

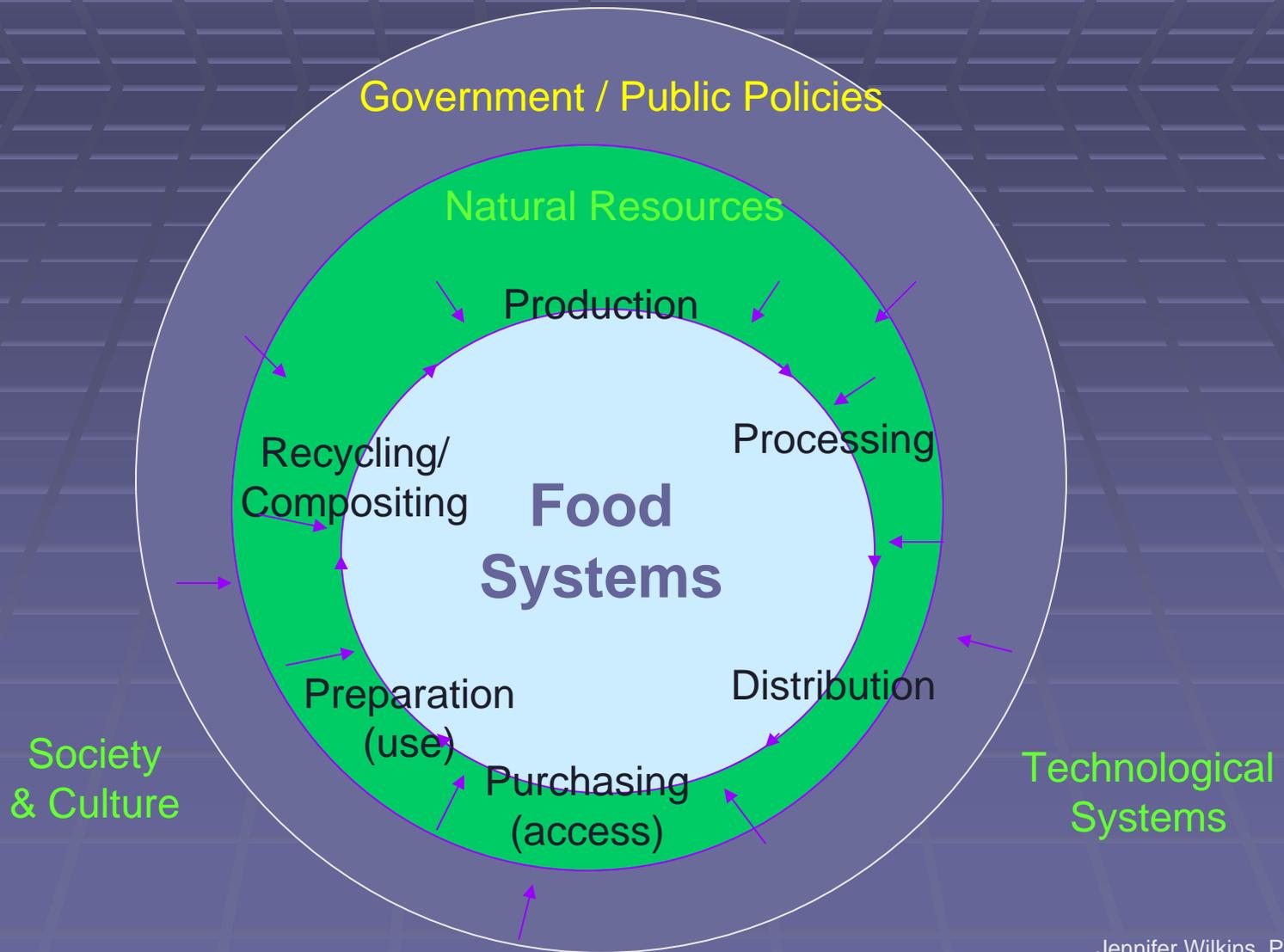
# Integrating Health and Sustainability in U.S. Agriculture Policy

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# Guiding Questions

- What is known about successful prevention of childhood obesity?
- What strategies in research, outreach and higher education need to be put in place?
- What barriers may interfere?

# The Food System



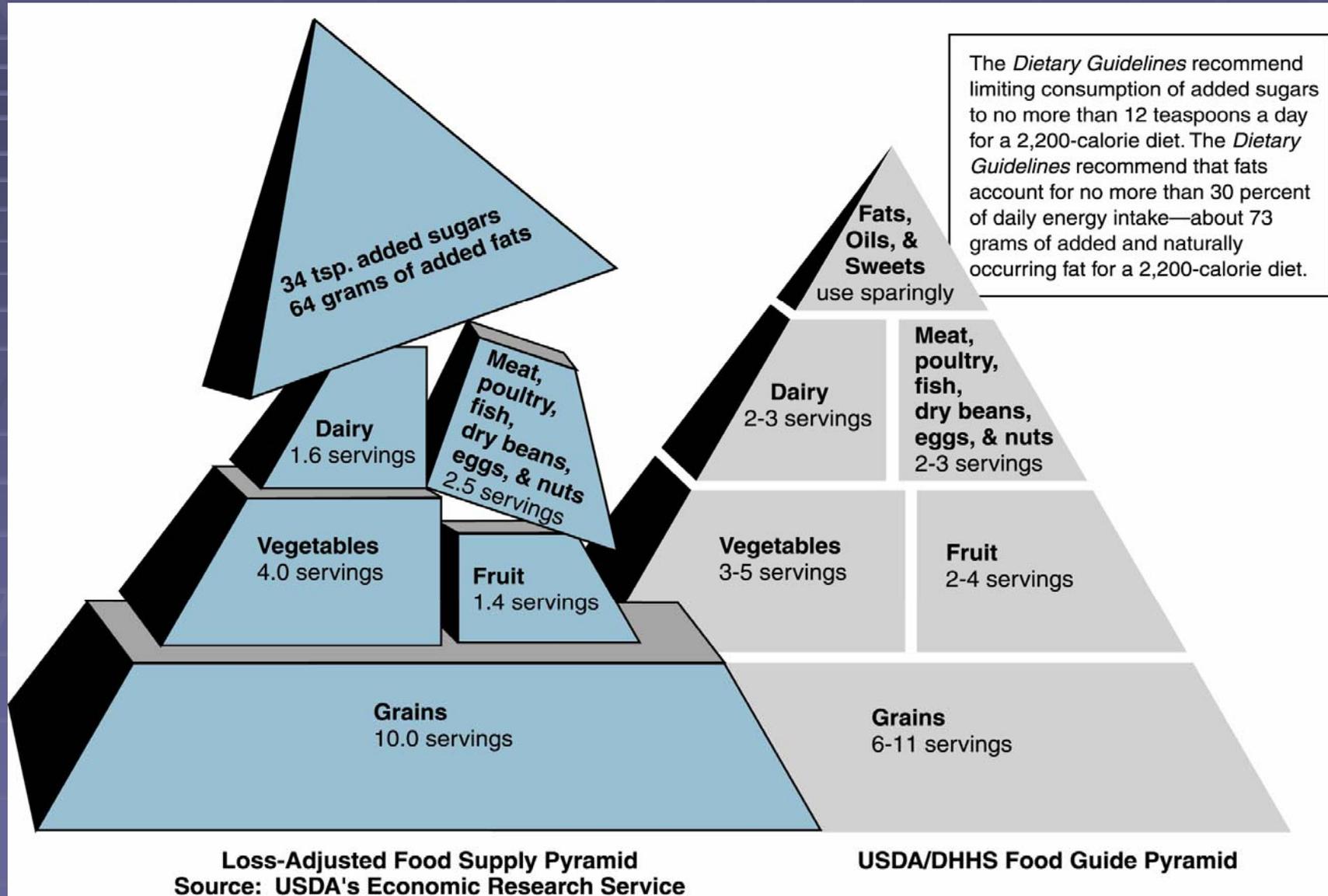
Adapted from K. Dahlberg, 1993

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# Challenges to Achieving Health and Sustainability

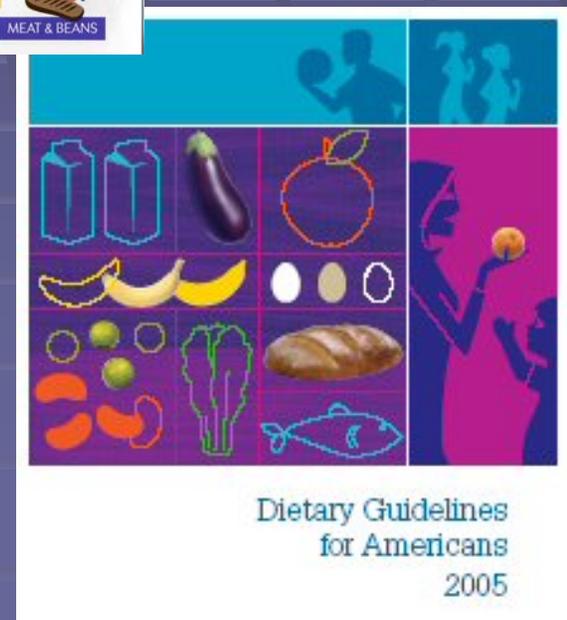
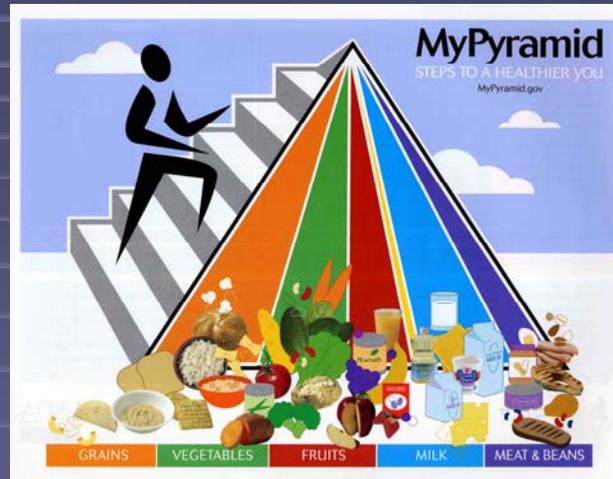
- Incongruity between Dietary Guidelines and Agriculture Policy
- Incongruity between Sustainability and Agriculture Policy
- Consolidation, Concentration and Centralization in the Food System
- Food Supply out of step with Dietary Guidelines

# Food Supply versus Dietary Advice



# Dietary Guidelines: Selected Key Recommendations

- Nutrients from food
- Differences in fats
- Limit trans fats
- Nutrient density
- Whole grains
- Portion size factor
- Fruit and vegetable variety, forms
- Good/bad choices in each food group
- Promote healthful dietary patterns:
  - dark gr, orange veg, legumes, fruits, whole grains, low fat milk
  - limit refined grains, total fats, added sugars and calories



# U.S. Agriculture Policy

- Next Farm Bill: 2007
- Farm Security and Rural Investment Act of 2002
- Primary and increasing criticism: Farm subsidies
  - Federal farm program = \$131 billion 1995-2003
    - A New High in 2005: \$24 billion in payments to farmers
- Rooted in New Deal programs, designed to support market prices and stabilize income for farmers
- Major challenges and opportunities: Commodity Title, Agriculture Trade and Aid, and Nutrition Programs

# Subsidy Inequities and Biases

- 8% of producers received 78% of payments
- 74% of cropland receive 70-80% of payments
- Corn, wheat, cotton, soybeans, rice: 2/3 of all subsidies, 75% of total U.S. crop exports
- Geographic inequity
  - Midwest States highest proportion of farmers receiving payments
  - ND-78%, IA-70%, IL-66%, NE-65%, KS-61%, WI-48%, IN-45%<sup>1</sup>
- Payments in response to: Crop failure, yield/acre
- Overproduction, low market prices, prioritizes exports
- Bias toward bigger, less diversified farms
- Limited congruence with dietary guidelines

<sup>1</sup>Environmental Working Group, Farm Subsidy Database: [www.ewg.org](http://www.ewg.org)

# Food Supply Implications

## Take corn, for example

US Ag Policy of Corn Subsidies (\$5.5 Billion)



# Sweetener Deliveries

## (Pounds Per Capita: 1966 and 2001)

	Refined Sugar	HFCS	Other*	Total
1966	97.3	0	15.6	113
2001	64.4	62.6	20.3	147

\* Glucose syrup, dextrose, pure honey, edible syrups

Sources:

S. Haley, et. al, ERS, USDA, June 2003.

Table 50--U.S. per capita caloric sweeteners estimated deliveries for domestic food and beverage use, by calendar year ([www.ers.usda.gov/Briefing/Sugar/Data/Table50.xls](http://www.ers.usda.gov/Briefing/Sugar/Data/Table50.xls))

# New Food Products by Category: 1988-2001

	1988	1992	1995	1999	2001
<b>FOOD CATEGORIES</b>					
Baby foods	55	53	61	21	60
Bakery products	968	1508	1855	1126	1200
Baking ingredients	212	346	577	426	568
Beverages	936	1538	2854	1576	1212
Breakfast cereals	97	122	128	114	91
Candy/gum/snacks	1310	2068	2462	1983	2236
Condiments	1608	2555	3698	1298	1291
Dairy	854	1320	1614	816	602
Desserts	39	93	125	178	307
Entrees	613	698	748	543	539
Fruits & vegetables	262	276	545	254	176
Pet food	100	179	174	158	183
Processed meat	548	785	790	646	655
Side dishes	402	560	940	421	261
Soups	179	211	292	254	217
<b>TOTAL FOOD</b>	<b>8183</b>	<b>12312</b>	<b>16863</b>	<b>9814</b>	<b>9598</b>

Source: *New Product News*, January 2002

# Implications for U.S. Diet

- Intake of Nutrient-poor energy sources<sup>1</sup>:
  - Regular soft drinks top energy contributor (7.1%)
  - Sweetened pastries #2
  - Together these supply 10.6% of total calories
  - Soft drinks, burgers, pizza, chips, pastries: 20%
- Soda intake: 576 12-oz servings (53 gallons) per year<sup>4</sup>
- Diet contributes to 4 of 6 leading causes of death
- 2% school age children meet diet recommendations<sup>2</sup>
- < 15% of elementary school-age children eat five or more servings of fruits and vegetables every day.<sup>3</sup>

<sup>1</sup>Block, G. J Food Comp Analysis. 2004

<sup>2</sup> CDC/USDHHS *Fact Sheet: Youth Risk Behavior Trends, 1991-99*

<sup>3</sup>NCHS/USDHHS. *National Health and Nutrition Examination Survey III*. 1994

<sup>4</sup>National Soft Drink Assoc. web site, [www.nstda.org](http://www.nstda.org).

# U.S. Food System: Partner *and* Obstacle to Health, Sustainability

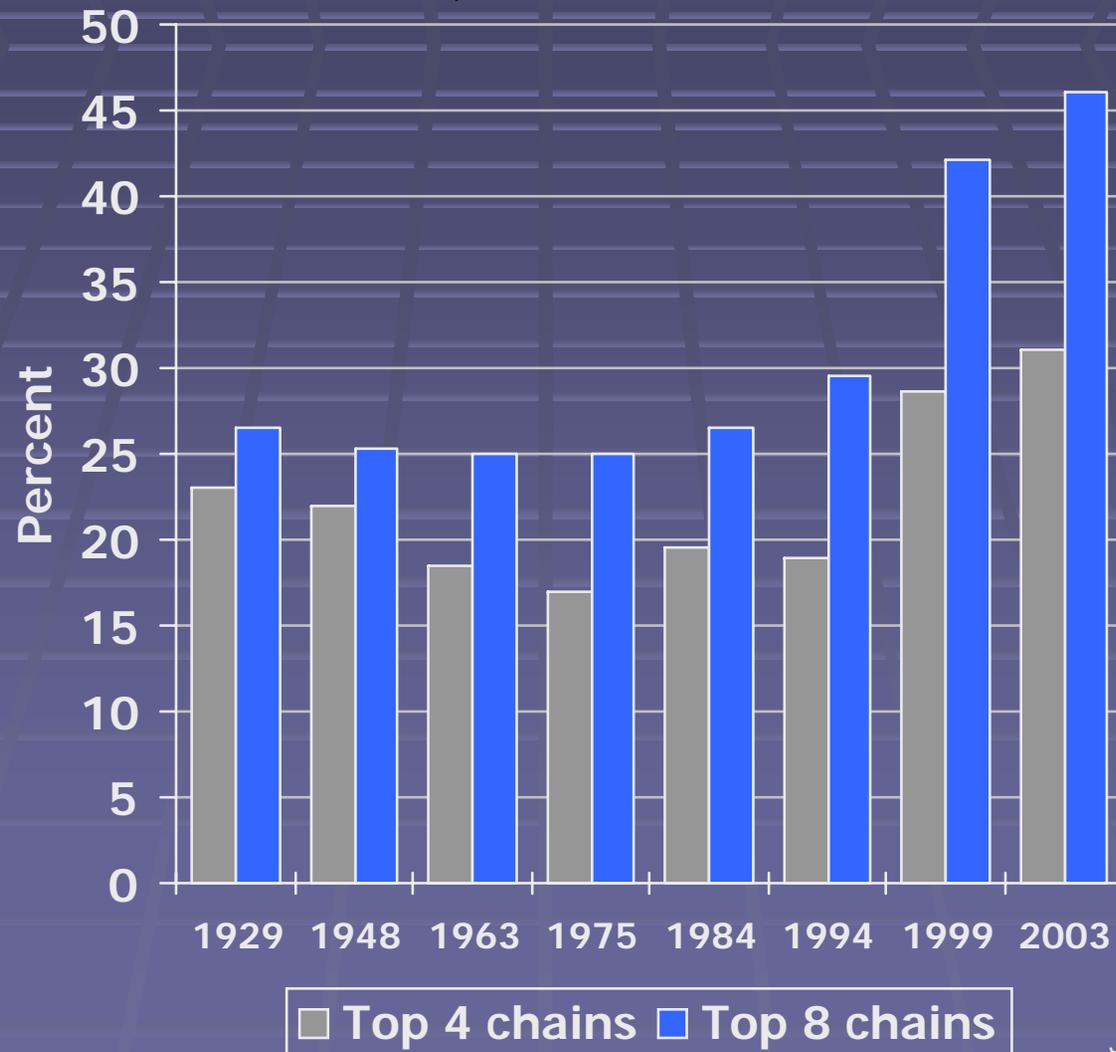
- Over-production of commodity foods, underproduction of fruits and vegetables
- Agriculture subsidies perpetuate this imbalance
- Food industry bias toward processed foods
- Concentration and consolidation decrease access to local sources of a balanced diet
- Proliferation of unhealthy products
- Negative outcomes

# The Real Cost of Food

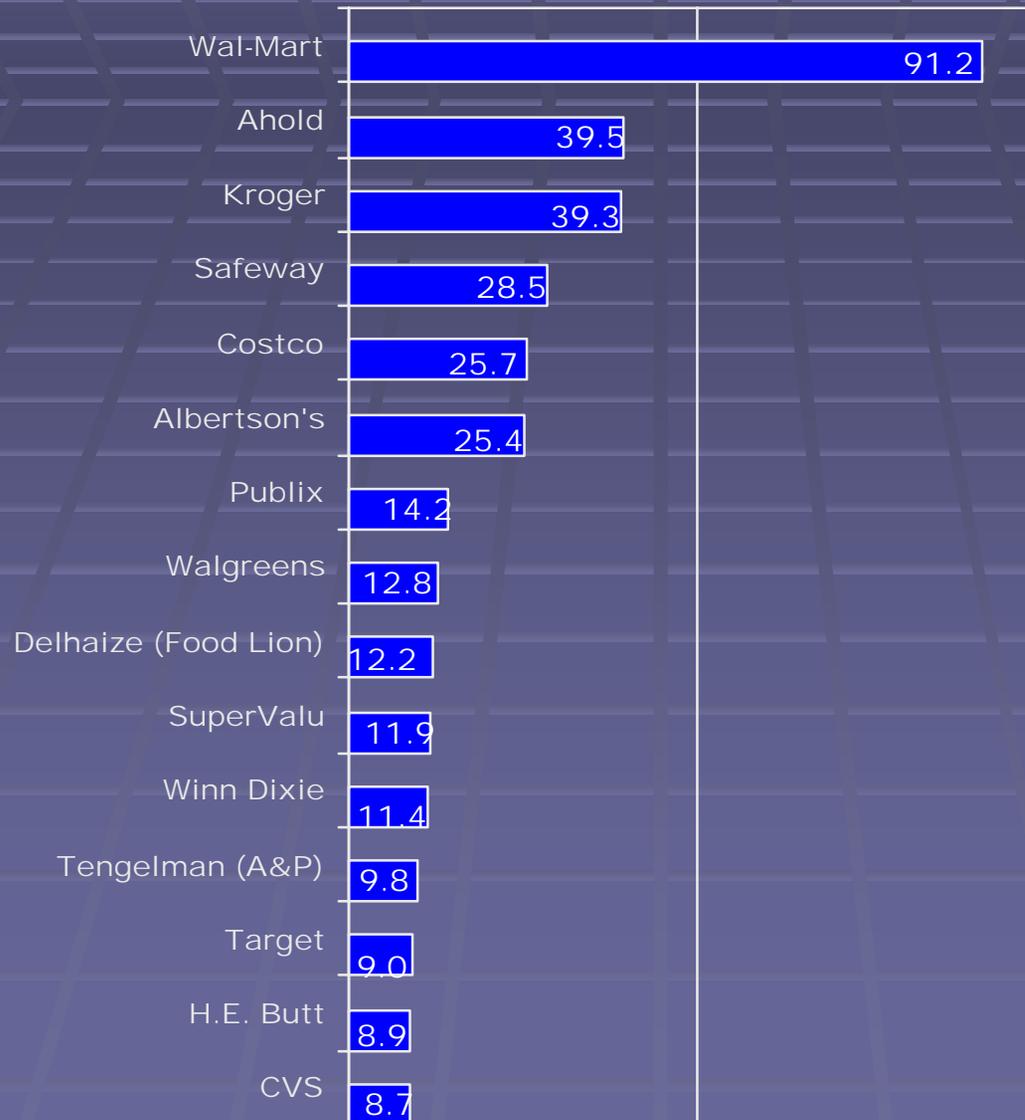
- “We actually pay three times for our food.”
  1. At the supermarket till
  2. Taxes used to subsidize commodities
  3. Clean up environmental damage and treat obesity, co-morbidities

Pretty, Agriculture. 2004.

# Market Share for U.S. Grocery Chains, 1929-2003



# Top 15 U.S. Retailers



Food Sales: 2003  
(\$ Billions)

*M+M Planer Retail in The Packer, Oct. 18, 2004 pp. 1&4*

# Global Food Market

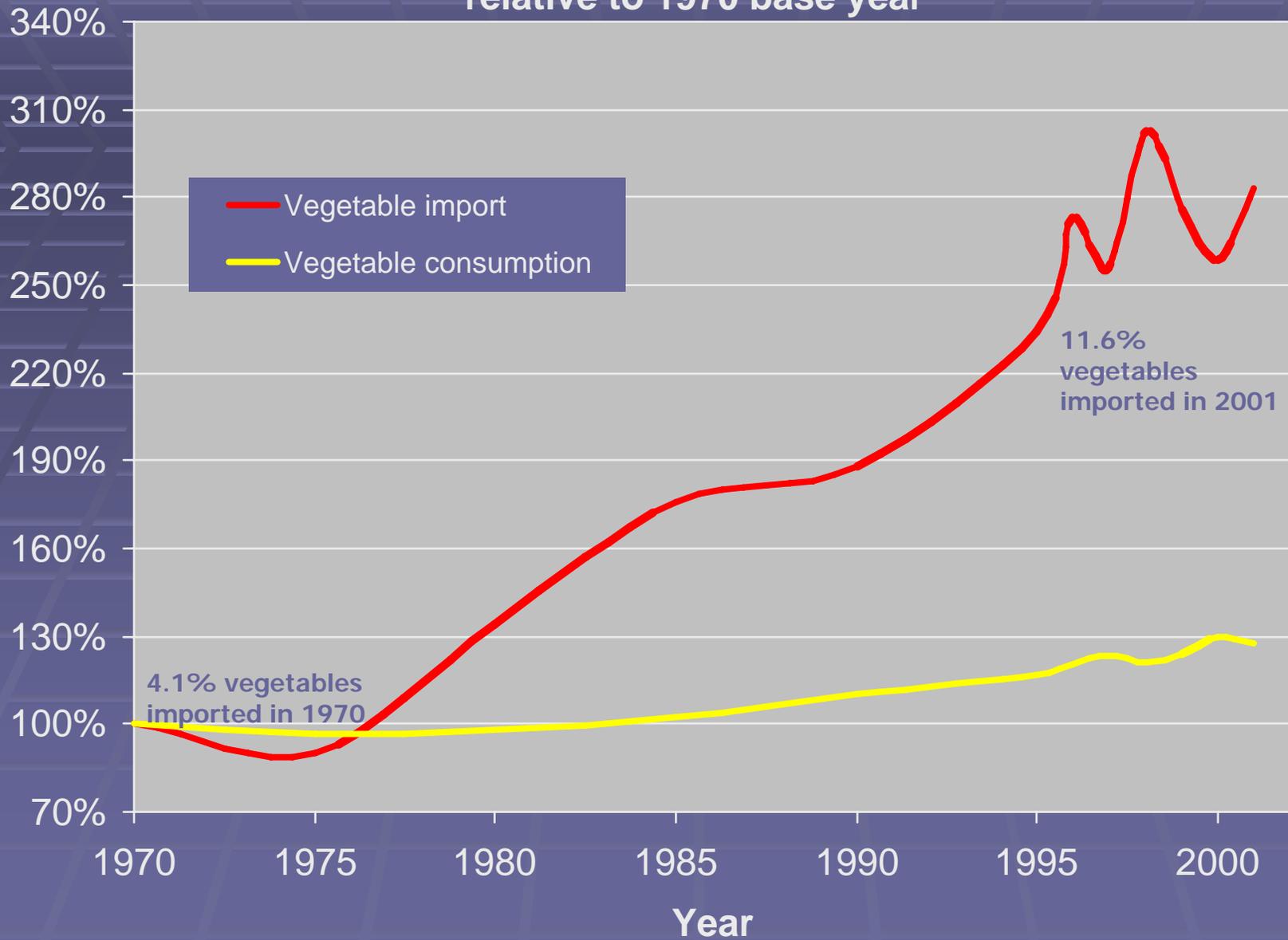
- There is a growing distance between the fields and pastures where most food grown and consumers <sup>1</sup>
- Local food: ever smaller part of what we eat
- Food production and processing occurs far away
- U.S. will fail to record an agricultural surplus this year <sup>2</sup>
- Global food trade tripled since 1961:
  - \$442 billion in food and agricultural shipped in 2002.
  - Today, 898 million tones of food are shipped globally/yr (up fourfold from 200 million tones in 1961).
- We consume more and more “Food Miles” <sup>3</sup>
  - distance food travels from where it is grown or raised to where it is ultimately purchased

<sup>1</sup> Halweil, B. *Eat Here*, 2004.

<sup>2</sup> USDA/ERS. Amber Waves. Feb. 2004. [www.ers.usda.gov/AmberWaves/February04](http://www.ers.usda.gov/AmberWaves/February04)

<sup>3</sup> Pirog, R. *Food, Fuel and Freeways*. Leopold Center. 2001.

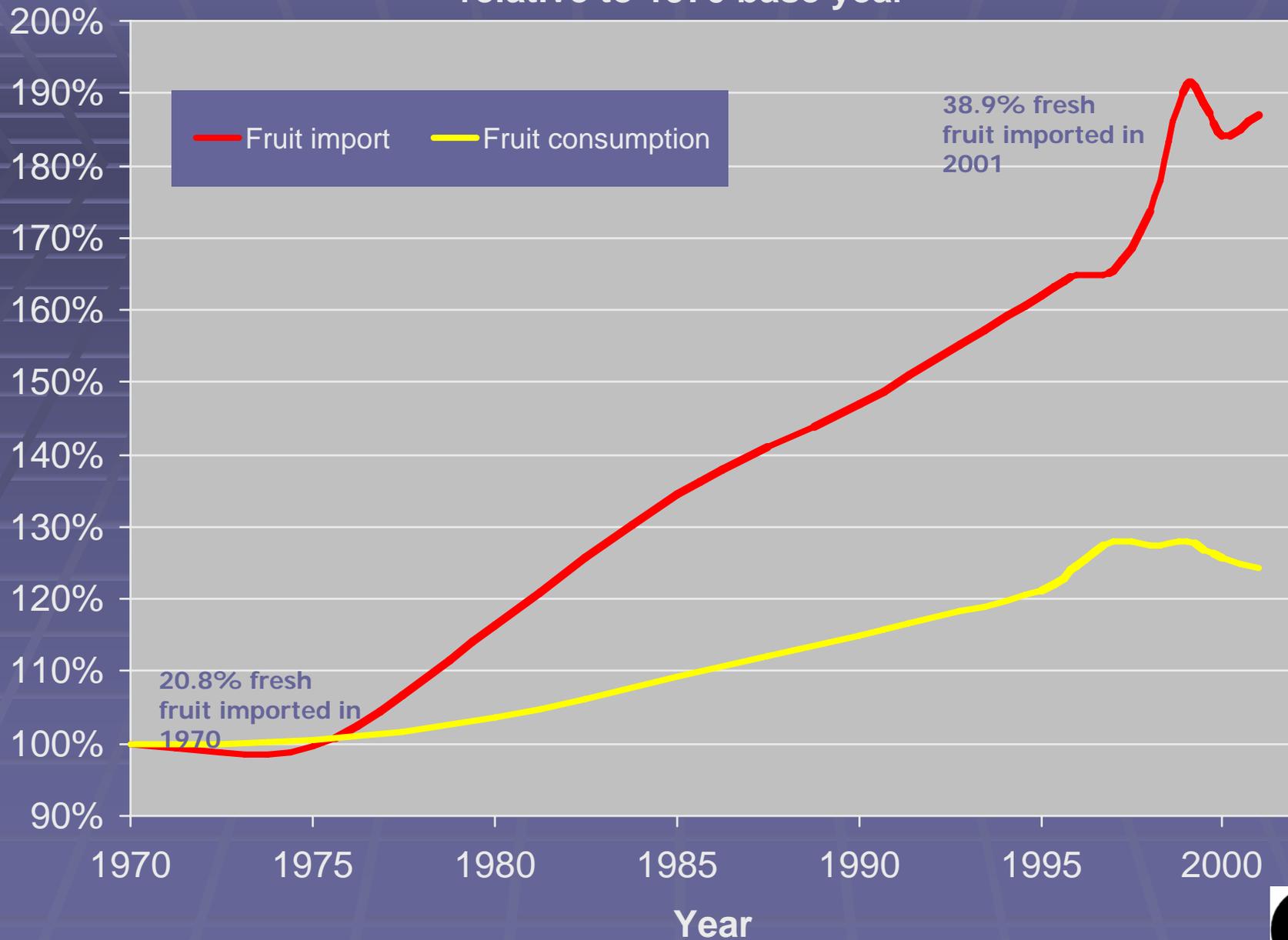
## U.S. total vegetable imports and per capita consumption trends relative to 1970 base year



Data from USDA Economic Research Service



## U.S. total fresh fruit imports and per capita consumption trends relative to 1970 base year



Data from USDA Economic Research Service

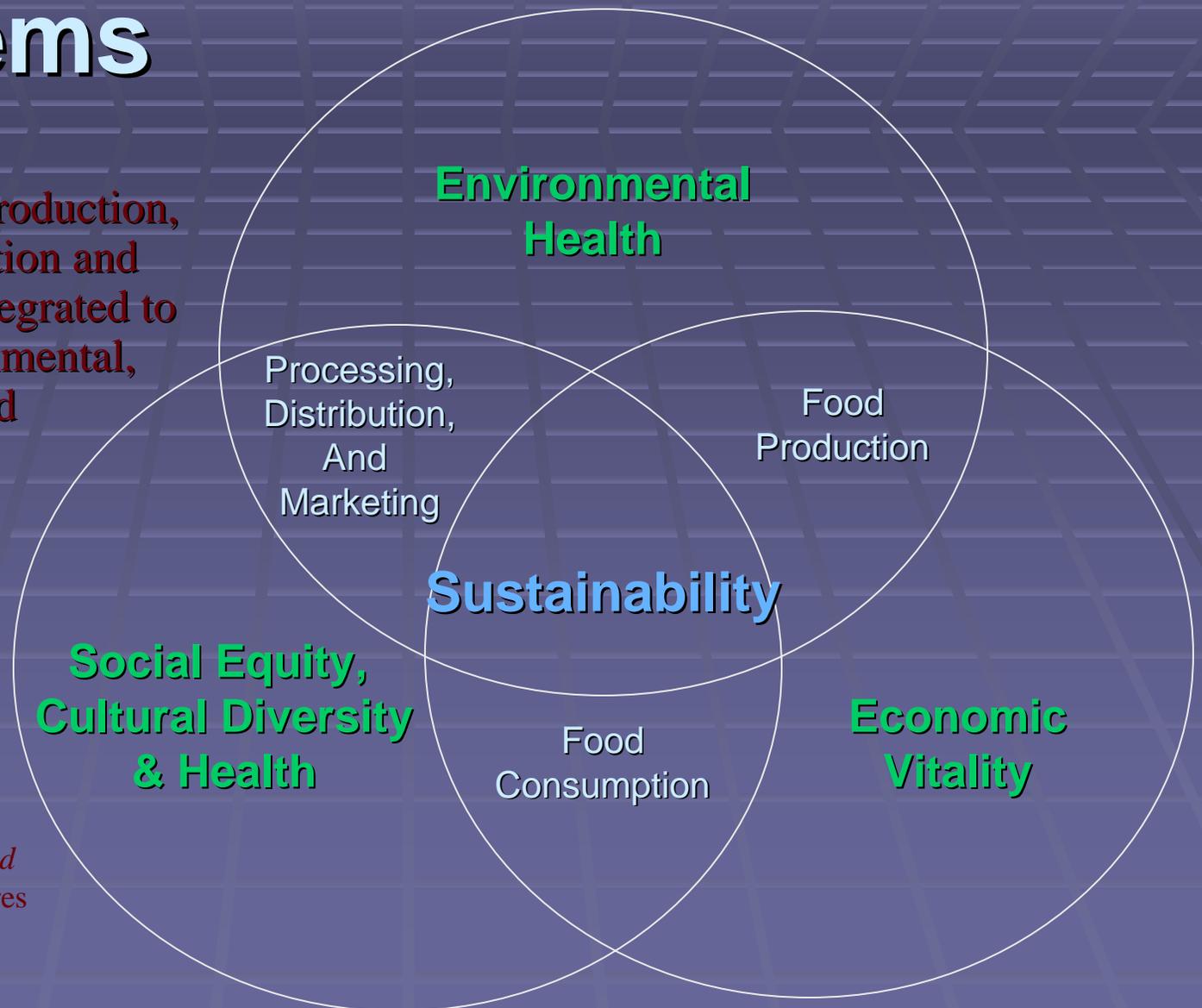
# Food System Sustainability

- Agricultural Economic Viability
  - Number of farmers who can make a reasonable living and stay on farm declining
  - Rural communities becoming ghost towns
  - Farm prices chronically low – market controlled by agribusinesses, food processors and retailing
  - Farmer's share of food dollar: >30% (1980) to 19% (2002) <sup>1</sup>
- Natural Resource Limits
  - Water, soil, air, fossil energy

<sup>1</sup>Economic Research Service

# Community Food Systems

“Sustainable food production, processing, distribution and consumption are integrated to enhance the environmental, economic, social and nutritional health of a particular geographic location.”



Garrett and Feenstra. 1999.  
*Growing a Community Food System*. Community Ventures Series. WREP0135.

# A New Set of Policy Principles?

## Agriculture Policy Should:

- Foster agriculture and food systems based on family farms that nurture and sustain rural communities and the environment
- Place health as a central tenet
- Foster open opportunity, entrepreneurship and ownership
- Further goals of food sovereignty
- Encourage diversity of foods and diversity in fields
- Give equal weight to human and environmental health - goals can/should be congruent
- Lead to more dispersed production to foster more local access and supply chains
- Internalize all costs

Lang & Rayner, 2002

Commodity Policy Dialogue. National Campaign for Sustainable Agriculture, 2005