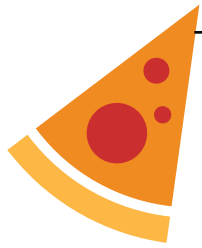


The American diet is in a state of crisis. Despite recommendations from health professionals and government agencies to consume more nutrient-dense foods that are low in added sugars and solid fats, few Americans currently meet dietary goals.<sup>1-3</sup>



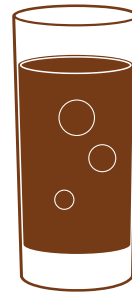
## ELEVATED CALORIC INTAKE

On average, Americans have an elevated caloric intake relative to their increasingly sedentary lifestyle.<sup>1,4</sup>



## POOR EATING HABITS

In general, Americans have poor eating habits in a variety of ways, including unbalanced and inordinate portion sizes, and tend to consume an excess of foods with high levels of solid fats and added sugars.<sup>3</sup>



## NUTRIENT DENSITY

The typical American diet contains a high proportion of foods with a relatively poor nutrient density—that is, foods with low nutrients relative to their calories.<sup>3,5</sup>



## OVERWEIGHT AND OBESITY

- Largely as a result of diet, overweight and obesity are highly prevalent among all age groups<sup>6</sup>
  - 68% of American adults are either overweight or obese; 36% are obese; 6% are extremely obese<sup>6</sup>

**“When you look at it from an economic standpoint, if we could get even a modest portion of Americans to eat a better diet—let’s say 25% of the adults in this country—we would begin to see billions of dollars in savings in healthcare costs.”**

**- David McCarron, MD, UC Davis**

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