



Factors Influencing Food Choice and Solutions for Eating More Healthfully

Rutgers University Nutrition Study 2007 First Phase Published in *Topics in Clinical Nutrition*

A recent study conducted by Rutgers University and funded by the Canned Food Alliance confirmed that America's diet is out of shape. The extensive literature review was published in the July/September issue of *Topics in Clinical Nutrition*. This study summarized peer-reviewed research from 1996 to 2007 on Americans' dietary intake; food choice motivators, eating times and locations; and food preparation habits.

The research showed that people are eating too much fat, calories, added sugar and sodium, and not enough important nutrients such as fiber, vitamin A and calcium. Among the study findings:

- Americans are only getting 77% of the daily value recommended for vitamin A, due in part to not consuming enough fruits, vegetables and milk.
- Males and females ages 2-19 consume more than three times the recommended amount of added sugar.

While the study provides a better understanding of why Americans eat the way they do, it also provides recommendations for how Americans can achieve a healthier diet by identifying the behaviors and motivators that influence Americans' food consumption.

Knowing that more than two-thirds of Americans aren't eating enough fruits and vegetables¹, canned food is one way to bridge the nutrient gap within time-constrained lifestyles. Several university studies confirmed that canned fruits and vegetables are just as nutritious as fresh and frozen², making them a convenient way for Americans to start eating more healthfully. Additionally, canned foods are also readily available and play a crucial role in contributing to the nation's nutrition.

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¹ U.S. Centers for Disease Control and Prevention survey shows that less than one third of American adults eat the amount of fruits and vegetables the government recommends. *USA TODAY*, March 15, 2007.

² University of California, Davis study concludes that a diet that includes a variety of fruits and vegetables delivered in any number of forms – canned, fresh and frozen – is desirable. *Journal of the Science of Food and Agriculture*, April 2007 and May 2007.