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...

Nominated primarily by public health institutions
trade groups...

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

...which have submitted public comments like:⁹
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 worrying close to their maximum daily sugar allowance.”²⁷

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

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

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

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.

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Current USDA Under Secretary of the Food, Nutrition, and Consumer Service
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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 trustee who has prior ties to Nestlé, Welch, The Hershey Company, and General Mills, among others.³⁷