

***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**