

Maintaining Accurate and Current Databases with the Changing Marketplace

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Overview

Issues

- Globalization of the food supply
- Proliferation of manufactured products
- Rapid response to consumer demand

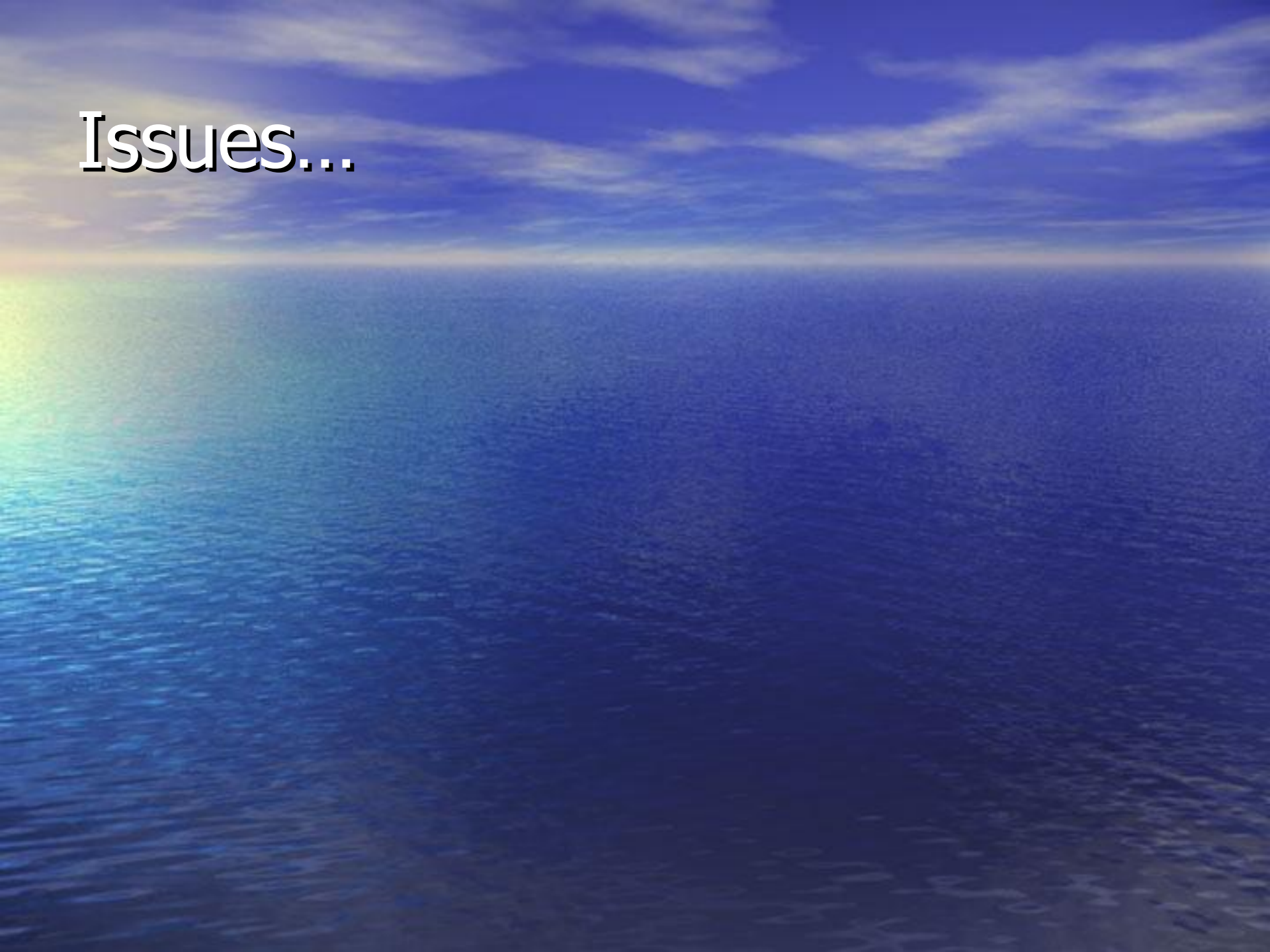
Challenges

- Process for database release
- Specificity of food descriptions
- Threshold of consumption

Summary

Solutions/Opportunities

Issues...



Globalization of the Food Supply

- Foods may be locally grown, regionally produced, or imported from anywhere in the world
- Exotic varieties are readily available



Seasonality

- Fruits and vegetables are now available year-round
- Sourcing for food production follows growing seasons around the globe



Novel Fruits and Vegetables

- Discovery and commercialization of new varieties
- New products from the old familiar

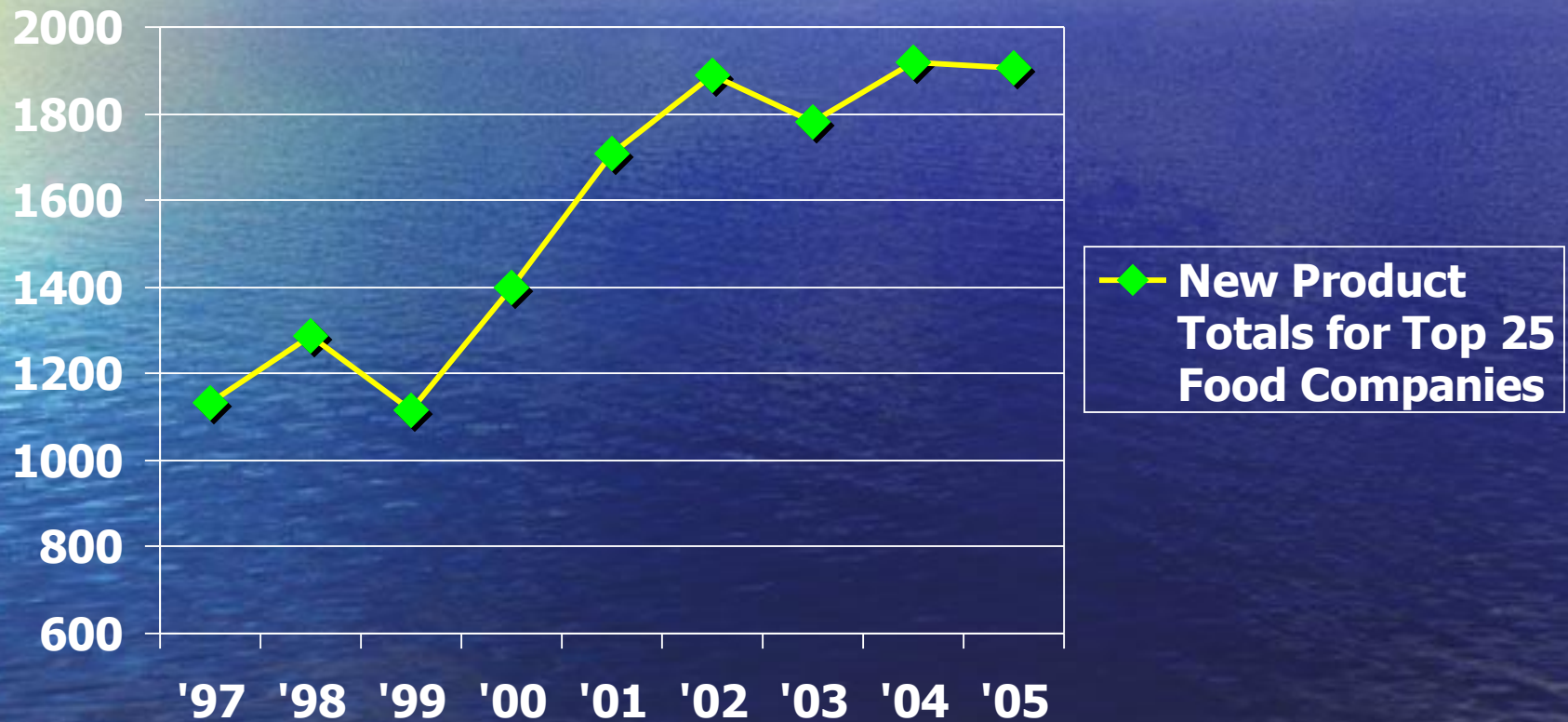


Changing Face of America

- Diversity of the population results in new foods and recipes consumed in America

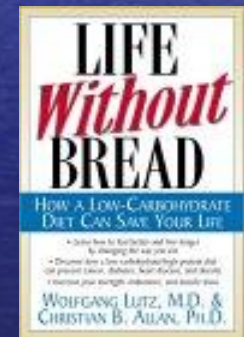
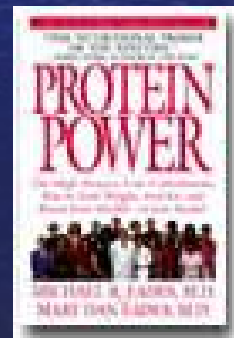
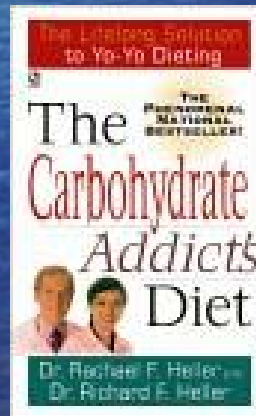
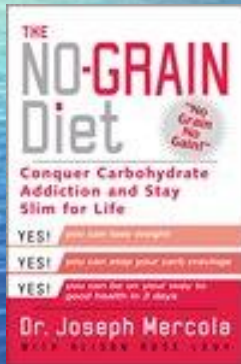
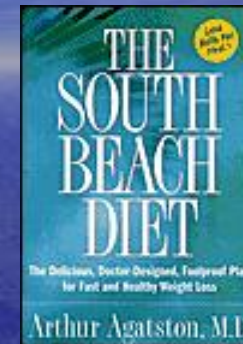
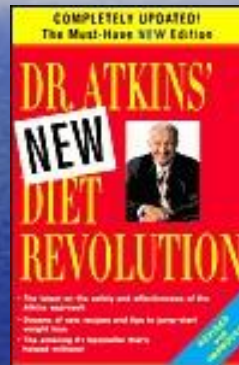


Increasing Number of New Foods

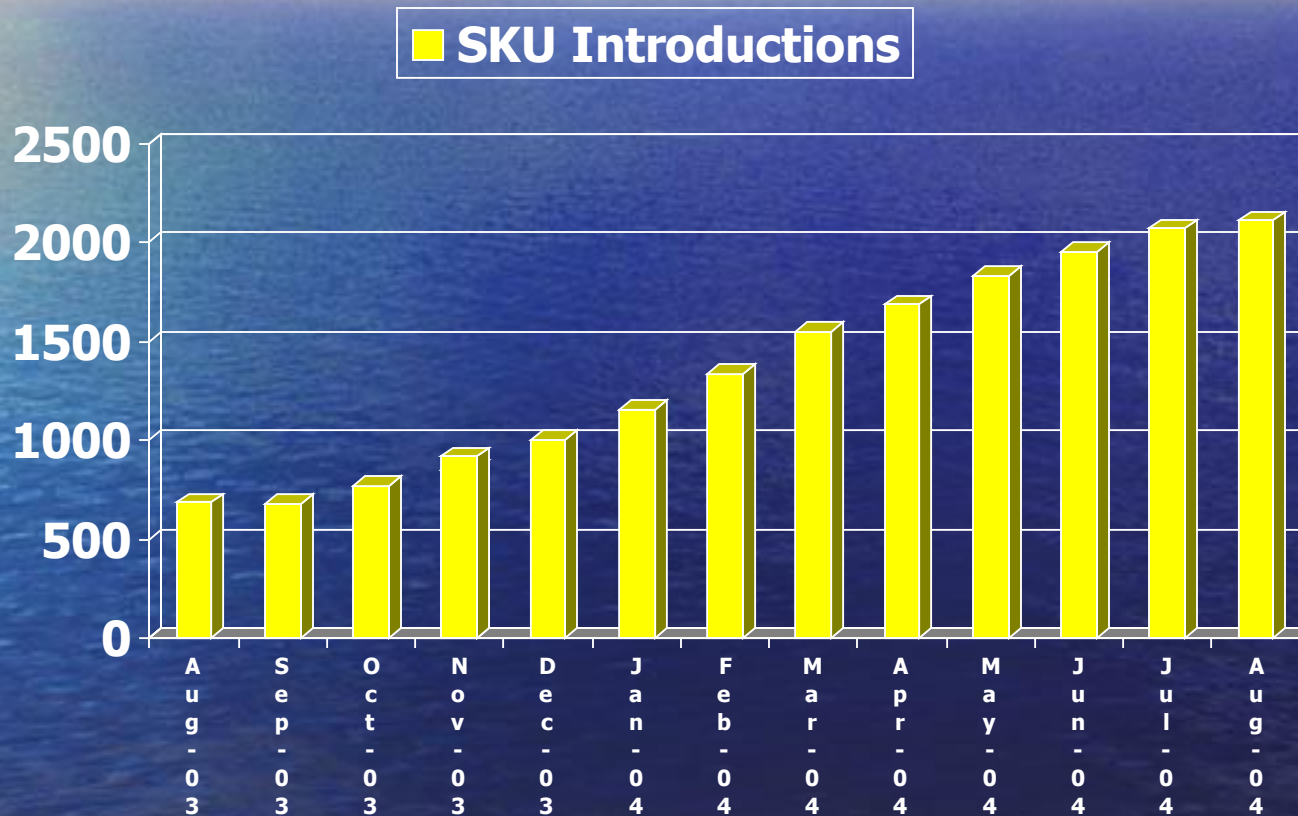


Source: Food Industry Report 2006:18(2)

Low Carb Heats Up in 2003

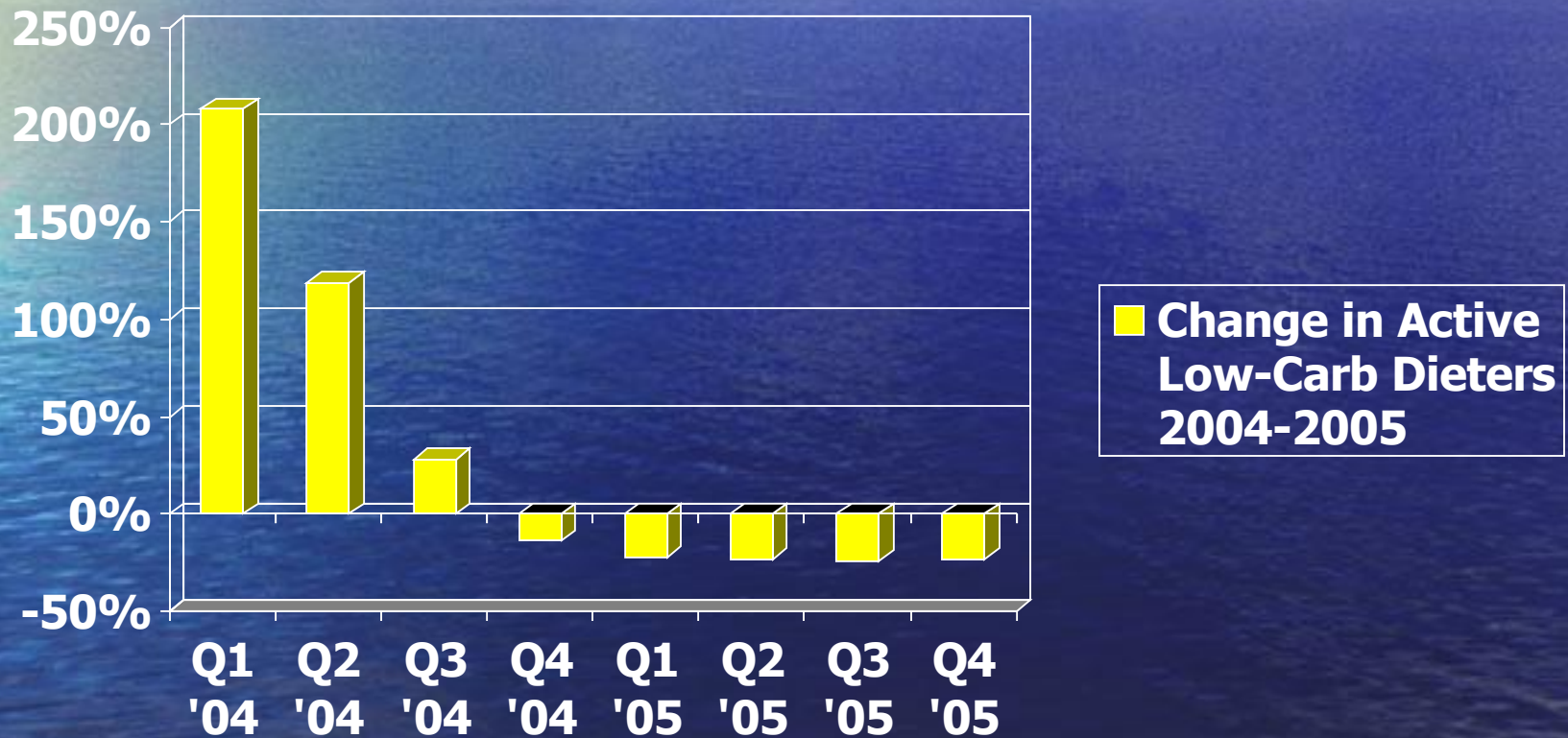


Low Carb Phenomena



Source: Global New Products Database

Low Carb Now

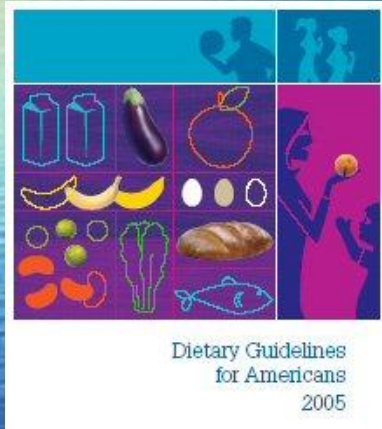


Source: Morgan Stanley, Food & Food Service Industry Overview April 18, 2005

Dietary Guidelines 2005

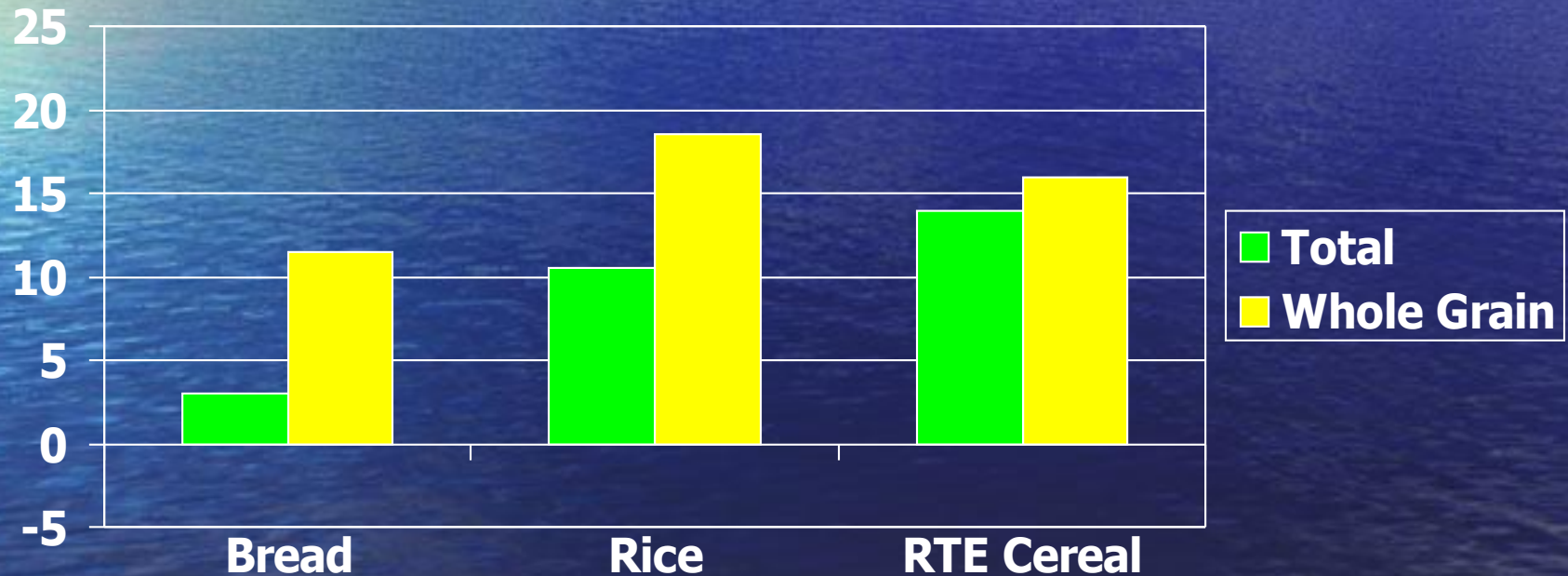
Recommend Whole Grains

- “Consume 3 or more ounce-equivalents of whole-grain products per day, with the rest of the recommended grains coming from enriched or whole-grain products. In general, at least half the grains should come from whole grains.”



Whole Grain Purchases Increase

Percent Change in Pounds Purchased
Following Release of DG 2005



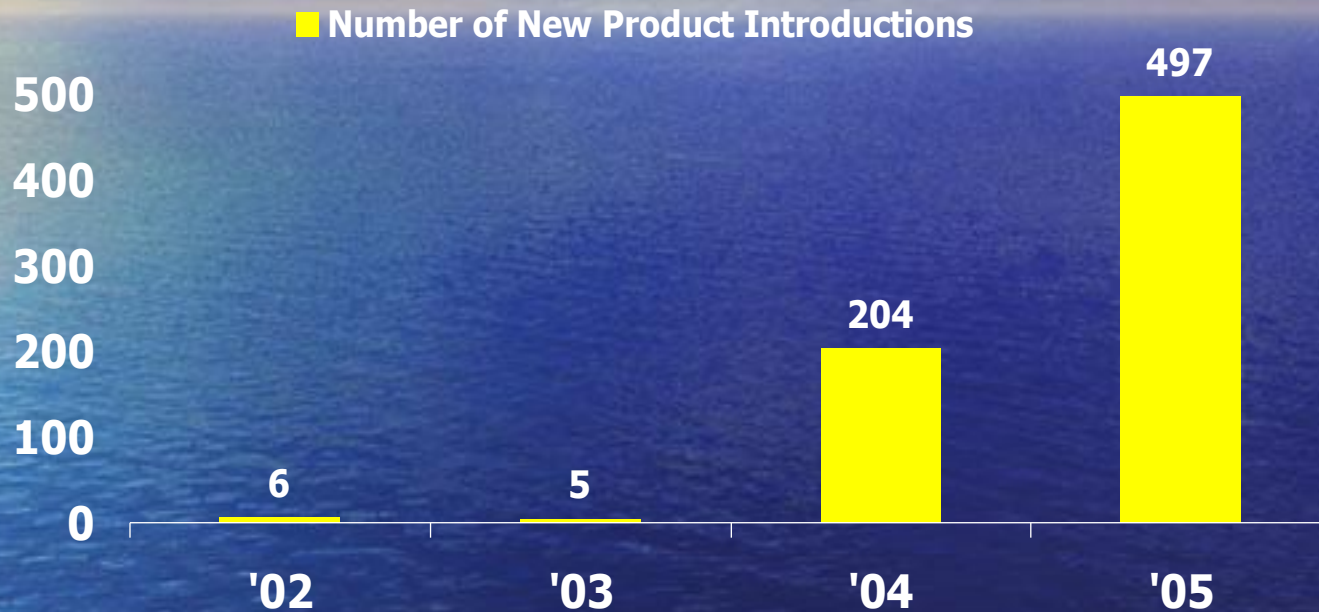
Source: ERS calculations of AC Nielsen Scanner Data

Trans Fat Labeling Requirement

- Effective January 1, 2006
- *Trans* fat must be declared in the nutrition label on a separate line under Saturated Fat

Nutrition Facts	
Serving Size 1 cup (228g) Servings Per Container 2	
Amount Per Serving	
Calories 260	Calories from Fat 120
<hr/>	
% Daily Value*	
Total Fat 13g	20%
Saturated Fat 5g	25%
<i>Trans</i> Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A 4%	• Vitamin C 2%
Calcium 15%	• Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	• Carbohydrate 4 • Protein 4

New Low- or No-*Trans* products



Source: Global New Products Database

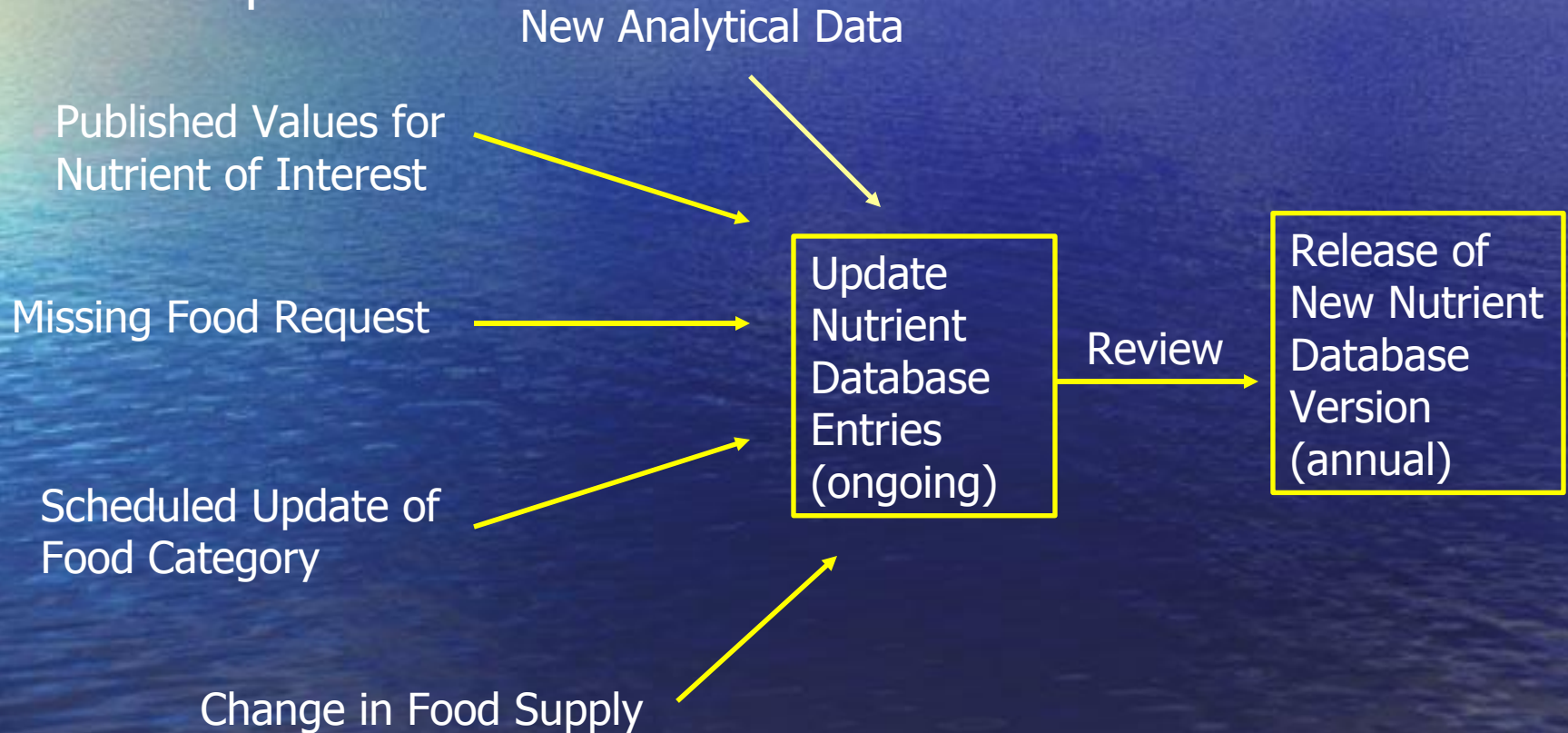


Challenges...

The background of the slide is a wide-angle photograph of a calm, deep blue ocean stretching to the horizon. The sky is a clear, vibrant blue with some light, wispy clouds. On the far left side, a bright rainbow is visible, its colors reflecting on the water's surface. The overall mood is serene and expansive.

Process for Updating Nutrient Databases

Various Inputs:



Specificity

- Aggregation of database values for similar foods
- Ability of users or consumers to distinguish among products



Threshold

- Diversity of population increases demand for special foods
- Exercise judgment in deciding when to add new foods to the database
 - Caesar Chicken Pizza vs. Octopus Salad

Summary: Many Issues in Maintaining Accurate and Current Databases

- Increased globalization of the food supply
 - Increased access to novel fruits and vegetables
 - Expanding exposure to ethnic cuisines and recipes
- Proliferation of manufactured products
 - Large number of new products introduced each year
 - Quick response to consumer demand, dietary recommendations and legislative changes
- Maintaining and updating nutrient databases is challenging with all of these inputs

Solutions/Opportunities

- Increase funding for database maintenance and development
- Improve transfer and accessibility of information from industry to USDA
- Enhance academic collaborations to share new data on existing foods and to create data for novel compounds