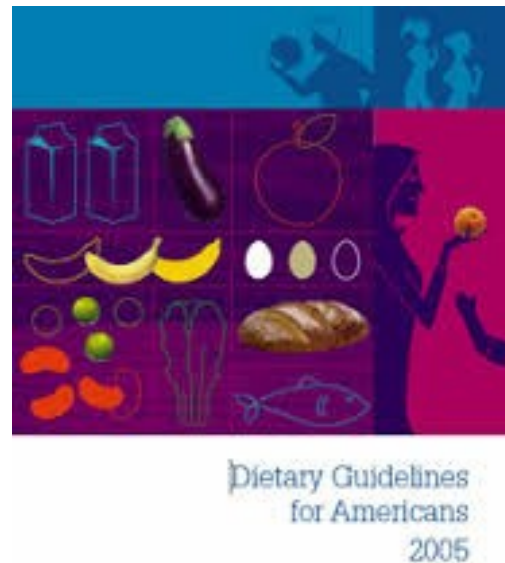
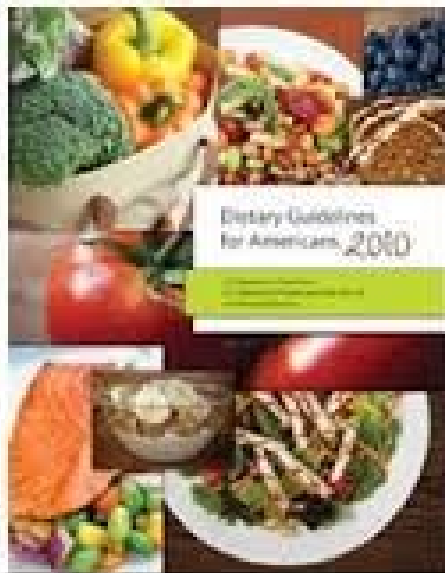
Examples of DGA Impact

- School milk must be “consistent” with DGA
 - Low-fat or fat-free only
- WIC food packages reduced egg amounts
 - Cited DGA cholesterol guidance



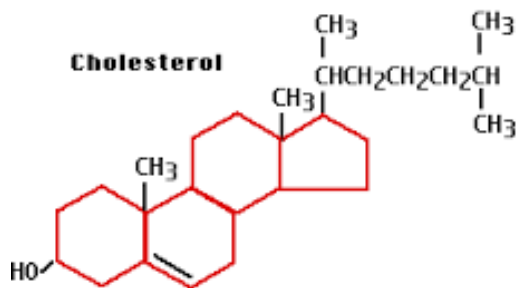
DGA and Eggs

- Previous editions of DGA –
 - Recommended ≤ 300 mg cholesterol/d
 - Listed eggs as nutrient-dense
 - Said 1 egg/d *not* linked to serum cholesterol, CVD



2015-2020 DGA: The Headline

- 300 mg/d recommendation “is not included”
 - Cites eggs as “higher in dietary cholesterol but not saturated fats”
- Advisory committee report: “no appreciable relationship between ... dietary cholesterol and serum cholesterol ...”
 - Cited AHA guidelines, Shin meta-analysis



2015-2020 DGA: The Fine Print

- Final text could be reaction to press accounts of advisory committee report
- Change “does not suggest that dietary cholesterol is no longer important ...”
- Cites DRI: “as little as possible” in healthy eating pattern
- Low-cholesterol eating patterns
- Current average intake 270 mg



Good News for Eggs, But ...

- Dropping 300 mg warning: positive
 - Sends positive signal about eggs and health
 - Consistent with newer science, AHA, other countries
 - Can communicate eggs' benefits effectively



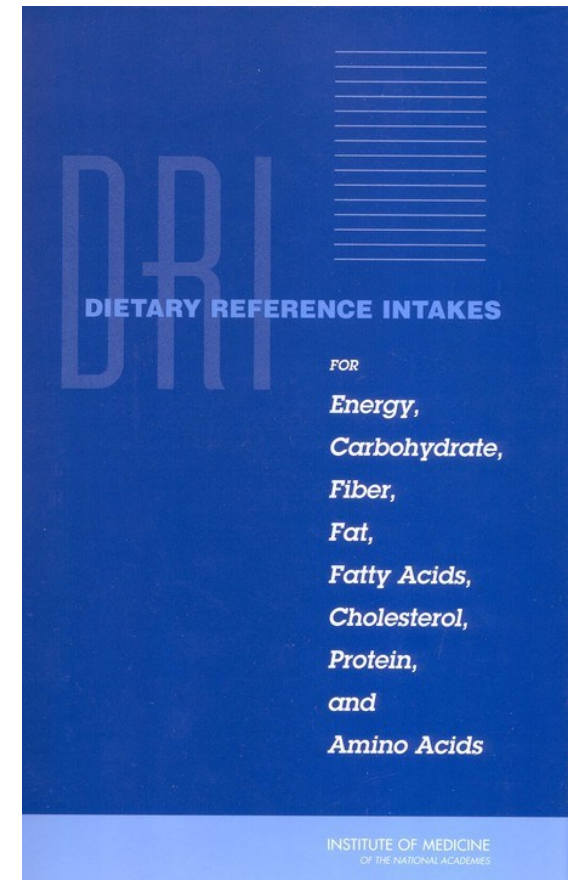
Good News for Eggs, But ...

- Does *not* change other regulations
 - Dietary Reference Intakes
 - Still “as little as possible”
 - Daily Value on Nutrition Facts panel
 - Still 300 mg
 - Restrictions on Nutrient Content claims
 - Must reference cholesterol content



Dietary Reference Intakes

- Joint project between U.S., Canada
- Values for multiple nutrients
 - Cholesterol, fat, etc., 2002-05
- Unclear when or if revision will occur
 - Other nutrients already “in queue”



Nutrition Facts Label

- FDA completed revisions 2016
- Enforced starting July 2018
- Cholesterol still mandatory
- Daily Value still 300 mg
- FDA cited DRI
- “positive association between dietary cholesterol and total cholesterol in the blood”

Nutrition Facts			
Serving Size 2/3 cup (55g)			
Servings Per Container About 8			
Amount Per Serving			
Calories 230	Calories from Fat 72		
	% Daily Value*		
Total Fat 8g	12%		
Saturated Fat 1g	5%		
<i>Trans</i> Fat 0g			
Cholesterol 0mg	0%		
Sodium 160mg	7%		
Total Carbohydrate 37g	12%		
Dietary Fiber 4g	16%		
Sugars 1g			
Protein 3g			
Vitamin A	10%		
Vitamin C	8%		
Calcium	20%		
Iron	45%		
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts		
8 servings per container		
Serving size		2/3 cup (55g)
Amount per serving		
Calories		230
		% Daily Value*
Total Fat	8g	10%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol	0mg	0%
Sodium	160mg	7%
Total Carbohydrate	37g	13%
Dietary Fiber 4g		14%
Total Sugars 12g		
Includes 10g Added Sugars		20%
Protein 3g		
Vitamin D 2mcg		
		10%
Calcium 260mg		20%
Iron 8mg		45%
Potassium 235mg		6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.		

Nutrient Content Claims

- Claims about nutrients in food
 - “Low-fat” or “excellent source of fiber”
- If ≥ 60 mg cholesterol/serving ...
 - Claim *must* say “**See nutrition information for cholesterol content**”
- Also applies to total fat, sat fat, sodium



On the Horizon



- 2020 Dietary Guidelines
 - For 1st time, to include guidance for infants, toddlers, pregnant women
 - May further review evolving science on dietary fat
- HMD committee on DGA process
 - Focused on advisors, evidence standard
- DRIs
 - Schedule for review, issue of endpoints

Beyond Dietary Guidance

- GMO disclosure regulations
 - What are the rules for absence claims?
- 2018 farm bill
 - Possible cuts to SNAP
- WIC food packages
 - Expect report end-2016,
proposed rule 2017 (?)



Questions?

Randy Green

Watson Green LLC

202-384-1840

rgreen@watsongreenllc.com

