Contents

The Costly Dietary Problem
1. High Costs of Poor Eating Patterns in the United States 5
Dietary Recommendations and Dietary Patterns: Where Are We?
2. Dietary Recommendations and How They Have Changed Over Time
3. How Current Diets Stack Up: Comparison With Dietary Guidelines
4. A Comparison of the U.S. Food Supply With the Food Guide Pyramid Recommendations
5. Diet Quality of Americans: Healthy Eating Index
6. American Diets and Year 2000 Goals
7. Trends in the U.S. Food Supply, 1970-97
Aggregate Determinants of Food Consumption
8. Role of National Income and Prices
9. Food Advertising in the United States
10. Advertising and What We Eat: The Case of Dairy Products
11. Health Claims in Food Advertising and Labeling: Disseminating Nutrition Information to Consumers
12. Nutrient Contribution of Food Away From Home
Knowledge and Attitudes
13. What People Know and Do Not Know About Nutrition243
14. Role of Demographics, Knowledge, and Attitudes: Fats and Cholesterol
iv Contents • AIB-750 USDA/ERS • iv

15. Who Knew? Perception and Reality of Cholesterol in Our Diets
Government Programs
16. Dietary Impacts of Food Assistance Programs307
17. How Government Policies and Regulations Can Affect Dietary Choices
18. National School Lunch and School Breakfast Program Reforms: Policy Development and Economic Impacts
Accelerating the Trend
19. Accelerating the Trend Towards Healthy Eating: Public and Private Efforts
The Impact on Agriculture
20. Moving Toward the Food Guide Pyramid: Implications for U.S. Agriculture
Appendix Tables
Index

v • USDA/ERS AIB-750 • Contents