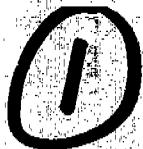


**WELLNESS
INSTITUTE
INTERNATIONAL**



(10F2)
JUL 15 2004
M^cClellan/Wellness Institute
Intel

July 14, 2004

Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy & Promotion
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

Dear Sir/Madam:

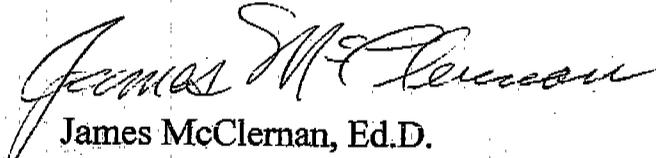
In recent years the Physicians Committee for Responsible Medicine (PCRM) brought suite against the USDA because the food pyramid was misleading and inaccurate. When I do presentations on weight loss, at the hospital wellness center, where I work, I always point out that none of the animal products given on the old pyramid are essential to good health. I also point out how animal products contribute to many illnesses, and on average vegetarians (especially vegans) live ten to fifteen healthy years longer.

I would suggest that your new pyramid include all the information that contributes to achieving optimal health. The information on the problems with eating animal products (i.e., excess protein) is overwhelming. Even the AMA admits the vegan diet is the most healthful, but refer to it as a non-mammal diet.

Enclosed you will find a copy of the PCRM's food essentials, just put it in pyramid form. It is my hope you will be honest, and if you include animal products, you will define them and the dangers they pose, as an extra not an essential.

It is my fear that the USDA is beholdng to the corporate oligarchy and will distort their new pyramid to keep the sale of animal products high on the exchange. Please use your conscience this time.

Sincerely,



James McClellan, Ed.D.

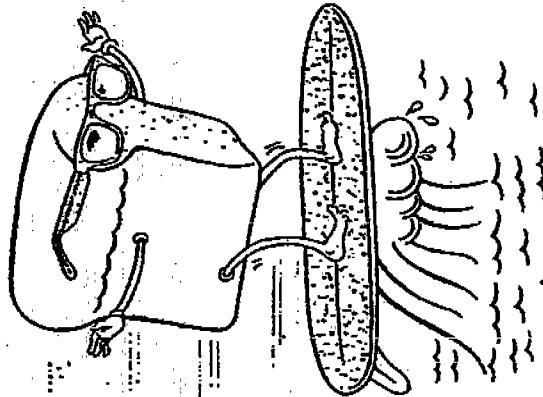
Enclosure

THE NEW FOUR FOOD GROUPS

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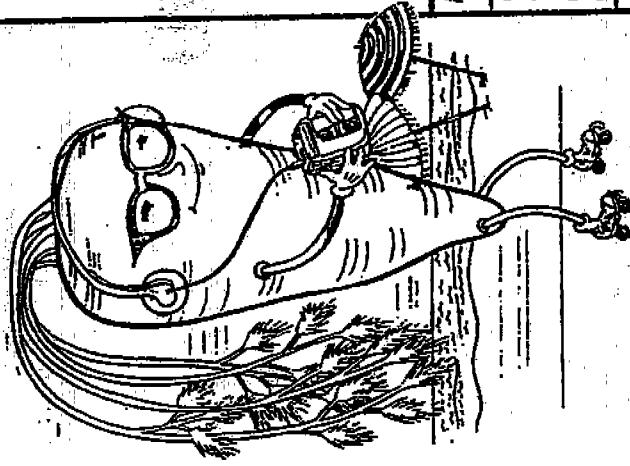
Whole Grains

This group includes bread, rice, pasta, hot or cold cereal, corn, millet, barley, bulgur, buckwheat groats and tortillas. Build each of your meals around a hearty grain dish—grains are rich in fiber and other complex carbohydrates, as well as protein, B vitamins and zinc.



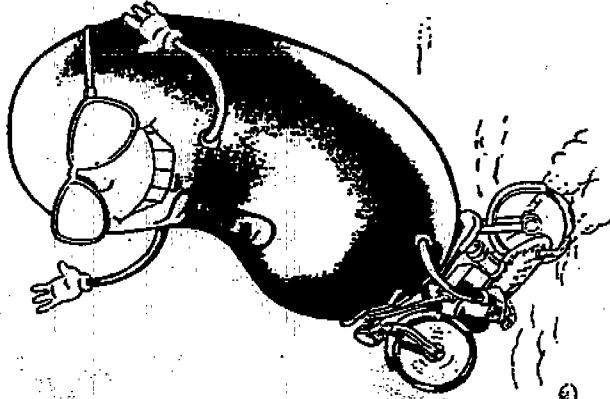
Vegetables

Vegetables are packed with nutrients: they provide vitamin C, beta-carotene, riboflavin and other vitamins, iron, calcium, and fiber. Dark green, leafy vegetables such as broccoli, collards, kale, mustard and turnip greens, chloony, or bok choy are especially good sources of these important nutrients. Dark yellow and orange vegetables such as carrots, winter squash, sweet potatoes and pumpkin provide extra beta-carotene. Include generous portions of a variety of vegetables in your diet.



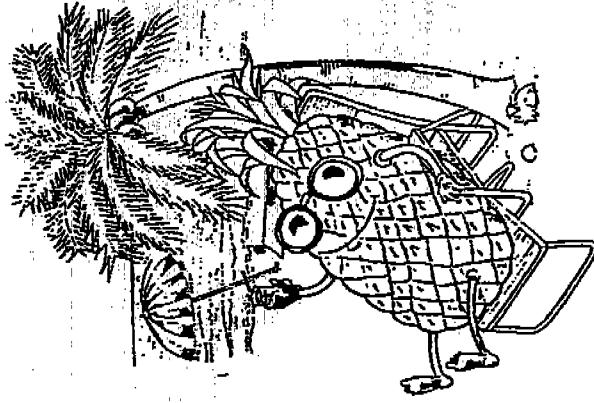
Legumes

Legumes, which is another name for beans, peas, and lentils, are all good sources of fiber, protein, iron, calcium, zinc, and B vitamins. This group also includes chickpeas, baked and refried beans, soy milk, tofu, tempeh, and texturized vegetable protein.



Fruits

Fruits are rich in fiber, vitamin C and beta-carotene. Be sure to include at least one serving each day of fruits that are high in vitamin C—citrus fruits, melons, and strawberries are all good choices. Choose whole fruit over fruit juices, which don't contain as much healthy fiber.



FOOD GROUP NUMBER OF SERVINGS SERVING SIZE

WHOLE GRAINS	5 or more	1/2 cup hot cereal • 1 oz. dry cereal • 1 slice of bread
VEGETABLES	3 or more	1 cup raw • 1/2 cup cooked
LEGUMES	2 to 3	1/2 cup cooked beans • 4 oz. tofu or tempeh • 8 oz. soy milk
FRUITS	3 or more	1 medium piece of fruit • 1/2 cup cooked fruit • 1/2 cup fruit juice

Be sure to include a good source of Vitamin B-12. For vegetarians, good sources are fortified cereals and vitamin supplements.

2

Gold Mortgage Center

1 of 3

Ethan

Gold

JUL 15 2004

Mortg. Cntr.

Dear Team -

Thank you for your
consideration.

They are rough, but
hopefully you can
see my vision

Ethan

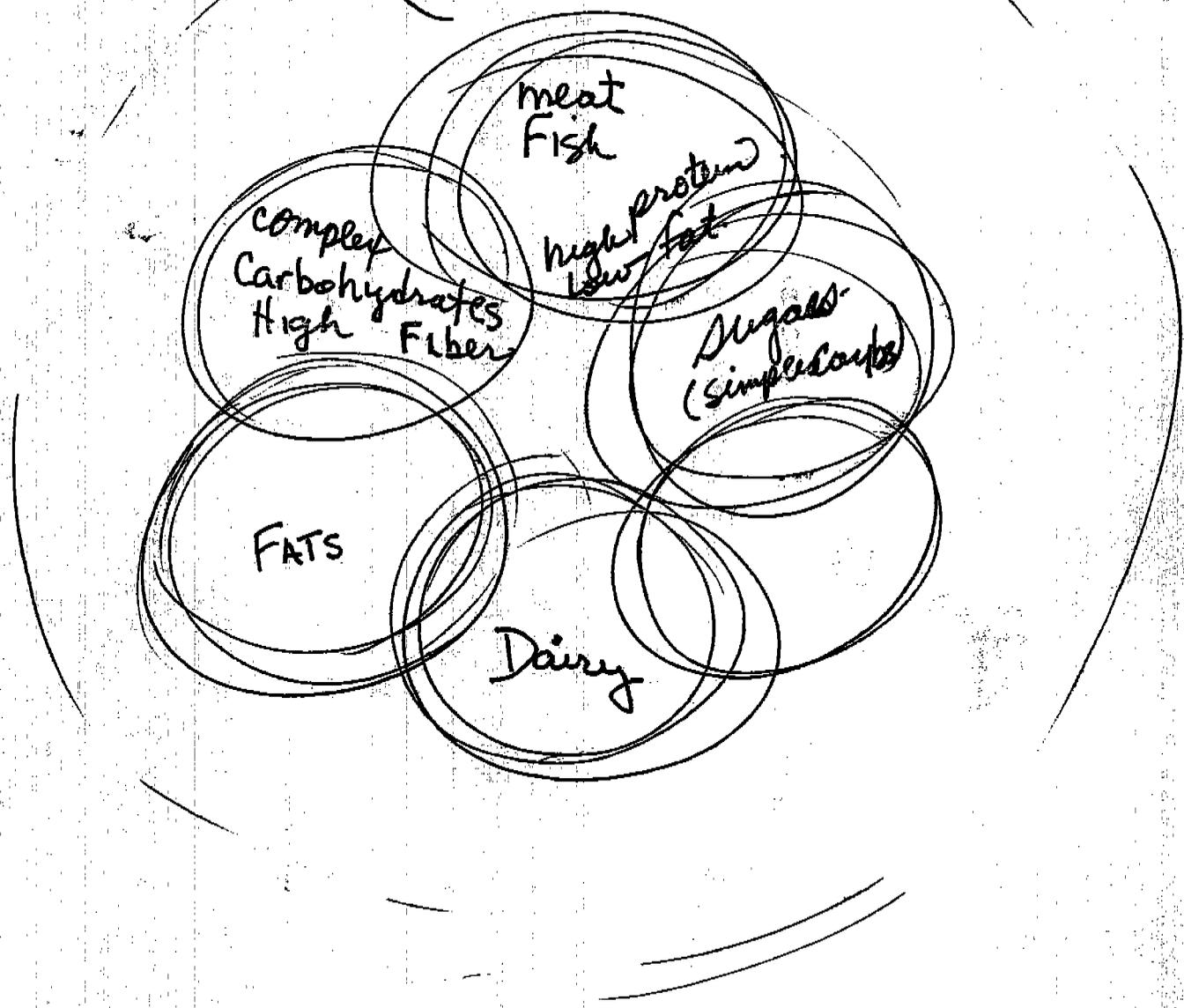
Phone

▲ Toll Free

Phoenix, AZ 4

BKBR-0105797

Food Wheel (Balance)

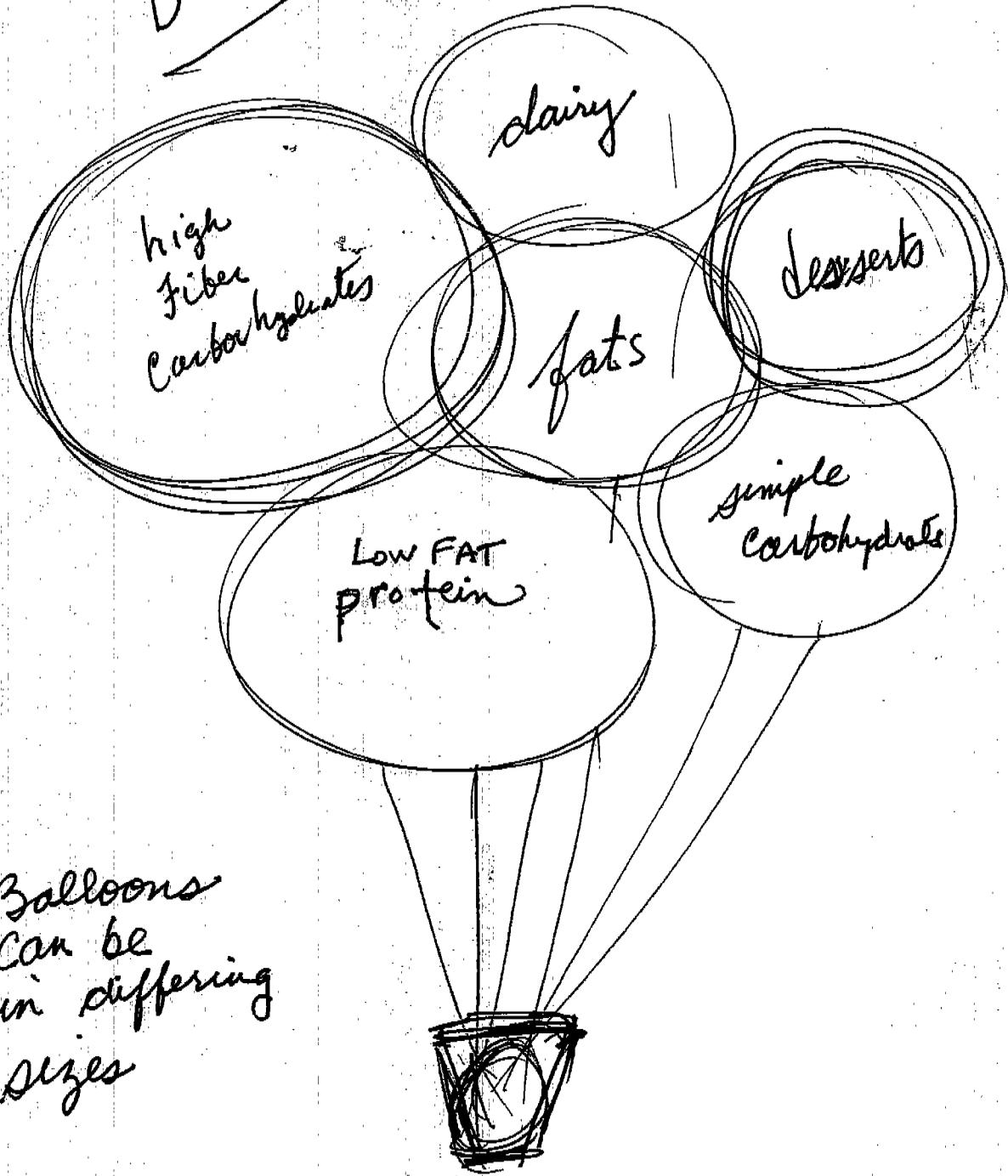


IS YOUR ^{FOOD} WHEEL BALANCED?

Food BALLOONS

3 OF 3

Ethan / Got Healthy. CMT.



Balloons
can be
in differing
sizes

Will your
FOOD BALLOON
FLY ?

3

1 OF 2
Wildberger
JUL 15 2004
dy

Cynthia C. Wildberger
Woodsboro, Maryland

Telephone:

Email:

13 July 2004

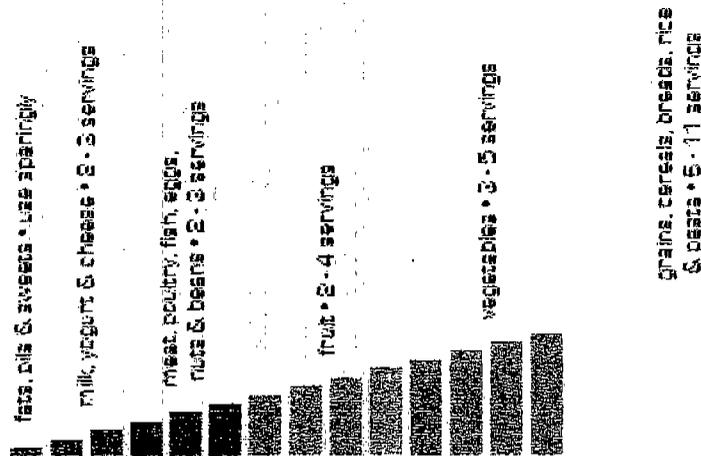
Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, Virginia 22302

Dear Team:

I read the AP news report about the project to revamp the Food Pyramid and develop a new Food Guidance System, and I have a suggestion for a new image and promotional theme for the USDA food guide.

A problem with the current Food Pyramid is that the food groups representing the smallest proportion of the recommended daily dietary intake appear at the top of the pyramid where they would seem, intuitively, to hold a place of prominence, in opposition to their real importance in the diet. Turning the Pyramid upside-down will not correct this problem, because the inverted image appears unstable and thus invokes an anxiety response, rather than inspiring confidence in the model.

I suggest a new graphic representation of the food guide, based upon the model of an acoustic volume control, in the form of an elongated triangle, widening out from left to right, in which vertical, incremental colored bands representing the food groups "increase in volume" in the diet in proportion to the recommended dietary intake of each group. This image projects the positive connotation of increasing in strength as it widens out at the right side. Because in our culture we read from left to right, the mind naturally associates the left-to-right orientation as forward movement. Diagonal lines, such as that formed by the ever-widening volume bands, suggest to the mind an exciting, dynamic, energetic progression. The image can also be compared to a graphic representation of increasing velocity in a vehicle or the strengthening reception of a cell-phone signal. The new model relegates the smaller proportional elements of the diet to the least significant positions, and emphasizes the groups that should be eaten in greater proportions:



get in sync with good nutrition
and turn up the volume on life!

2 of 2
Wildberger

Some possible slogans to accompany the new graphic image are:

- "Get in sync with good nutrition, and turn up the volume on life!"
- "Get in sync with healthy eating, and turn up the volume on life!"
- "Turn up the volume on good nutrition!"
- "Turn up the volume on healthy eating"
- "Get in tune with good nutrition"
- "Tune in to good nutrition"
- "Get up to speed with good nutrition" (Using a velocity model rather than a volume model -- an alternative image that would be better suited to deaf and hearing-impaired consumers, which I suggest specifically for that target group)

In response to increasing concern about America's obesity epidemic, the concept of a food "volume control" can also be applied to projects addressing calorie consumption and food choices. Healthy eating means finding the right volume of the right foods for each individual's needs. Just as in music, the "right volume" and the right mix of rhythms -- or meals -- and instruments -- or foods -- will differ from person to person.

I suggest that you create a TV and radio promotional campaign around the new food guidance model, utilizing soundtracks and video performances by some of today's hottest performers in various musical genres, geared to different demographic targets representing several age groups and ethnic backgrounds. Video segments can also feature people engaged in healthy physical activity, in sync with the music. (Don't forget to include disabled individuals!)

The old Food Pyramid is a good model in many ways. I believe it just needs to be "turned on its side" and given a kickstart in a new direction for service in the new millennium!

By turning the pyramid in a new direction, we can "turn it up" for a new generation!

Best regards,

Cyndi Wildberger

Cyndi Wildberger

/ccw

4

1 of 2 | Broderick
JUL 15 2004

July 13, 2004

Jeffrey J. Broderick

Pittsburgh, PA

Food Guide Pyramid Reassessment Team
USDA Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

RE: It's "Time" to Replace the Pyramid with the Clock

Dear Sir or Madam:

I write in response to the "*Notice of Proposal for Food Guide Graphic Presentation and Consumer Education Materials; Opportunity for Public Comment*" posted on the USDA web site, which states that the USDA is looking for a new concept or graphic to replace the existing "food pyramid" with something that might better reflect current diet and nutritional guidelines.

To this end I would like to submit my idea: "The Nutrition Clock".

A clock is a simple but powerful image because it can evoke and combine two essential concepts, TIME and MOTION, along with the science of nutrition to create a more dynamic, living symbol (unlike the static pyramid.)

The concept of TIME coincides in a number of ways with diet and nutrition:

- When and how often we eat can be almost as important as what we eat
- Maintaining and sticking to schedules helps build self-discipline
- Regular, repetitive actions (i.e. smart food choices) lead to good, life-long habits
- There's no time like the present to begin eating healthier, every second counts, etc.

The concept of MOTION (or ACTION) is also applicable to diet and nutrition:

- Exercise is often associated with a clock or a stopwatch
- The movement of clock hands is like a person taking action
- The ticking of the clock is symbolic of the human heart or metabolism
- The changing of time can represent a changing of dietary habits

The "Nutrition Clock" idea provides fertile ground not only for its many verbal and conceptual connotations, but a clock can also be rendered visually in a myriad of ways -- using 12, 24 or 60 segments, quarters, halves, etc. -- depending on the number of ideas, thoughts, rules, etc. that you wish to convey. It can be represented as an analog (old reliable) or a digital (high tech) device. Marketing professionals, ad agencies and graphic artist could have a field day with such a recognizable, universal and malleable symbol.

In summary, the metaphors and representations of a "Nutrition Clock" are seemingly endless and it would serve as a wonderfully appropriate graphic to symbolize the stated goals of the USDA.

Sincerely,



Jeff Broderick

PS – Unfortunately, I have no expertise in the food, nutrition or health professions, so I cannot offer any specific guidelines, recommendations or configurations for my mythical "Nutrition Clock". I am just an average, concerned American, applauding your efforts and offering my suggestion for the new "pyramid builders" to consider. Thank you.