

Dietary Guidelines for ~~Americans~~ Corporate America

What are the Dietary Guidelines for Americans (DGAs)?

Issued every five years, the DGAs are the "nation's go-to source for nutrition advice."¹

Who do the DGAs benefit?

They aim to promote health, prevent chronic disease, and help all U.S. residents reach and maintain a healthy weight.²

Drafted by ~~independent health experts~~ industry-connected officials like...



Chavonda Jacobs-Young
Current Acting U.S. Department of Agriculture (USDA) Chief Scientist³ and Administrator for the Agricultural Research Service (ARS)⁴
Current government liaison for industry's International Life Sciences Institute North America (ILSI NA) Board of Trustees⁵



Maggie Lyons
Current USDA Chief of Staff to the Under Secretary of Food, Nutrition, and Consumer Services⁶
Former Senior Director of Government Relations for the National Grocers Association (NGA)⁷



Kailee Tkacz
Current USDA Policy Advisor, Office of Congressional Relations⁸
Former Director of Policy for the Corn Refiners Association (CRA),¹⁰ Director of Government Affairs for the Snack Food Association (now SNAC International),¹¹ Government Affairs Manager for the NGA¹²



Kristi Boswell
Current Senior Advisor to USDA Secretary Sonny Perdue¹³
Former Director of Congressional Relations, industry's American Farm Bureau Federation¹⁴



Brandon Lipps
Current USDA Under Secretary of the Food, Nutrition, and Consumer Service¹⁵
Former Republican House Agriculture Committee counsel with close industry ties to the NGA^{16,17}

...with input primarily from ~~independent health experts~~ industry-connected scientists...

15 out of the 20 committee members charged with updating the DGA have industry ties, spanning across all vital issue-based subcommittees.¹⁸



...bankrolled by junk food and beverage corporations...



...nominated primarily by ~~public health institutions~~ trade groups...

...which have submitted public comments like:¹⁹

The DGAs should support consumption of 100% juice every day.²⁰

Thanks to the Coca-Cola and PepsiCo funded American Beverage Association and Juice Products Association,²¹ but fruit juice is predominantly sugar and water,²² with some 100 percent juices containing just as much, or even more, sugar than a can of Coca-Cola.^{23,24}

Yogurt should be "a first food in complementary feeding at 6 months as part of an overall healthy dietary pattern."²⁵

Thanks Danone North America, but most commercial yogurts contain a significant amount of sugar,²⁶ "meaning that just one yogurt can put kids worryingly close to their maximum daily sugar allowance."²⁷

Red meat is critical for proper childhood growth and development.²⁸

While some studies show otherwise,²⁹ this is the advice of the McDonald's funded National Cattlemen's Beef Association. The meat industry effectively lobbied to prevent the last DGAs from recommending Americans cut back red and processed meat consumption.³⁰

The DGAs should support low-to-no calorie sweeteners "as safe and effective tools in reducing sugar and overall calories."³¹

Thanks to the Coca-Cola- and PepsiCo-funded Calorie Control Council. Suggesting Americans base their diet on industry-sponsored research that obscures the health risks of alternative sweeteners: not cool.^{32,33}

"Recent research indicates 100% fruit and vegetable juice is a key source of phytonutrients, which are associated with health benefits."³⁴

Thanks Coca-Cola, but the studies you used to support this claim only focus on Concord and Niagara grape juice, not all 100 percent fruit and vegetable juices. One article cited was even funded by a juice brand, Welch Foods Inc.,^{35,36} and co-authored by a current ILSI NA trustee³⁷ who has prior ties to Nestlé, Welch, The Hershey Company, and General Mills, among others.³⁸

Small wonder we're in a crisis of diet-related disease

Today, 1 in 5 deaths globally is linked to poor diet.³⁹

Diet-related diseases that are disproportionately high among people of color are putting tens of millions of Americans at heightened risk of severe illness from COVID-19.⁴⁰

It's time public health policies were set by independent public health professionals, not food and beverage corporations. With industry groups like ILSI influencing our national nutrition guidelines, call on Big Food and Beverage to #PutILSIonIce and lawmakers to root out corporate capture of the DGAs.