Farm Bill: Preventing Diet-related Chronic Diseases

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Challenging Goals (1)

Preventing Cardiovascular Disease

- Modify the dairy program to reduce saturated fat in milk
- Design a beef program to reward lower-fat cattle
- Reform milk, cheese, and other check-off programs to encourage healthier foods
- Mandate a sodium-reduction program at USDA
Challenging Proposals (2)

Using SNAP to Promote Healthier Diets

- Provide bonuses for purchases of fruits and vegetables
- Bar the use of SNAP benefits for purchasing sugary beverages
- Allow SNAP-Ed to utilize social marketing messages that are critical of unhealthy foods
Realistic Proposals

Encouraging More Healthful Diets

• Teach kids to cook (schools, 4H, etc.)
• Get healthful foods into food deserts: supermarkets, urban gardens/farms, etc.
• Research on taste and convenience (breeding, packaging, taste-quality grades)
• Allow commodity growers to grow fruits and vegetables without losing subsidies