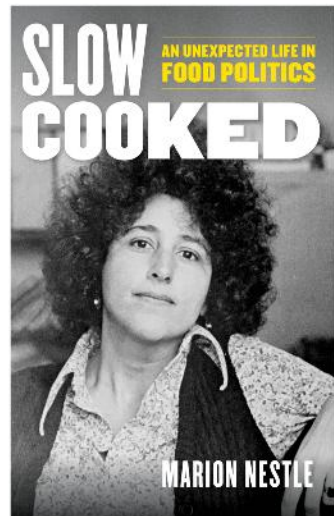
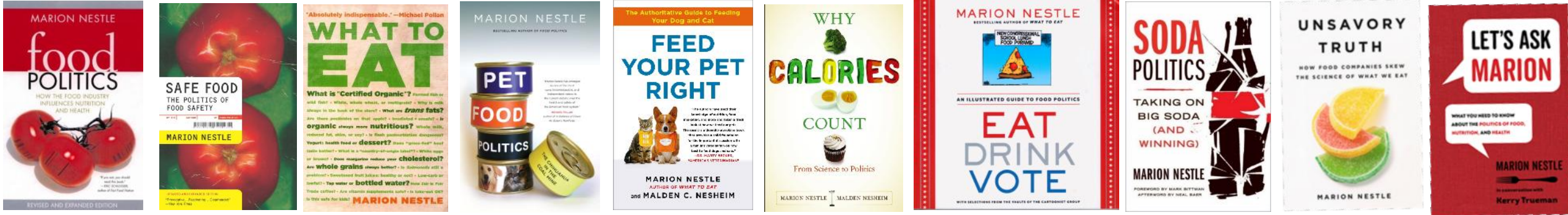


Food Systems in America: Is the Future Plant-Based?



Website: www.foodpolitics.com
Twitter (X): @marionnestle

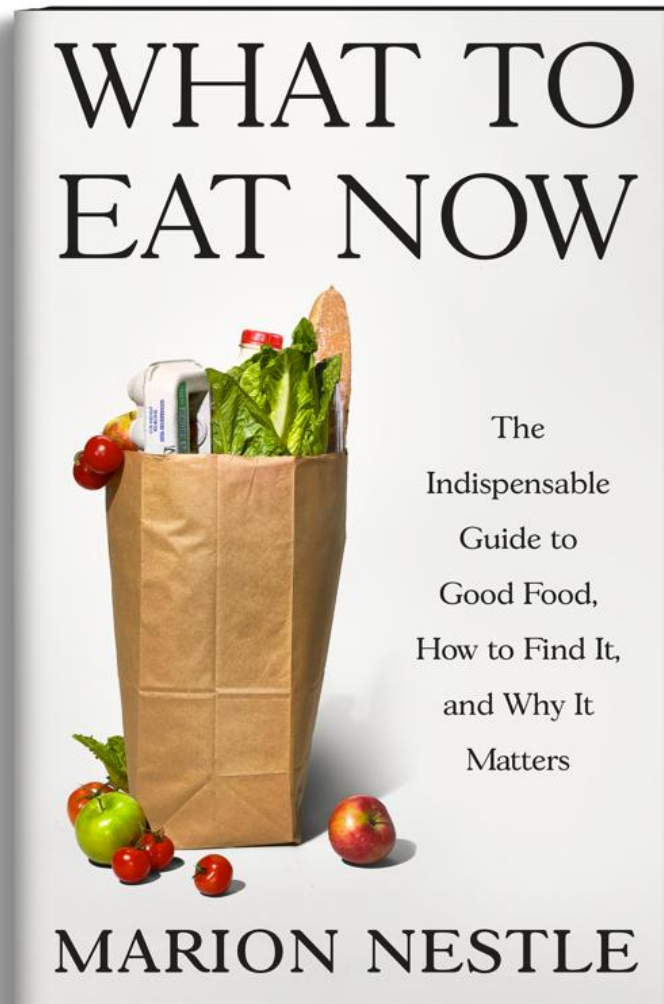
Marion Nestle
Paulette Goddard Professor,
Nutrition, Food Studies &
Public Health, Emerita
New York University



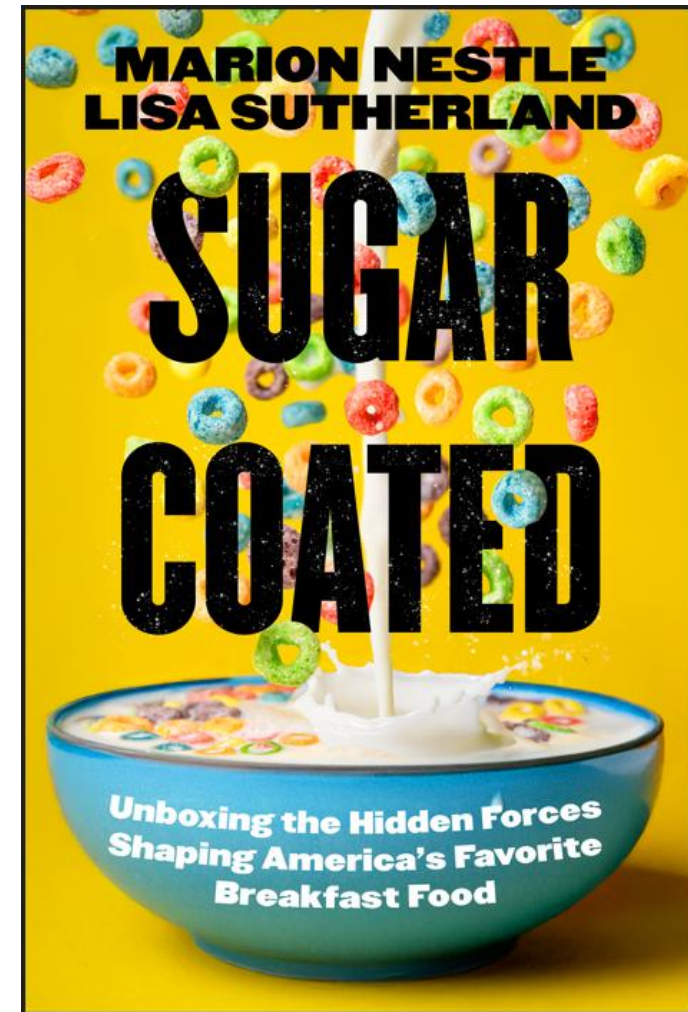
2022



2025

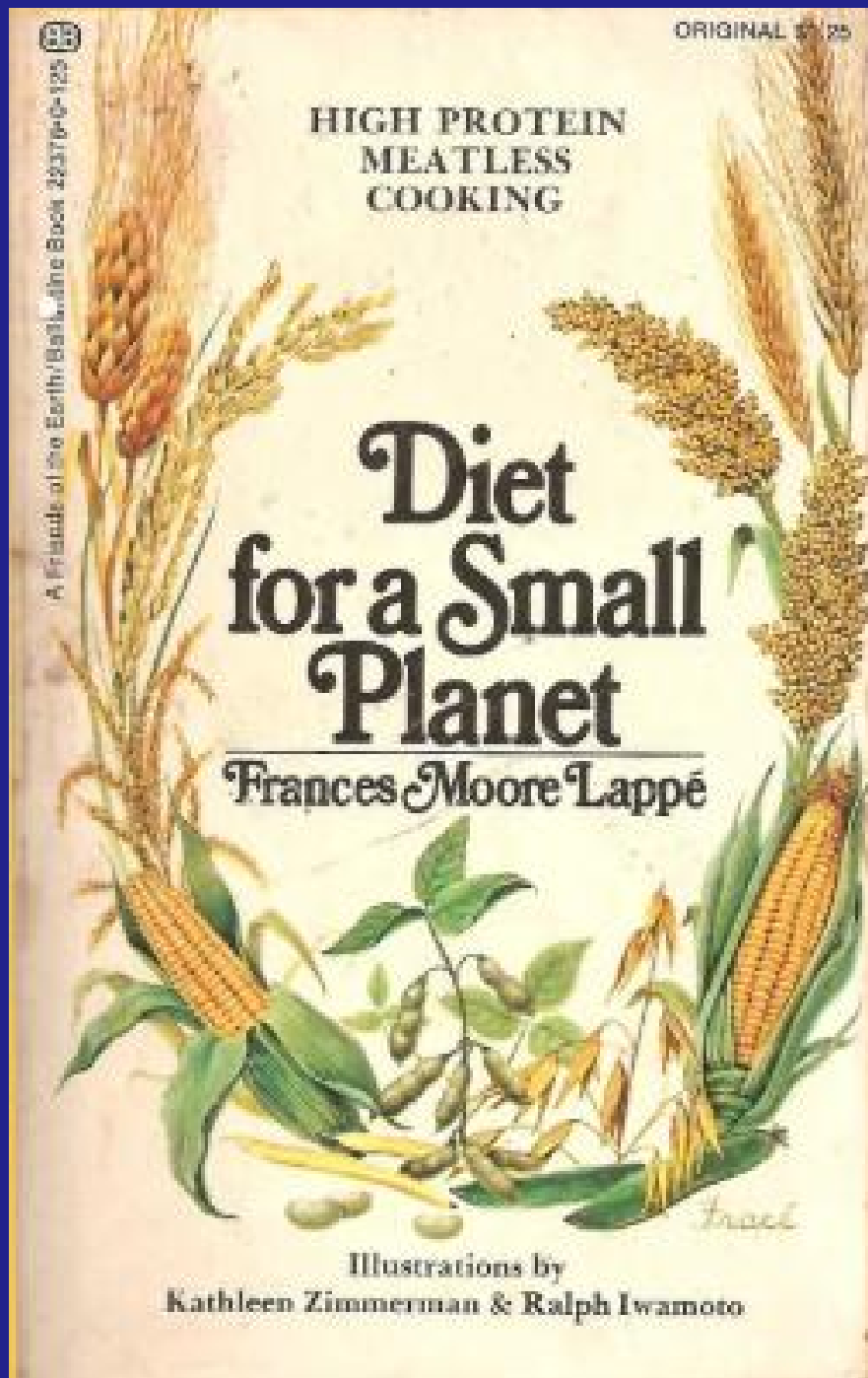


November
2025



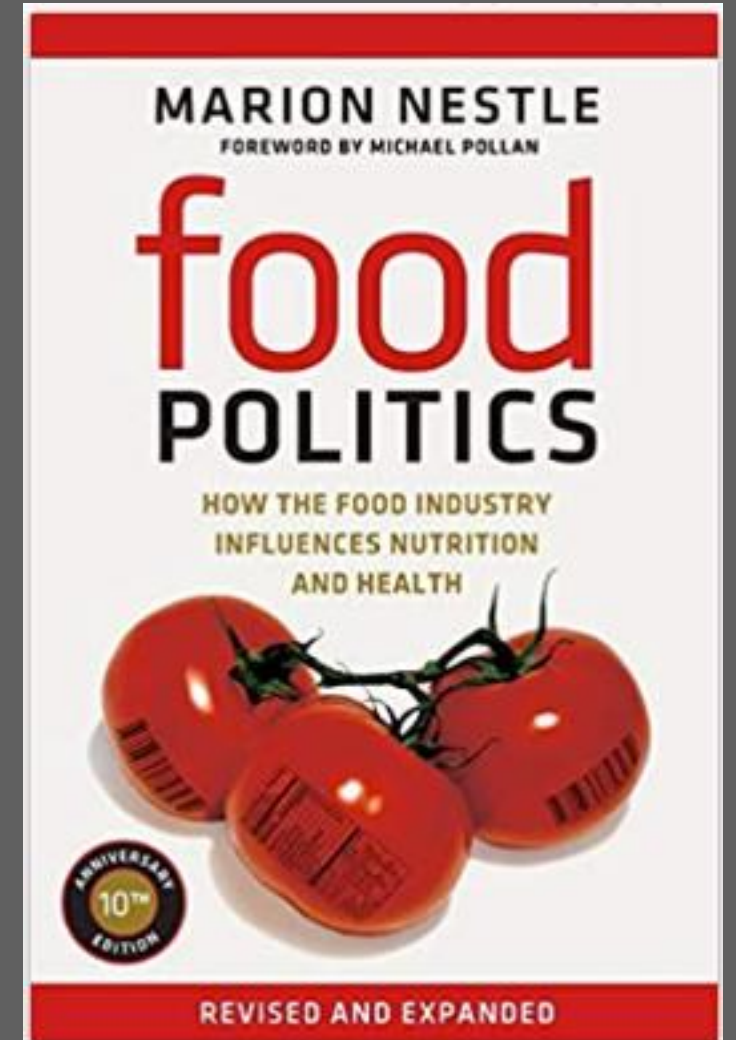
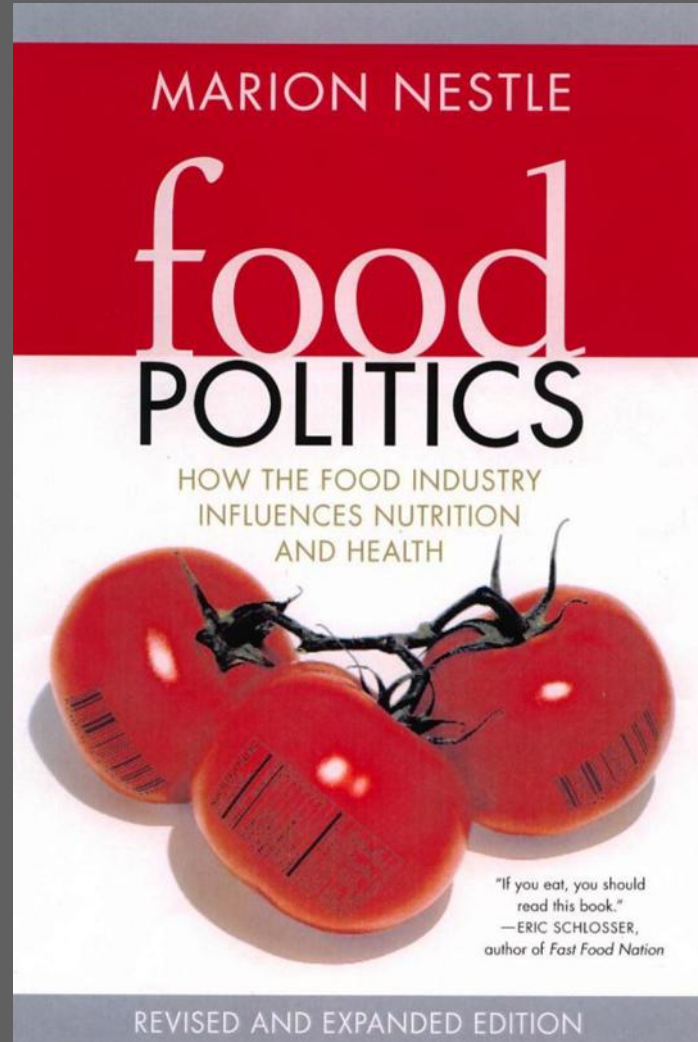
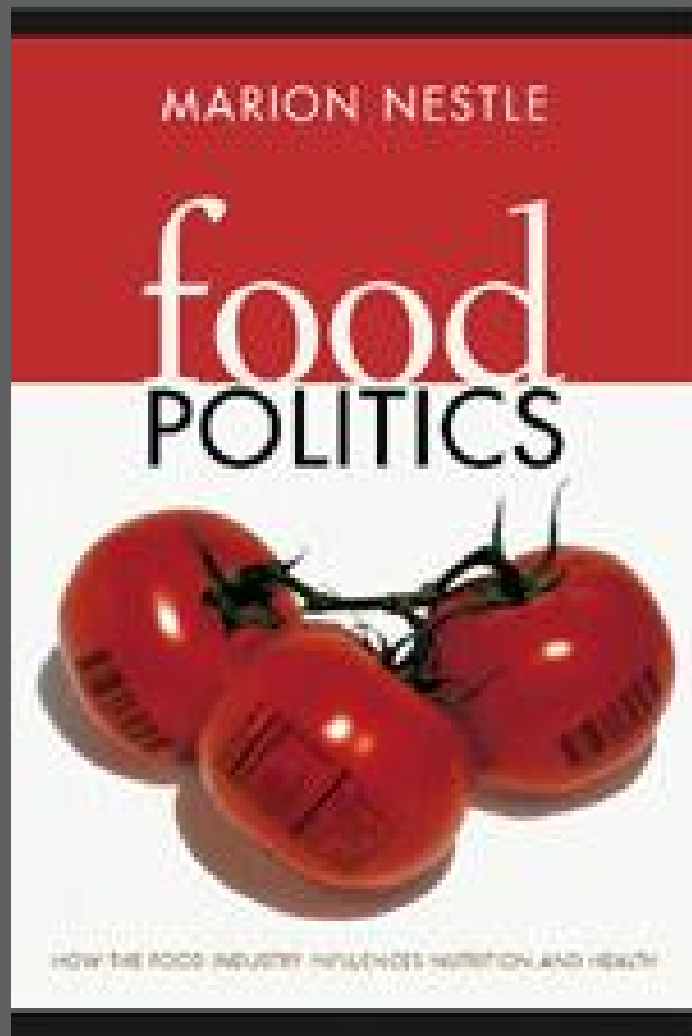
September
2026

1971



- Animal agriculture: Unsustainable
- Vegetarian diets: Healthy
- Plant proteins: Complement





University of California Press, 2002, 2007, 2013, 2027



Personal

- Taste
- Culture
- Values
- Identity

Political

- Social status
- Wealth
- Power



Donald J. Trump ✓

@realDonaldTrump



I am thrilled to announce Robert F. Kennedy Jr. as The United States Secretary of Health and Human Services (HHS). For too long, Americans have been crushed by the industrial food complex and drug companies who have engaged in deception, misinformation, and disinformation when it comes to Public Health. The Safety and Health of all Americans is the most important role of any Administration, and HHS will play a big role in helping ensure that everybody will be protected from harmful chemicals, pollutants, pesticides, pharmaceutical products, and food additives that have contributed to the overwhelming Health Crisis in this Country. Mr. Kennedy will restore these Agencies to the traditions of Gold Standard Scientific Research, and beacons of Transparency, to end the Chronic Disease epidemic, and to Make America Great and Healthy Again!

4:13 PM · Nov 14, 2024 · 144.9M Views

“Industrial food complex”



BUSINESS INSIDER

Cheat sheet: How RFK Jr., Trump's pick for HHS secretary, promises to 'Make America Healthy Again'

Hilary Brueck Nov 14, 2024, 4:48 PM EST

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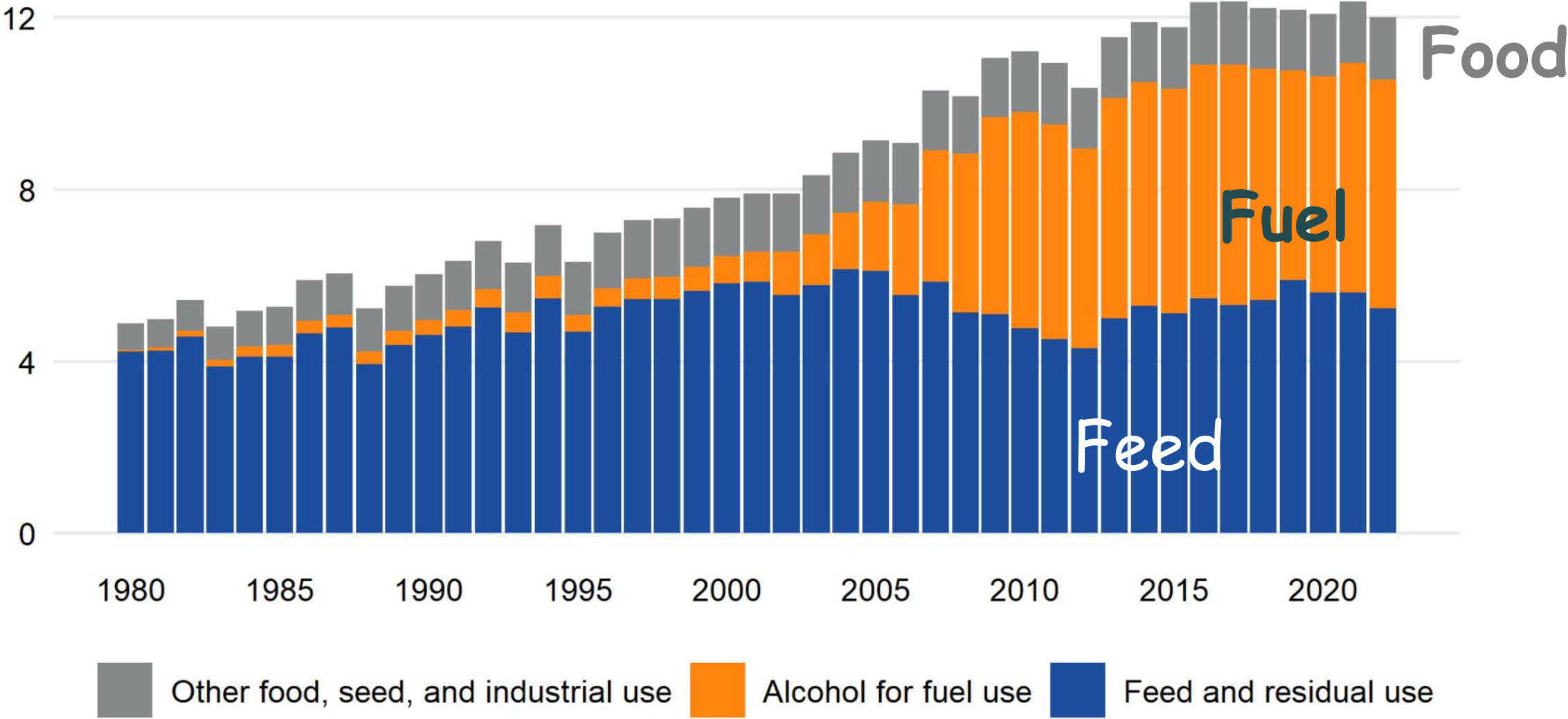


THE INDUSTRIAL FOOD COMPLEX



U.S. domestic corn use

Billion bushels



Updated: September 2022.
Source: USDA, National Agricultural Statistics Service.



U.S. Nutrition Policy 2011-2024

Plant foods: at least 75%

“Make half your plate fruits and vegetables”

Public Law 115–334

115th Congress

An Act

Dec. 20, 2018

[H.R. 2]

To provide for the reform and continuation of agricultural and other programs of the Department of Agriculture through fiscal year 2023, and for other purposes.

Agriculture Improvement Act of 2018.

7 USC 9001 note.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE; TABLE OF CONTENTS.

(a) SHORT TITLE.—This Act may be cited as the “Agriculture Improvement Act of 2018”.

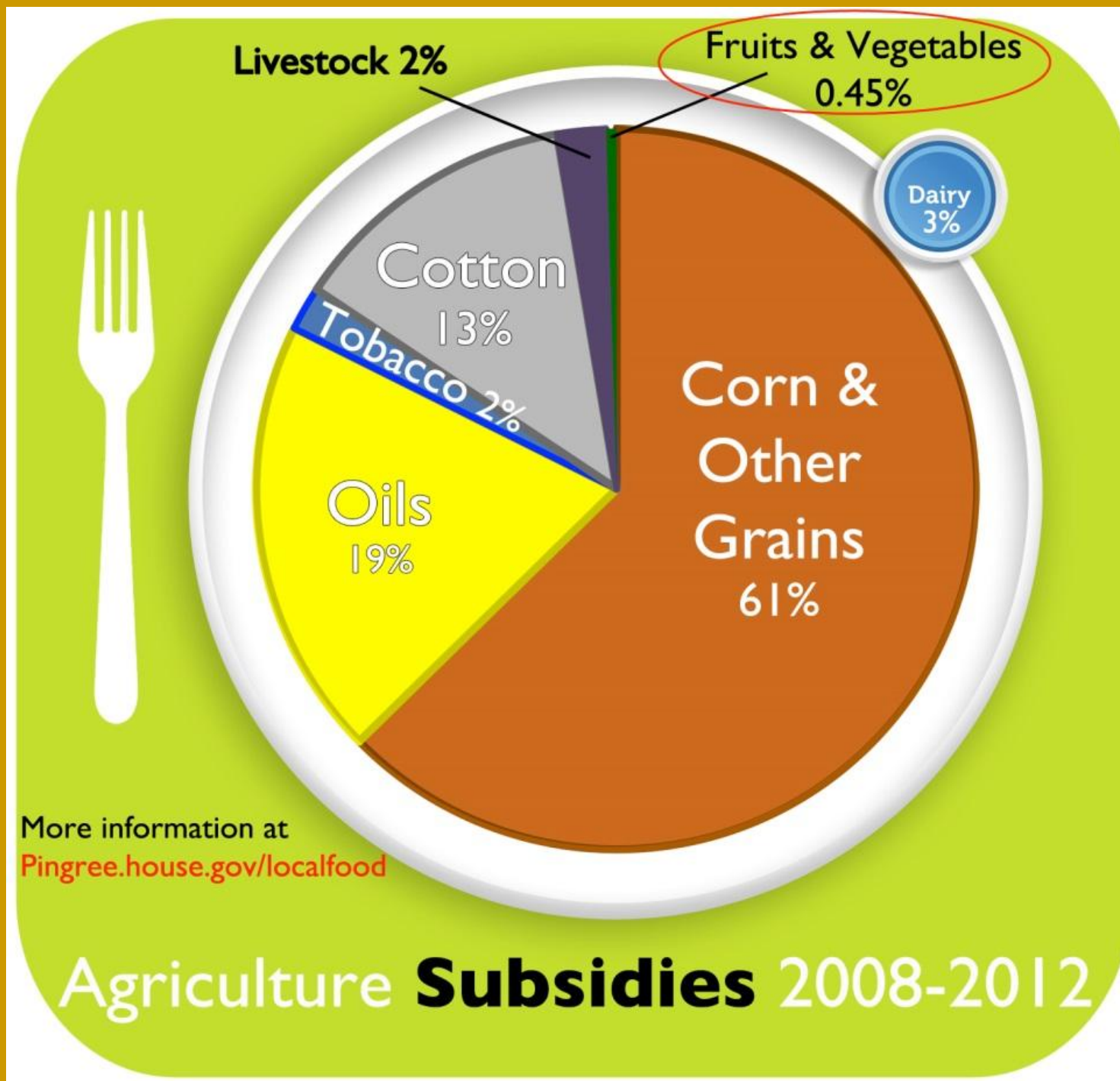
Agricultural

Policy



TITLE X—HORTICULTURE

- Sec. 10101. Specialty crops market news allocation.
- Sec. 10102. Local agriculture market program.
- Sec. 10103. Organic production and market data initiatives.
- Sec. 10104. Organic certification.
- Sec. 10105. National organic certification cost-share program.
- Sec. 10106. Food safety education initiatives.
- Sec. 10107. Specialty crop block grants.
- Sec. 10108. Amendments to the Plant Variety Protection Act.
- Sec. 10109. Multiple crop and pesticide use survey.
- Sec. 10110. Report on the arrival in the United States of forest pests through restrictions on the importation of certain plants for planting.
- Sec. 10111. Report on plant biostimulants.
- Sec. 10112. Clarification of use of funds for technical assistance.
- Sec. 10113. Hemp production.
- Sec. 10114. Interstate commerce.
- Sec. 10115. FIFRA interagency working group.
- Sec. 10116. Study on methyl bromide use in response to an emergency event.



Three-Quarters of U.S. Adults Are Now Overweight or Obese

A sweeping new paper reveals the dramatic rise of obesity rates nationwide since 1990.



Listen to this article · 7:32 min [Learn more](#)



Share full article



2.1K



Getty Images

By [Nina Agrawal](#)

Published Nov. 14, 2024 Updated Nov. 15, 2024, 2:17 a.m. ET



National-level and state-level prevalence of overweight and obesity among children, adolescents, and adults in the USA, 1990–2021, and forecasts up to 2050



GBD 2021 US Obesity Forecasting Collaborators*



Summary

Background Over the past several decades, the overweight and obesity epidemic in the USA has resulted in a significant health and economic burden. Understanding current trends and future trajectories at both national and state levels is crucial for assessing the success of existing interventions and informing future health policy changes. We estimated the prevalence of overweight and obesity from 1990 to 2021 with forecasts to 2050 for children and adolescents (aged 5–24 years) and adults (aged ≥ 25 years) at the national level. Additionally, we derived state-specific estimates and projections for older adolescents (aged 15–24 years) and adults for all 50 states and Washington, DC.

Methods In this analysis, self-reported and measured anthropometric data were extracted from 134 unique sources, which included all major national surveillance survey data. Adjustments were made to correct for self-reporting bias. For individuals older than 18 years, overweight was defined as having a BMI of 25 kg/m² to less than 30 kg/m² and obesity was defined as a BMI of 30 kg/m² or higher, and for individuals younger than 18 years definitions were based on International Obesity Task Force criteria. Historical trends of overweight and obesity prevalence from 1990 to 2021 were estimated using spatiotemporal Gaussian process regression models. A generalised ensemble modelling approach was then used to derive projected estimates up to 2050, assuming continuation of past trends and patterns. All estimates were calculated by age and sex at the national level, with estimates for older adolescents (aged 15–24 years) and adults aged (≥ 25 years) also calculated for 50 states and Washington, DC. 95% uncertainty intervals (UIs) were derived from the 2.5th and 97.5th percentiles of the posterior distributions of the respective estimates.

Published Online
November 14, 2024
[https://doi.org/10.1016/S0140-6736\(24\)01548-4](https://doi.org/10.1016/S0140-6736(24)01548-4)
See Online/Comment
[https://doi.org/10.1016/S0140-6736\(24\)02467-X](https://doi.org/10.1016/S0140-6736(24)02467-X)

*Listed at the end of the Article

Correspondence to:
Prof Simon I Hay, Institute for Health Metrics and Evaluation, University of Washington, Seattle, WA 98195, USA
sihay@uw.edu



**I WANT YOU
TO EAT MORE**



RFK Jr. calls out food industry as 'primary culprit' in worsening health epidemic

By Ryan Daily

29-Jan-2025 Last updated on 29-Jan-2025 at 23:44 GMT

FoodNavigator
— USA —



Robert F. Kennedy Jr. called for US food system changes to reverse during Senate confirmation hearing (R. Daily)

Ultraprocessed food is 'poisoning' Americans: RFK Jr. | Morning in America



ATTACKING ADDITIVES

RAIDS RAMP UP
COMING UP

POLICE
ICE

NEWS
NATION

RFK JR.'S CONFIRMATION HEARINGS BEGIN TODAY



0:12 / 2:38



2009

ultra processed foods

Invited commentary

Nutrition and health. The issue is not food, nor nutrients, so much as processing

Orthodox teaching and practice on nutrition and health almost always focuses on nutrients, or else on foods and drinks. Thus, diets that are high in folate and in green leafy vegetables are recommended, whereas diets high in saturated fat and in full-fat milk and other dairy products are not recommended. Food guides such as the US Food Guide Pyramid are designed to encourage consumption of healthier foods, by which is usually meant those higher in vitamins, minerals and other nutrients seen as desirable.

What is generally overlooked in such approaches, which currently dominate official and other authoritative information and education programmes, and also food and nutrition public health policies, is food processing. It is now generally acknowledged that the current pandemic of obesity and related chronic diseases has as one of its important causes increased consumption of convenience including pre-prepared foods^(1,2). However, the issue of food processing is largely ignored or minimised in education and information about food, nutrition and health, and also in public health policies.

A short commentary cannot be comprehensive, and a general proposal such as that made here is bound to have some problems and exceptions. Also, the social, cultural, economic and environmental consequences of food processing are not discussed here. Readers' comments and queries are invited.

Three groups of processed foods

Almost all food and drink is processed in some way, and processed foods and drinks do not form a homogeneous group. Of great importance for human health are differences resulting from the type, intensity and purpose of food processing. There is of course nothing wrong with the modification of fresh foods by processing as such. This commentary is not suggesting a 'back to nature' approach. Much depends on the type and intensity of processing. Official and other authoritative guides may indicate that the less some foods (such as cereals and cereal products) are processed the better, without giving much guidance on what this means. It is proposed here to divide processed foods and drinks into three groups (from now on, 'foods' should be taken to refer to foods and drinks).

Group 1 is of minimally processed foods. It is of whole foods that have been subjected to some process that does

Public Health Nutrition: page 1 of 13

Commentary

The UN Decade of Nutrition, the NOVA food classification and the trouble with ultra-processing

Carlos Augusto Monteiro^{1,2,*}, Geoffrey Cannon², Jean-Claude Moubarac^{2,3}, Renata Bertazzi Levy^{2,4}, Maria Laura C Louzada² and Patrícia Constante Jaime^{1,2}

¹Department of Nutrition, School of Public Health, University of São Paulo, Av. Dr Arnaldo 715, São Paulo 01246-904, Brazil; ²Center for Epidemiological Research in Nutrition and Health, University of São Paulo, São Paulo, Brazil; ³Département de Nutrition, Université de Montréal, Montréal, Canada; ⁴Department of Preventive Medicine, School of Medicine, University of São Paulo, São Paulo, Brazil

Submitted 27 October 2016; Final revision received 18 January 2017; Accepted 23 January 2017

Abstract

Given evident multiple threats to food systems and supplies, food security, human health and welfare, the living and physical world and the biosphere, the years 2016–2025 are now designated by the UN as the Decade of Nutrition, in support of the UN Sustainable Development Goals. For these initiatives to succeed, it is necessary to know which foods contribute to health and well-being, and which are unhealthy. The present commentary outlines the NOVA system of food classification based on the nature, extent and purpose of food processing. Evidence that NOVA effectively addresses the quality of diets and their impact on all forms of malnutrition, and also the sustainability of food systems, has now accumulated in a number of countries, as shown here. A singular feature of NOVA is its identification of ultra-processed food and drink products. These are not modified foods, but formulations mostly of cheap industrial sources of dietary energy and nutrients plus additives, using a series of processes (hence 'ultra-processed'). All together, they are energy-dense, high in unhealthy types of fat, refined starches, free sugars and salt, and poor sources of protein, dietary fibre and micronutrients. Ultra-processed products are made to be hyper-palatable and attractive, with long shelf-life, and able to be consumed anywhere, any time. Their formulation, presentation and marketing often promote overconsumption. Studies based on NOVA show that ultra-processed products now dominate the food supplies of various high-income countries and are increasingly pervasive in lower-middle- and upper-middle-income countries. The evidence so far shows that displacement of minimally processed foods and freshly prepared dishes and meals by ultra-processed products is associated with unhealthy dietary nutrient profiles and several diet-related non-communicable diseases. Ultra-processed products are also troublesome from social, cultural, economic, political and environmental points of view. We conclude that the ever-increasing production and consumption of these products is a world crisis, to be confronted, checked and reversed as part of the work of the UN Sustainable Development Goals and its Decade of Nutrition.

Keywords
Sustainable Development Goals
Decade of Nutrition
Food processing
Ultra-processed food
NOVA
The Anthropocene

saúde

Carlos Augusto Monteiro

Alimentos industrializados estão acabando com as culturas gastronômicas

Médico que investiga mudanças de padrões alimentares foi citado em relatório como um dos pesquisadores mais relevantes do país

Insistência de que não há sentido em falar em ultraprocesso

QUANTO MAIS alimentos são processados, mais se afastam da natureza. Isso é o que diz o médico Carlos Augusto Monteiro, da Universidade de São Paulo (USP), em um artigo publicado na revista científica *Public Health Nutrition*. Segundo ele, a indústria alimentícia está criando produtos cada vez mais ultraprocessados, o que significa que eles são feitos a partir de ingredientes altamente refinados e com aditivos químicos. Monteiro afirma que isso está levando a uma perda da diversidade alimentar e a uma piora na saúde da população.

Monteiro, que é professor de Nutrição na USP, também é autor de um livro recente, *Alimentos ultraprocessados: a ameaça à saúde*. Ele argumenta que a indústria alimentícia está criando produtos que são extremamente palatáveis, mas que são pobres em nutrientes e que podem levar a problemas de saúde, como obesidade e doenças crônicas.

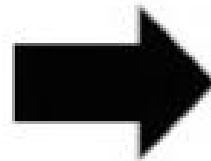
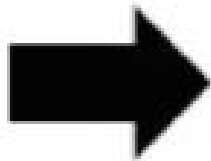
Ele também critica a forma como a indústria alimentícia se promove, afirmando que ela usa muita propaganda para vender seus produtos, muitas vezes sem necessidade. Monteiro defende que a sociedade deve valorizar mais os alimentos frescos e menos processados, e que a indústria alimentícia deve ser regulamentada para garantir a qualidade e a segurança dos produtos.

ENTREVISTA
Sandra Silva

Monteiro: A indústria alimentícia está criando produtos que são extremamente palatáveis, mas que são pobres em nutrientes e que podem levar a problemas de saúde, como obesidade e doenças crônicas.

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Monteiro defende que a sociedade deve valorizar mais os alimentos frescos e menos processados, e que a indústria alimentícia deve ser regulamentada para garantir a qualidade e a segurança dos produtos.



Minimally Processed

Processed

Ultra-Processed

FOOD

Commentary

Ultra-processed foods: what they are and how to identify them

Carlos A Monteiro^{1,2,*}, Geoffrey Cannon², Renata B Levy^{2,3}, Jean-Claude Moubarac⁴, Maria LC Louzada², Fernanda Rauber², Neha Khandpur², Gustavo Cediel², Daniela Neri², Euridice Martinez-Steele², Larissa G Baraldi² and Patricia C Jaime^{1,2}

¹Department of Nutrition, School of Public Health, University of São Paulo, São Paulo, Brazil; ²Center for Epidemiological Research in Nutrition and Health, Department of Nutrition, School of Public Health, University of São Paulo, Av. Dr Arnaldo 715, São Paulo, SP 01246-904, Brazil; ³Department of Preventive Medicine, School of Medicine, University of São Paulo, São Paulo, Brazil; ⁴Département de Nutrition, Université de Montréal, Montréal, Canada

Submitted 3 September 2018; Final revision received 21 November 2018; Accepted 30 November 2018; First published online 12 February 2019

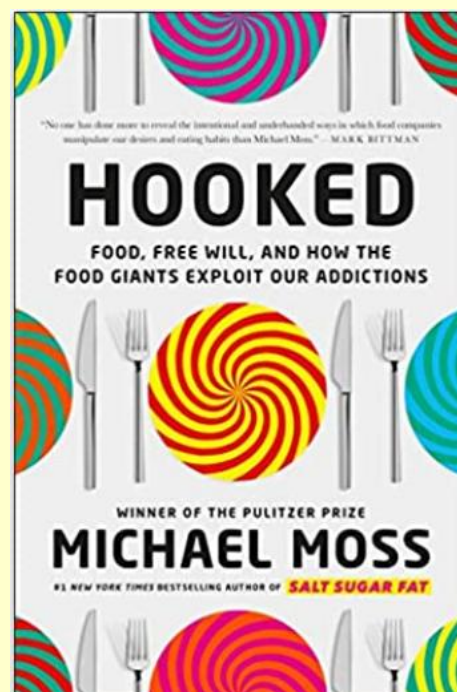
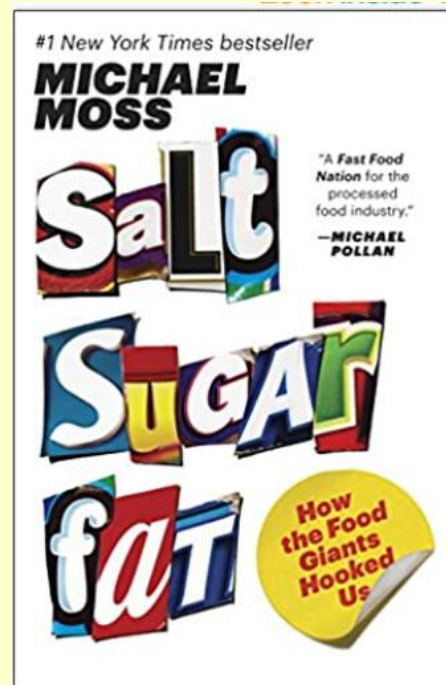
Abstract

The present commentary contains a clear and simple guide designed to identify ultra-processed foods. It responds to the growing interest in ultra-processed foods among policy makers, academic researchers, health professionals, journalists and consumers concerned to devise policies, investigate dietary patterns, advise people, prepare media coverage, and when buying food and checking labels in shops or at home. Ultra-processed foods are defined within the NOVA classification system, which groups foods according to the extent and purpose of industrial processing. Processes enabling the manufacture of ultra-processed foods include the fractioning of whole foods into substances, chemical modifications of these substances, assembly of unmodified and modified food substances, frequent use of cosmetic additives and sophisticated packaging. Processes and ingredients used to manufacture ultra-processed foods are designed to create highly profitable (low-cost ingredients, long shelf-life, emphatic branding), convenient (ready-to-consume), hyper-palatable products liable to displace all other NOVA food groups, notably unprocessed or minimally processed foods. A practical way to identify an ultra-processed product is to check to see if its list of ingredients contains at least one item characteristic of the NOVA ultra-processed food group, which is to say, either food substances never or rarely used in kitchens (such as high-fructose corn syrup, hydrogenated or interesterified oils, and hydrolysed proteins), or classes of additives designed to make the final product palatable or more appealing (such as flavours, flavour enhancers, colours, emulsifiers, emulsifying salts, sweeteners, thickeners, and anti-foaming, bulking, carbonating, foaming, gelling and glazing agents).

Keywords
Ultra-processed food
Food processing
Food classification
NOVA



- Industrially transformed
- Additives: color, flavor, texture
- Can't be made in home kitchens
- Designed for profit
- Designed to be irresistible ("addictive")



Received: 9 May 2022 | Accepted: 15 September 2022

DOI: 10.1111/add.16065

ADDICTION OPINION AND DEBATE

ADDICTION

SSA

Highly processed foods can be considered addictive substances based on established scientific criteria

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¹Department of Psychology, University of Michigan, Ann Arbor, MI, USA

²Frail Biomedical Research Institute at VTC, Roanoke, VA, USA

³Department of Human Nutrition Foods, and Exercise, Virginia Polytechnic Institute and State University, Blacksburg, VA, USA

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Funding Information

A.G. DiFelicantonio is an ITHRIV Scholar. The ITHRIV Scholars Program is supported in part by the National Center for Advancing Translational Sciences of the National Institutes of Health. Grant/Award Numbers: UL1TR000015, KL2TR000016

Abstract

Background: There is growing evidence that an addictive-eating phenotype may exist. There is significant debate regarding whether highly processed foods (HPFs; foods with refined carbohydrates and/or added fats) are addictive. The lack of scientifically grounded criteria to evaluate the addictive nature of HPFs has hindered the resolution of this debate.

Analysis: The most recent scientific debate regarding a substance's addictive potential centered around tobacco. In 1988, the Surgeon General issued a report identifying tobacco products as addictive based on three primary scientific criteria: their ability to (1) cause highly controlled or compulsive use, (2) cause psychoactive (i.e. mood-altering) effects via their effect on the brain and (3) reinforce behavior. Scientific advances have now identified the ability of tobacco products to (4) trigger strong urges or craving as another important indicator of addictive potential. Here, we propose that these four criteria provide scientifically valid benchmarks that can be used to evaluate the addictiveness of HPFs. Then, we review the evidence regarding whether HPFs meet each criterion. Finally, we consider the implications of labeling HPFs as addictive.

Conclusion: Highly processed foods (HPFs) can meet the criteria to be labeled as addictive substances using the standards set for tobacco products. The addictive potential of HPFs may be a key factor contributing to the high public health costs associated with a food environment dominated by cheap, accessible and heavily marketed HPFs.

KEYWORDS

Addiction criteria, carbohydrates, compulsion, fat, food addiction, highly processed foods, nicotine, reinforcement, smoking, tobacco

INTRODUCTION

There is evidence that an eating phenotype exists that reflects the hallmarks of addiction (e.g. loss of control over intake, intense cravings, inability to cut down and continued use despite negative consequences) [1]. Based on meta-analyses, approximately 14% of adults and 12% of children exhibit this addictive-like eating phenotype, commonly called food addiction [2, 3]. Although some have questioned

the utility of applying an addiction framework to food intake [4–7], food addiction is associated with mechanisms implicated in other addictive disorders (e.g. impulsivity, reward dysfunction and emotion dysregulation), as well as a lower quality of life and a poorer response to weight-loss treatments [1, 8, 9]. Controversy exists surrounding the role of the food in triggering this addictive-like eating phenotype. Some propose that it is the act of eating regardless of the type of food consumed that is addicting [10], or that while the type of food is

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© 2022 The Authors. Addiction published by John Wiley & Sons Ltd on behalf of Society for the Study of Addiction.

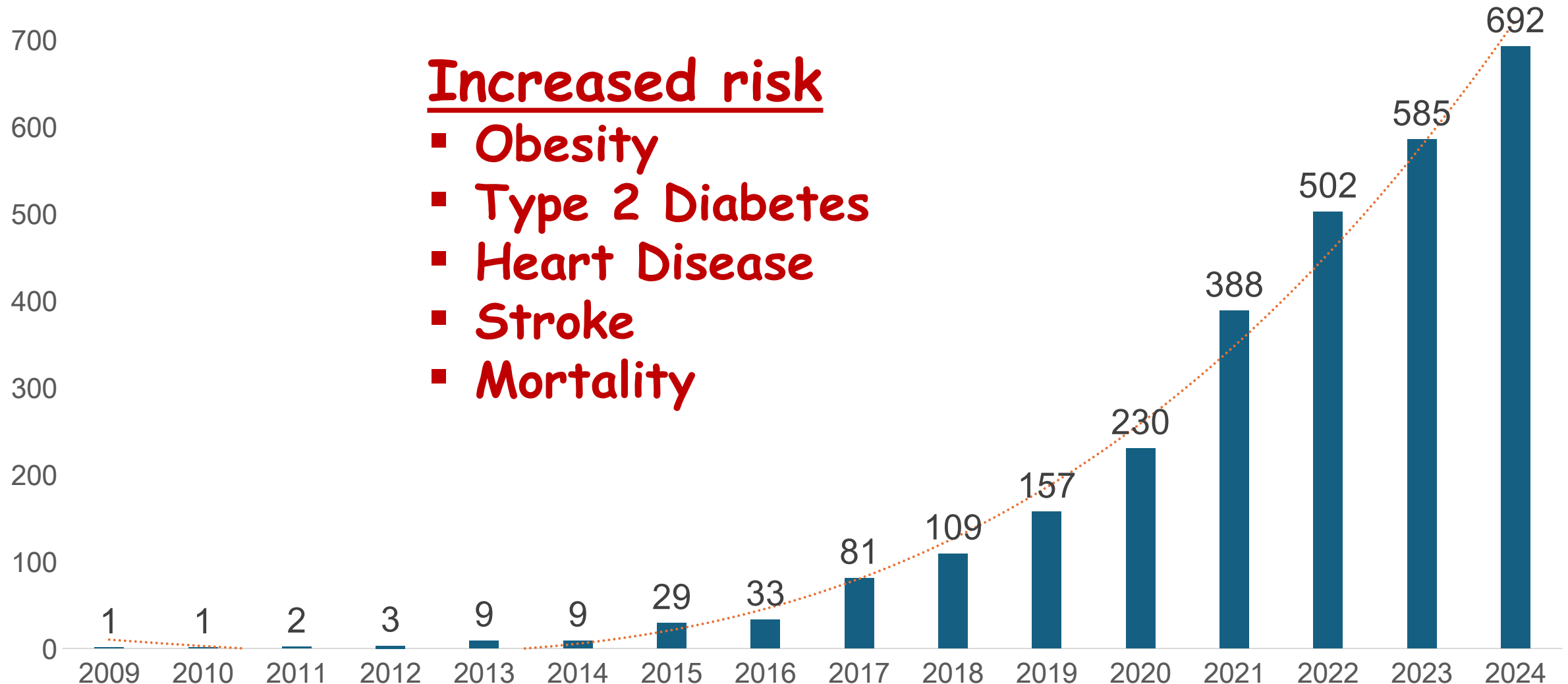
Addiction, 2022, 1–10.

[wileyonlinelibrary.com/journal/add](https://onlinelibrary.com/journal/add) | 1

2,516 papers in PubMed with the term 'ultra-processed'

Increased risk

- Obesity
- Type 2 Diabetes
- Heart Disease
- Stroke
- Mortality

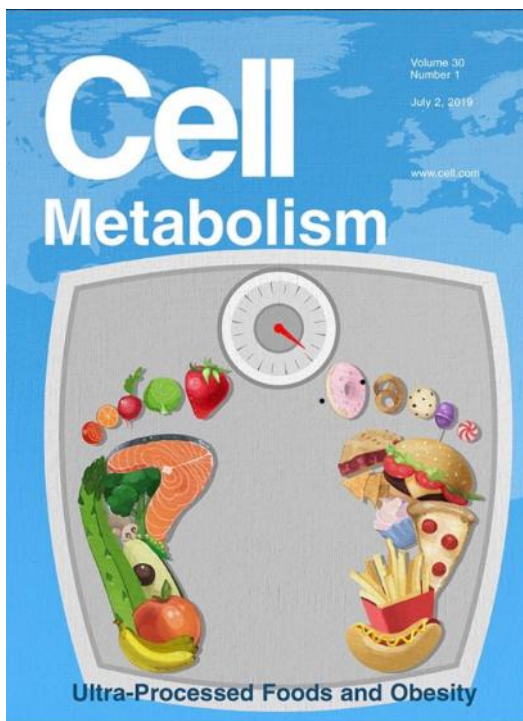


Ultra-Processed Diets Cause Excess Calorie Intake and Weight Gain: An Inpatient Randomized Controlled Trial of *Ad Libitum* Food Intake

Kevin D. Hall,^{1,5,*} Alexis Ayuketah,¹ Robert Brychta,¹ Hongyi Cai,¹ Thomas Cassimatis,¹ Kong Y. Chen,¹ Stephanie T. Chung,¹ Elise Costa,¹ Amber Courville,² Valerie Darcey,¹ Laura A. Fletcher,¹ Ciaran G. Forde,⁴ Ahmed M. Gharib,¹ Juen Guo,¹ Rebecca Howard,¹ Paule V. Joseph,³ Suzanne McGehee,¹ Robert Ouwerkerk,¹ Klaudia Raisinger,² Irene Rozga,¹ Michael Stagliano,¹ Mary Walter,¹ Peter J. Walter,¹ Shanna Yang,² and Megan Zhou¹

Hall et al., 2019, *Cell Metabolism* 30, 1–10

August 6, 2019 Published by Elsevier Inc.



+ 500 Calories/day !!!

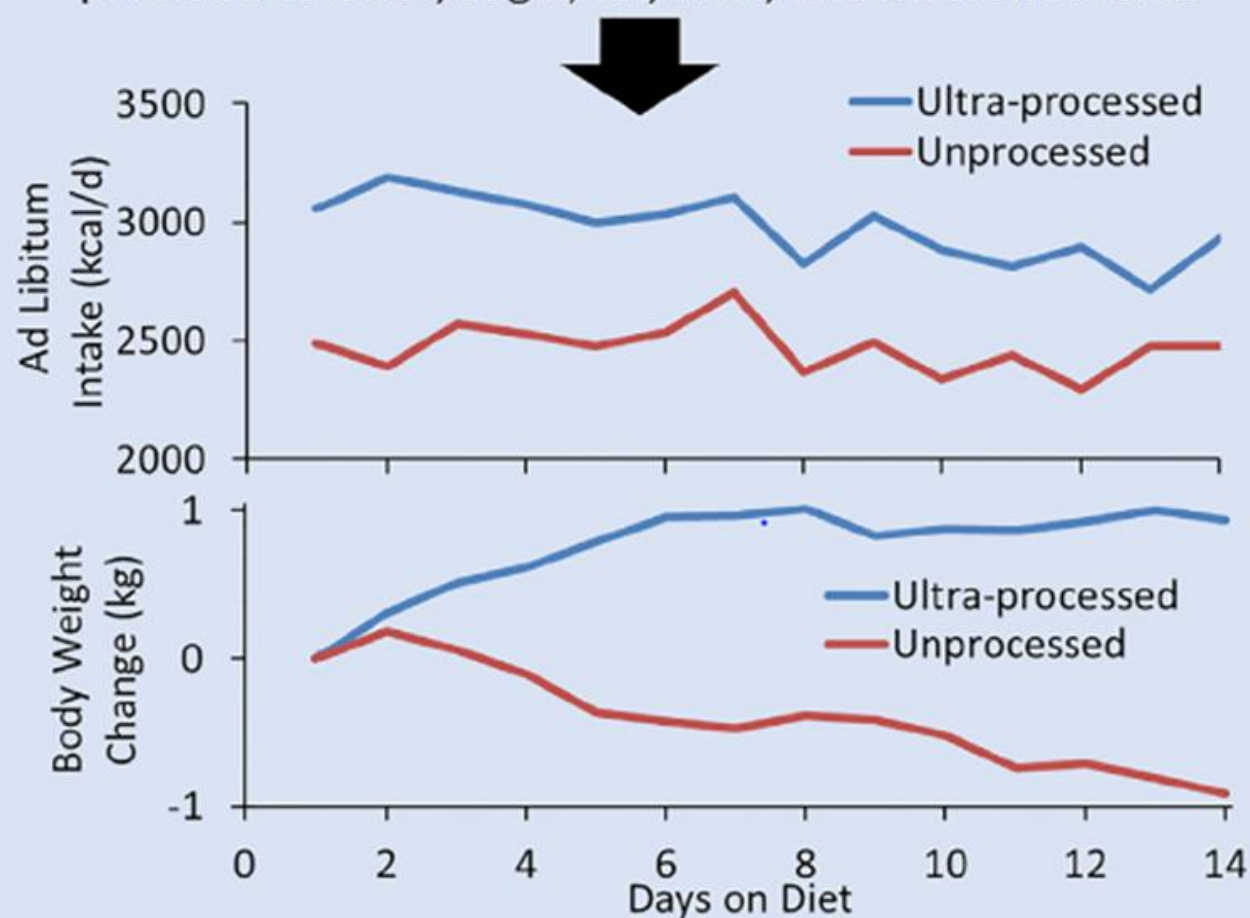
Ultra-processed Diet

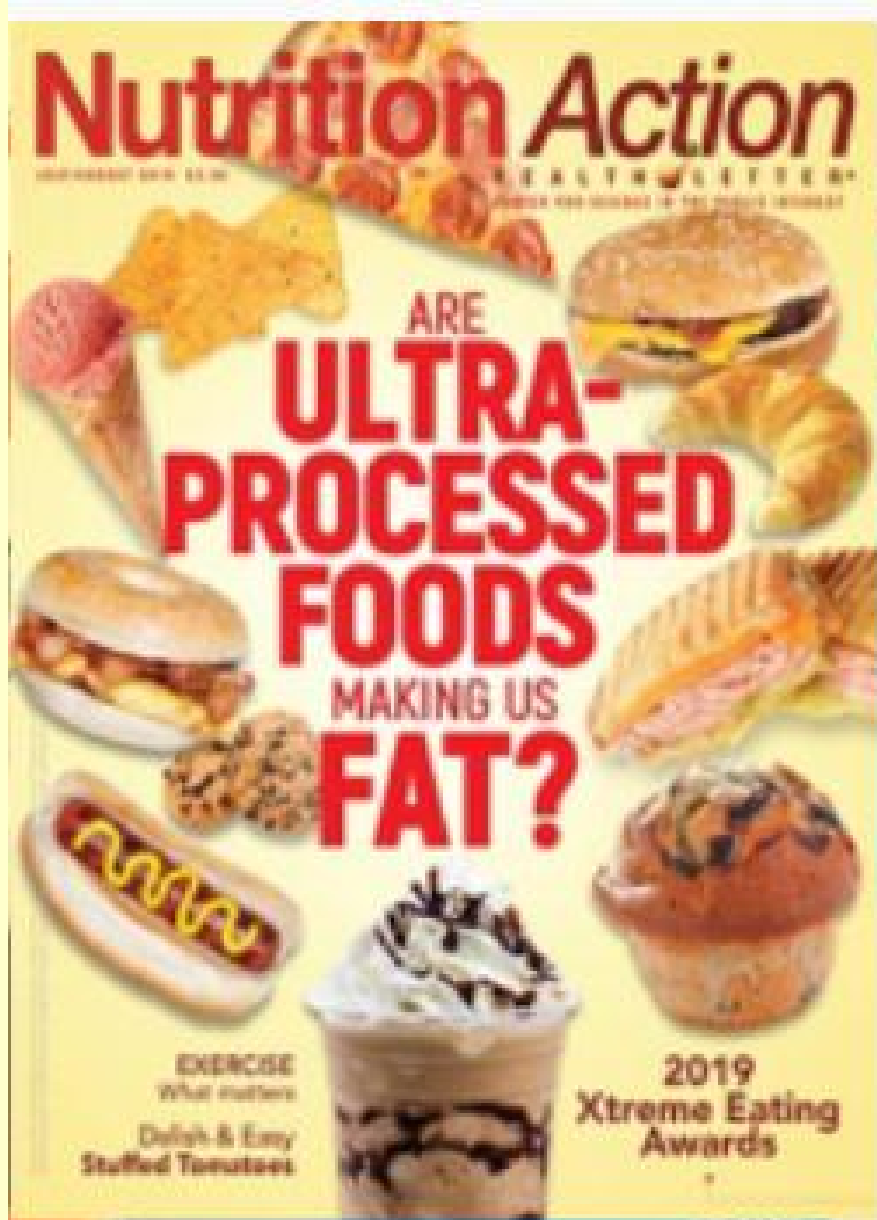


Unprocessed Diet



Diets were presented in random order and matched for provided calories, sugar, fat, fiber, and macronutrients





Obvious implication

Minimize ultra-processed foods

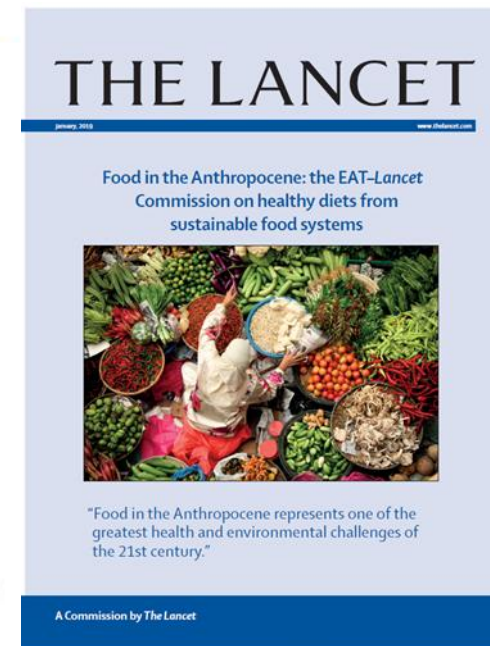


How can we feed a future population of 10 billion people a healthy diet within planetary boundaries?

2019

#foodcanfixit

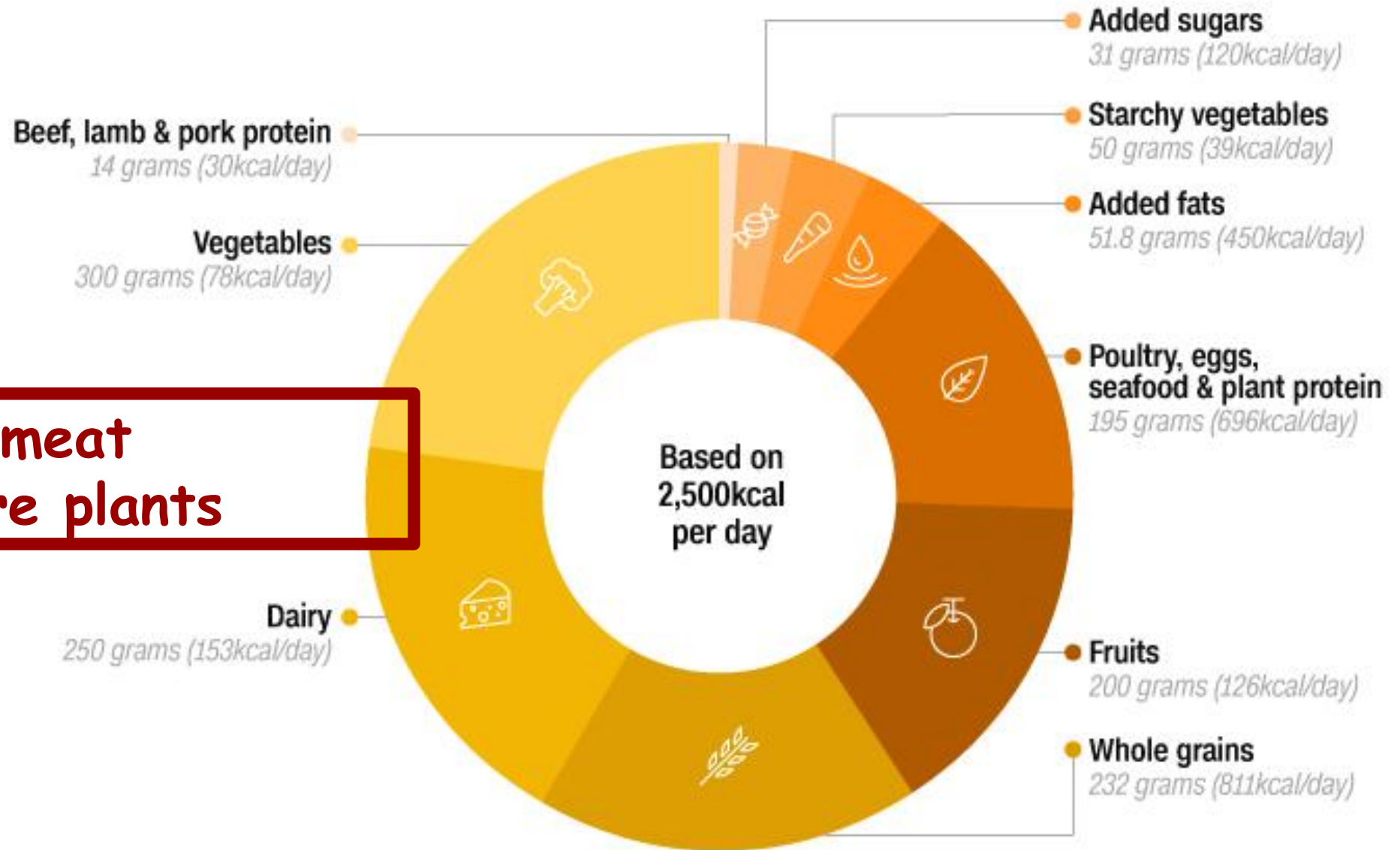
#EATLancet



The 'planetary health diet'



- 50% less meat
- 100% more plants





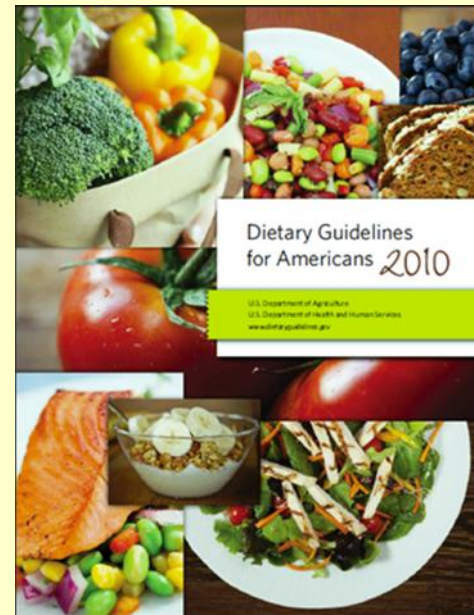
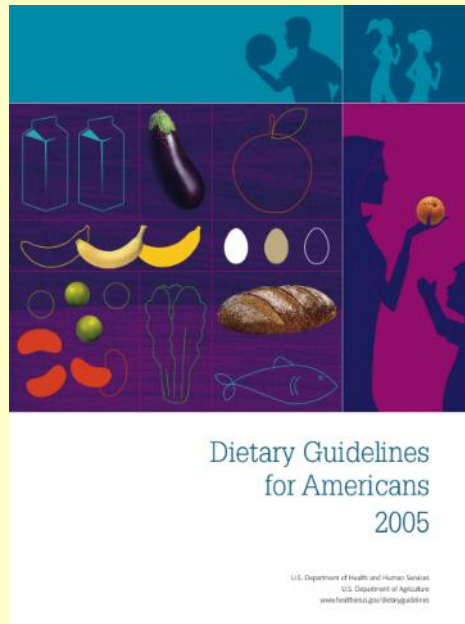
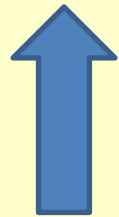
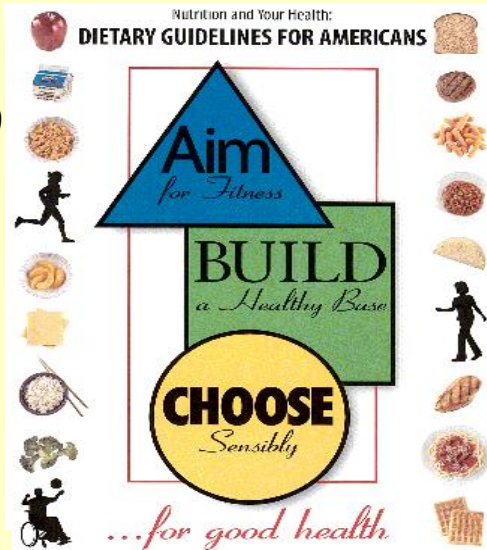
Politics over Dietary Guidelines?

- Nutrition policy
- Food programs: School food, SNAP, WIC, Military
- Nutrition professionals
- Food industry
- The general public ?



Dietary Guidelines: 1980-2025

1980-2000



Nutrition and Your Health

Dietary Guidelines for Americans

1980-1985



Eat a Variety of Foods page 4



Maintain Ideal Weight page 7



Avoid Too Much Fat, Saturated Fat, and Cholesterol page 11



Eat Foods with Adequate Starch and Fiber page 13



Avoid Too Much Sugar page 15



Avoid Too Much Sodium page 17



If You Drink Alcohol, Do So in Moderation page 19

2020-2025

“Eat less meat, dairy”

“Eat more plants”

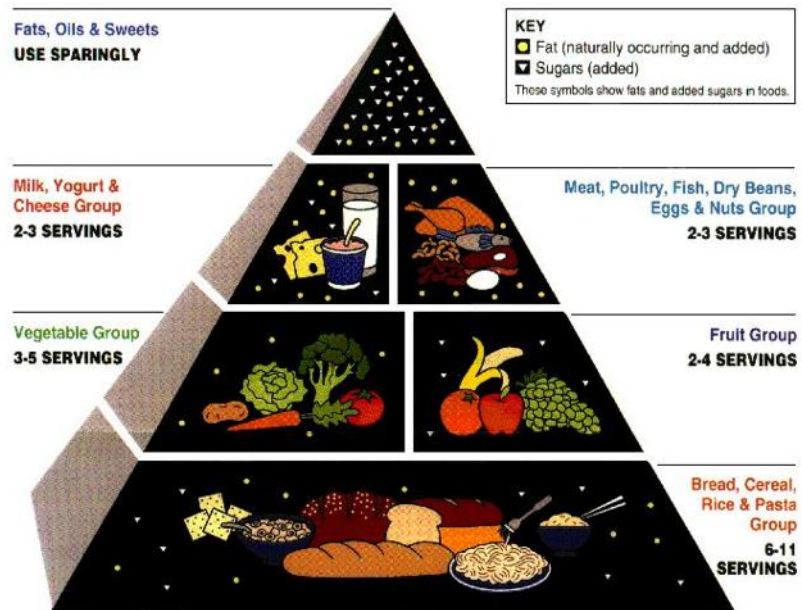
“Limit soft drinks”

“Limit fast food, snacks”

The Guidelines

Make every bite count
with the *Dietary Guidelines for Americans*. Here's how:





1992



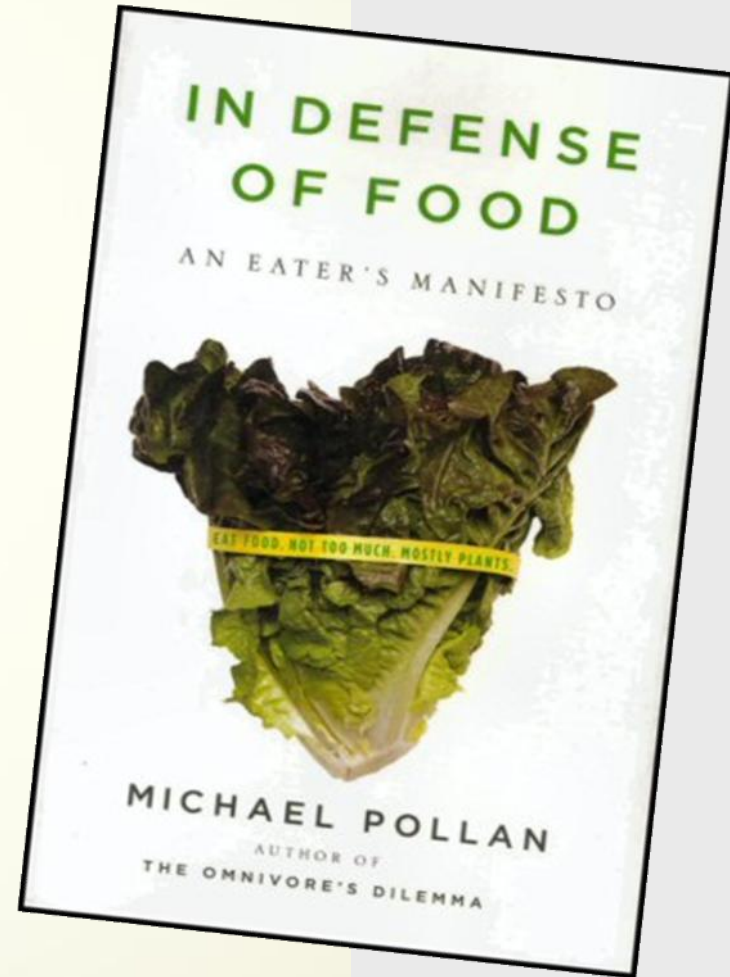
2005



2011

Eat food.
Not *too* much.
Mostly plants.

Michael Pollan,
In Defense of Food





Secretary Kennedy

@SecKennedy



We're overhauling the federal dietary guidelines—with clarity and common sense.

The current 453-page document is bloated and broken. Our new version will be short, simple, and focused on health, not corporate interests.

These new guidelines will reshape school meals, military food, prison food, and more. This is how we Make America Healthy Again.



4:26 PM · Aug 4, 2025 · 231.4K Views

"Our new version will be short, simple, and focused on health, not corporate interests."

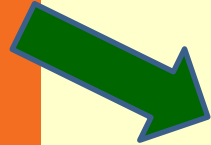


Prepared for the
Committee by the
Agricultural
Research
Service
United States
Department of
Agriculture
United States
Department of
Health and
Human Services
May 2010

Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010

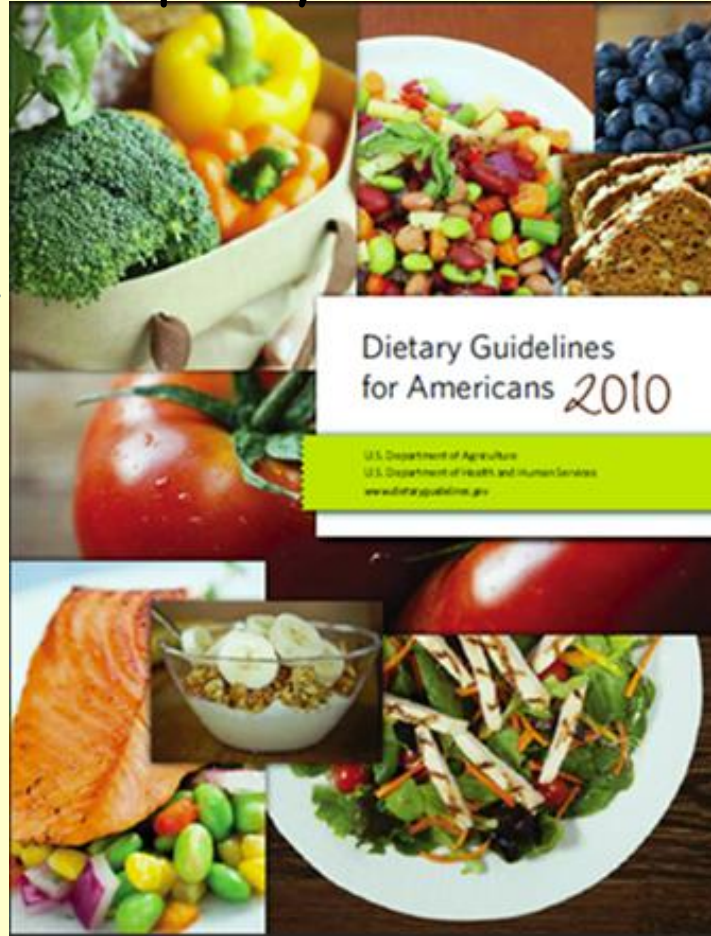
To the Secretary of Agriculture and the
Secretary of Health and Human Services

Scientific report
Expert committee
For: USDA and HHS



Dietary Guidelines USDA and HHS

For: Food policymakers, nutritionists



Food Guide USDA

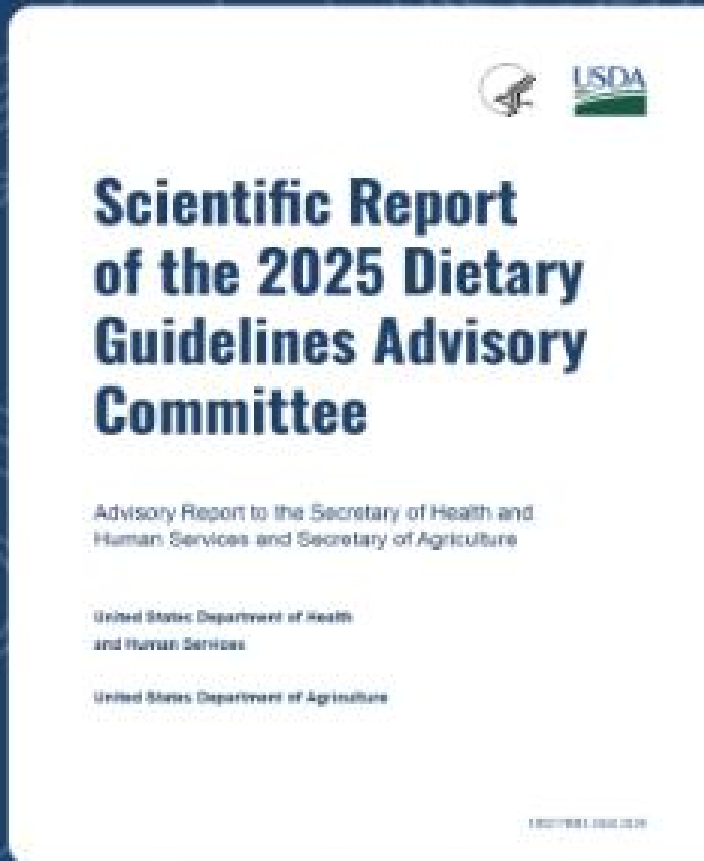
For: General public



2025-2030 DGAC Report

Biden Administration

December 2024



- Nutrient-dense, plant foods
- Less red and processed meat
- Fat-free dairy
- Limit sugar, sodium, saturated fat, alcohol
- Balance calories
- Ultra-processed foods? "Not conclusive."

421 pages



U.S. Department of Agriculture

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PRESS RELEASE

USDA, HHS Share Update on Dietary Guidelines for Americans Process

PUBLISHED: March 11, 2025

SHARE:



"We will make certain the 2025-2030 Guidelines are based on sound science, not political science. Gone are the days where leftist ideologies guide public policy."

Leftist ideology in dietary guidelines?

- Plants v. animal foods
- Expertise v. personal experience
- Government regulation v. personal responsibility



RFK Jr: We need to stop trusting the experts... Trusting the experts is not a feature of science or democracy, it's a feature of religion and totalitarianism.



8:05 PM · Aug 29, 2025 · **1.4M** Views

Acknowledgements

The data for this report were compiled by Christopher Ramsden, MD, PhD, CAPT, U.S. Public Health Service Commissioned Corps, National Institute on Aging, National Institutes of Health. Input and revisions were provided by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture.

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The Scientific Foundation For The Dietary Guidelines For Americans Appendices



realfood.gov

2025-2030

January 7, 2026

The Scientific Foundation For The Dietary Guidelines For Americans



realfood.gov

2025-2030

- 90 pages
- Science summary
- Guidelines
- 1 author

Dietary Guidelines For Americans



realfood.gov

2025-2030

10 pages
Authors ?

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

Real Food Starts Here

Better health begins on your plate—not in your medicine cabinet.
The new Dietary Guidelines for Americans defines real food as whole, nutrient-dense, and naturally occurring, placing them back at the center of our diets.

[View the Guidelines](#)

RealFood.gov/

- 418 pages
- Science reviews
- 1-3 authors, each

Eat Real Food



January 7, 2026



Dietary Guidelines For Americans



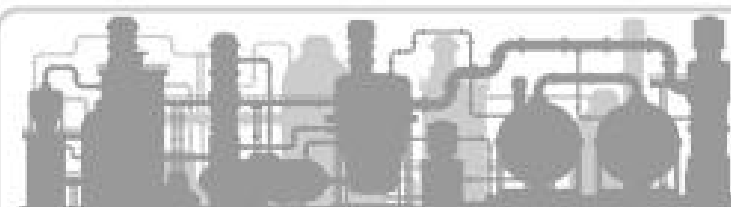
~Repeat previous advice

1. Eat the right amount for you.
2. Prioritize protein foods at every meal.
3. Consume dairy [full-fat]
4. Eat vegetables & fruits throughout the day.
5. Incorporate healthy fats.
6. Focus on whole grains.
7. Limit highly processed foods, added sugars & refined carbohydrates.
8. Limit alcoholic beverages.

FARM



FACTORY



Extracted ingredients

Refined starches
Added sugars
Refined oils

Packaging

Phthalates
PFAS
Microplastics

Chemical additives

Flavor enhancers
Artificial sweeteners
Artificial colors
Emulsifiers
Stabilizers
Preservatives

TABLE

↓ 28%

↓ 6%

↓ 66%



Minimally processed,
nutrient-dense foods

Moderately
processed
foods

Highly-processed foods, engineered food-like items,
sweetened beverages

Rationale →



Calley Means  @calleymeans · Jan 12
The new food pyramid is not complicated.



Pick a whole food protein, pick a vegetable or three. Add some grains if you choose. Ideally add something fermented.

Humans don't overeat carrots, broccoli, salmon, and steak.

Our body has natural **satiety** signals for real food.

The New Pyramid



**WE ARE
ENDING THE WAR
ON PROTEIN**



The WHITE HOUSE

"We're ending the war on saturated fats in this country...we're going to publish dietary guidelines that are going to stress the importance of protein and saturated fats."



Prioritize Protein Foods at Every Meal

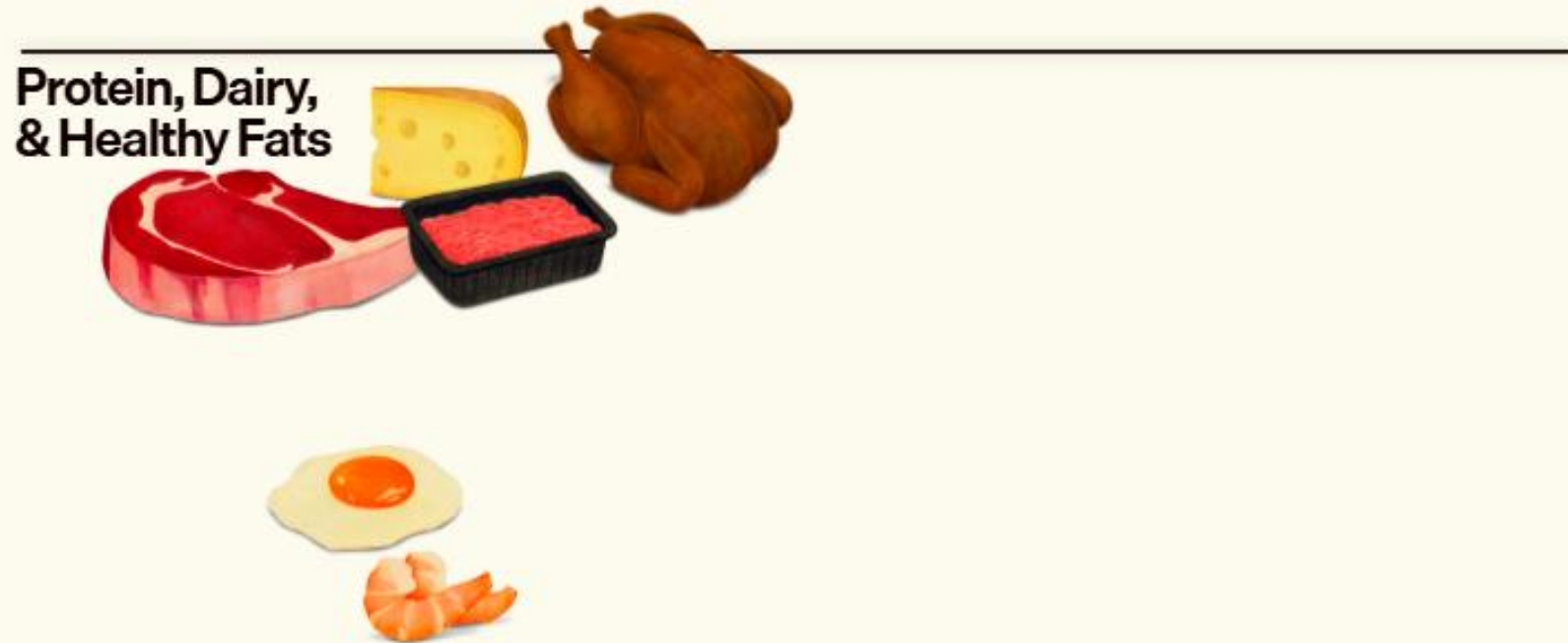
- + Consume a variety of protein foods from animal sources, including eggs, poultry, seafood, and red meat, as well as a variety of plant-sourced protein foods, including beans, peas, lentils, legumes, nuts, seeds, and soy.

The New Pyramid

Protein, Dairy,
& Healthy Fats



The New Pyramid



The New Pyramid



The New Pyramid

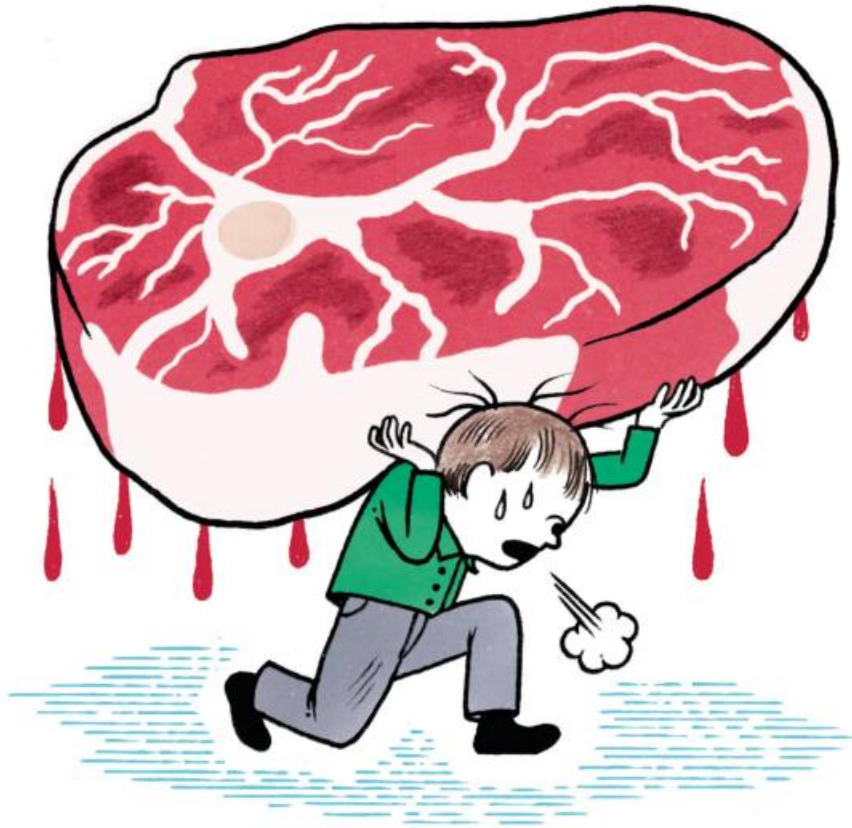


The New Pyramid



The New Food Pyramid, Brought to You by Big Meat

Jan. 10, 2026



FOOD POLITICS

by Marion Nestle

FEB
12
2026

Is the Dietary Guidelines' prioritizing of meat about industry lobbying or personal ideology?

Advisers Would Have 'No Conflicts of Interest.' Some Did.

New federal guidelines, which emphasize protein, meat and milk, were informed by a panel of experts with several ties to the meat and dairy industries.

▶ Listen to this article · 6:44 min [Learn more](#)

📄 Share full article 🔗 📌 0



Jacquelyn Martin/Associated Press



By [Alice Callahan](#) and [Maggie Astor](#)

Jan. 9, 2026, 1:53 p.m. ET

- National Cattlemen's Beef Association
- National Pork Board
- Global Dairy Platform
- Nutricia/Danone
- American Dairy Science Association
- National Dairy Council
- California Dairy Innovation Center
- California Dairy Research Foundation
- Fonterra Limited
- Dairy Management, Inc

RFK Jr. only eats meat, fermented foods. The carnivore diet, explained.

Sara Moniuszko USA TODAY

Updated Jan. 21, 2026, 10:05 a.m. ET



hhsgov  4d

No cake, just steak.

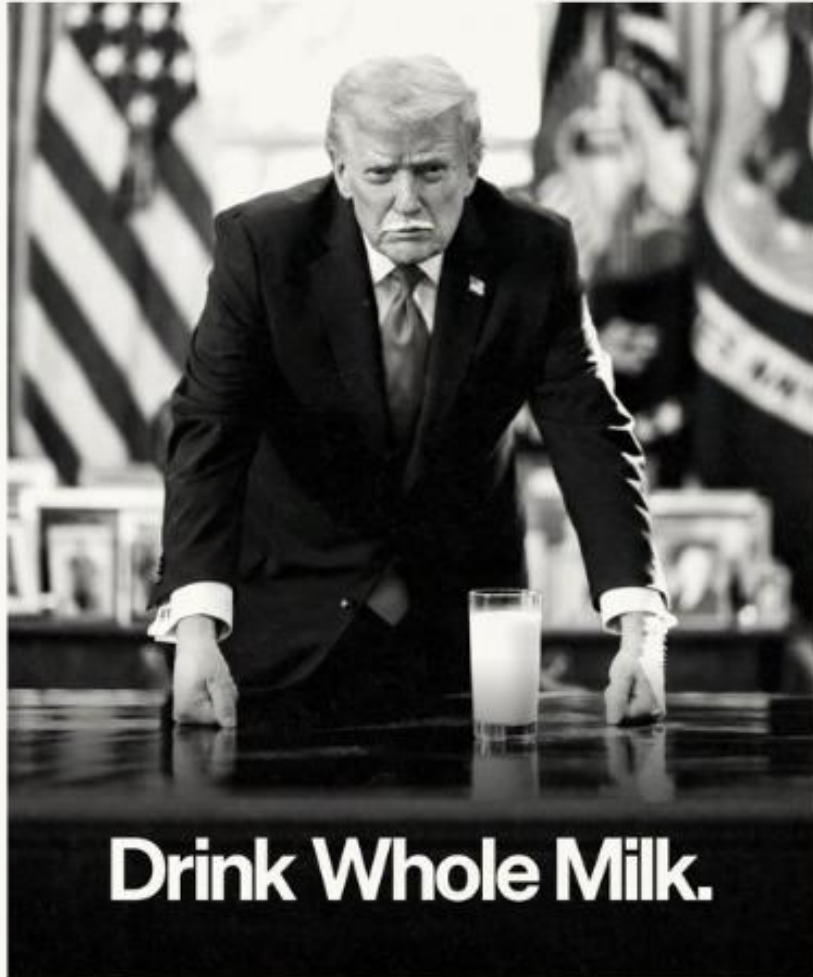
Happy Birthday @SecKennedy! We are so grateful for your leadership and determination to Make America Healthy Again.

USDA Dept. of Agriculture @USDA · Jan 11

Drink up, America.

#DrinkWholeMilk 🥛

The Milk Mustache Is Back.



MAHA Action @MAHA_Action · Jan 12

The **Milk Mustache** Is Back.

Drink Whole **Milk**.

THE MILK MUSTACHE IS BACK.



RFK does Raw Milk shooters at the White House while others get Campylobacter in Pennsylvania

By Bill Marler on June 25, 2025

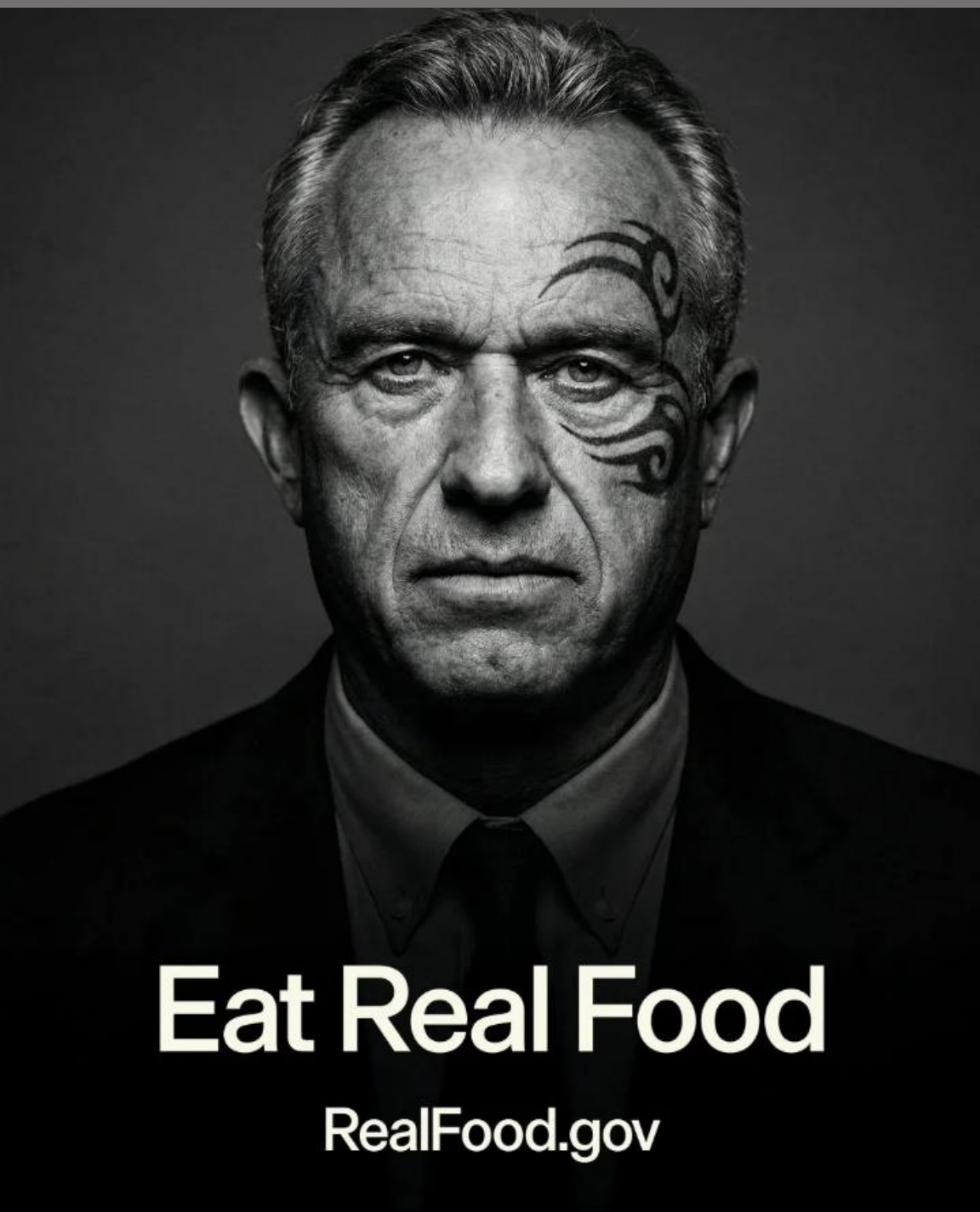
POSTED IN CASE NEWS



**These moms
want RFK Jr.
to legalize
raw milk**

Here's why ➡





^{news} **Robert F. Kennedy Jr.** 

@RobertKennedyJc



Commentary account

Beef is BACK!

Whole milk is BACK!

Butter is BACK!

Bacon is BACK!

Eggs are BACK!

The war on real, nutrient-dense food is over.

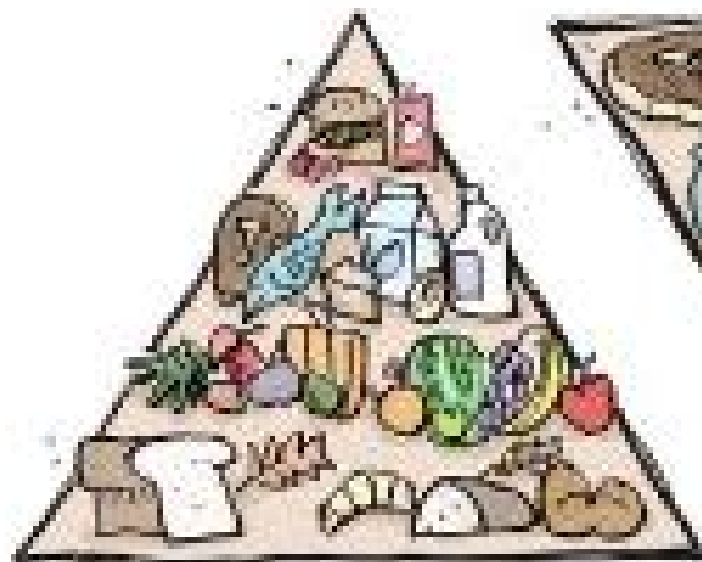
Are you ready to enjoy eating again?

MAHA

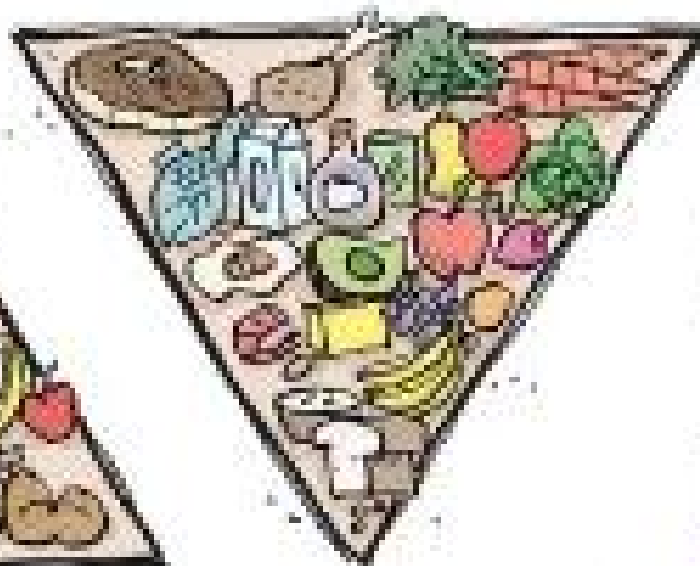
1:03 PM · Jan 10, 2026 · **847K** Views

FOOD PYRAMIDS

OLD



NEW



WHATEVER



JOE HELLER © 2006
HILLERARTS.COM

Our nation is finding its footing again, moving past decades of unhealthy eating and rebuilding a food culture rooted in health, science, transparency, and personal responsibility.



Secretary Kennedy

@SecKennedy



We're not getting rid of processed foods. This is America, not a nanny state. But we are going to tell you what's in your food and what's healthy and what's not.



3:38 PM · Mar 11, 2026 · 763.4K Views

IS THE FUTURE
REALLY

PLANT
BASED?



Beyond Education

- Taxes
- Subsidies
- Marketing restrictions
- SNAP benefits
- Universal Basic Income
- Universal school meals
- Agriculture refocused
- Overturn Citizens United

Dietary Guidance for Cardiovascular Health



Maintain a healthy body weight

CHOOSE

Plenty of vegetables and fruits



Healthy proteins



Whole grains



Unsaturated fats



MINIMIZE

Added sugars



Sodium



Ultraprocessed foods



Alcohol*



*If you don't drink, don't start

American
Heart
Association,
2026

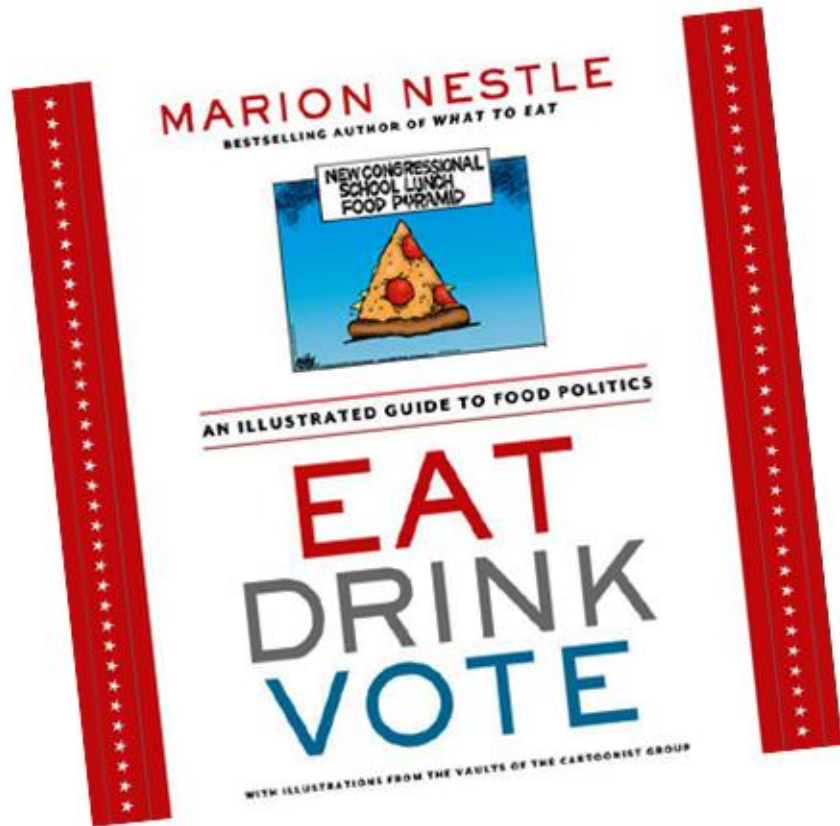
Make the **Healthy** choice
the **Easy** choice



- Affordable
- Accessible
- Available
- Preferable

Plant foods





VOTE



Vote with your fork.
Even better, vote with your vote!

