

2010 Dietary Guidelines Advisory Report released *June 15, 2010*

This morning, the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS) released the [*Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010*](#). The Advisory Report is open for a 30-day public comment period, and then will be used by USDA and HHS to create the 2010 Dietary Guidelines for Americans. In addition, the groups are hosting a July 8 public meeting in Washington, D.C., to discuss the report.

This report takes a strong stand on the obesity epidemic, stating “the data clearly document that America is experiencing a public health crisis involving overweight and obesity. Particularly alarming is the further evidence that the obesity epidemic involves American children and youth, as nearly one in three are classified as overweight or obese.” Further, the report focuses on reducing sodium intake and added sugar consumption. Regarding meat and beef, the report recommends moderate consumption of lean meats. However, one of four recommendations included in the report’s section “Translating and Integrating the Evidence: A Call to Action” suggests consumers shift food intake patterns toward a more plant-based diet.

USDA and HHS issued a [press release](#) about the Advisory Report this morning. During the last week, the checkoff connected Shalene McNeill, Ph.D., R.D., executive director of human nutrition research at the National Cattlemen’s Beef Association (NCBA) – a contractor to the Beef Checkoff Program – with reporters from the [Des Moines Register](#) and the *Wall Street Journal* to answer general questions about the report. Media posting stories about the Advisory Report so far this morning include the [Washington Post](#), [Minneapolis Star Tribune](#), [Los Angeles Times](#), [CNN.com](#) and [Huffington Post](#). The primary headline emerging from this news is that consumers should reduce salt intake. In addition, a few reports recommend consumers slightly decrease saturated fat intake and reduce their intake of sugary drinks. The *Des Moines Register* encourages readers to, “Go ahead and enjoy a little lean meat and eggs.” According to the *Register*, “[The Dietary Guidelines Advisory Committee] found little evidence of a link between meat and problems such as heart disease and cancer, and list lean meat, poultry and eggs among the ‘nutrient-dense’ foods that people need the most.” At this time, no national or regional broadcasts have aired about the Advisory Report.

The Dietary Guidelines are reviewed, updated and released by USDA and HHS every five years and serve as the foundation for government nutrition programs, policy and nutrition education activities. They provide authoritative advice for Americans 2 years and older. The process for the 2010 Dietary Guidelines revision started in October 2008 when 13 scientists were appointed to the Dietary Guidelines Advisory Committee (DGAC). The DGAC has met six times to develop this Advisory Report. The final 2010 Dietary Guidelines for Americans are expected to be released by the end of the year.

Throughout the process, the checkoff provided technical and scientific information to the DGAC in the form of public comments. The nutrition and research teams currently are reviewing the very lengthy Advisory Report to determine next steps. Copied below is a media statement for you to use if you receive media calls. We will forward additional talking points to you upon review of the final report. Meantime, please feel free to connect reporters with Meghan Pusey, 303-850-3340, to line up interviews.

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2010 Dietary Guidelines Advisory Report Statement
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**Nutrient-Rich Lean Beef Is a Calorie-Saving Option
For Maintaining Healthy Weight and Fueling Physical Activity**
Shalene McNeill, Ph.D., R.D.
June 15, 2010

“Eating lean beef as part of a balanced diet and being physically active can be part of the solution to maintain a healthy weight, as recommended in the 2010 Dietary Guidelines Advisory Committee’s Report. The scientific evidence to support the role of lean beef in a healthy, balanced diet is strong.

The Dietary Guidelines Advisory Committee addressed overweight and obesity as the most pressing public health concern facing Americans today. This makes it even more important that we get more nutrition out of each calorie we consume. Choosing lean beef as a source of high-quality protein is actually a calorie-saver. On average, one 3-ounce serving of lean beef provides 154 calories and is a good or excellent source of 10 essential nutrients. It can take two to three times more calories for you to get the same amount of protein from beans, nuts or grains compared to lean beef, which is a critical consideration for those counting calories for weight management.

We continue to believe the overwhelming scientific evidence that a healthy dietary pattern including balance, variety and moderation, coupled with appropriate physical activity provides the foundation for a healthful lifestyle.”

