

FOOD FOR THOUGHT

(Opening Teaser)

(Colette H. Janson-Sand) People look at diets as something you do, and then when it's over, it's over.

(Rachel Johnson) We're surrounded with constant messages to eat, to eat all the time, to eat a lot.

(Jo-Ann Perrealt) We have supermarkets that are open twenty-four, seven. We have fast food; we have things that are packaged

(Anthony Tagliaferro) Every gas station now has gone to making food available to Americans, everywhere.

(Dana Apgar) Keep your stomach full all the time. Eat small meals periodically throughout the day. Six times is best.

"I believe in fine food and exercise."

"Huh, look at that."

(Opening Music)

(Linda Greenlaw, Segment Host) Hi, I'm Linda Greenlaw. Welcome to my kitchen where I'm thrilled to be hosting a show about food. I'm really excited to have with me today, three of the best cooks in New England, my mother Martha Greenlaw, and my friends Diana Sanasbago and Lisa Turner.

Since the Pilgrims landed at Plymouth Rock, New Englanders have celebrated and honored the bounty of our land; some of us never stop feasting.

Everywhere you turn today, there is conflicting information about what we should and should not eat. You would think with all the focus on food we would have the best eating habits, but instead we have some of the worst. For the first time in our history we are facing a national obesity crisis. Is there a perfect diet? There seems to be a full plate of choices, yet we are starving for good answers.

(Machais Blueberry Blue Song)

Blueberry, blueberry, blueberry blues

There's a county in eastern Maine that you can see.

One day out of four if you're lucky.

Oh, the fog rolls in with all its might; the people and land go out of sight.

Washington County Maine

Blueberry, blueberry, blueberry blues, Blueberry, blueberry, blueberry blues.

Oh you rake all day; you rake all night;

You rake, rake, rake 'til they're out of sight.

Blueberry, blueberry, blueberry blues.

Early in August men are out with string.

Making rows so we can do our thing.

You take your bucket; you take your pail;

Wait for sunshine, hope it doesn't hail.

Washington County Maine.

Blueberry, blueberry, blueberry blues. Blue-berry blues.

(Lang Elliott, Narrator) Blueberries are one of the healthiest foods you could eat. And here in New England we love our foods. We have a rich agricultural history steeped with traditions that tie us to our communities and our proud land. But a battle is brewing between our health and the very food we eat. The word diet comes from the Greek work diaita. Meaning 'a matter of living.' Yet when we think of the word diet we think of a much more temporary condition.

(Colette H. Janson-Sand, Univ. of NH, Professor of Nutrition) Dieting is something, that in my mind, is a temporary solution. I think people look at diets as something you do, and then when it's over, it's over, and then we go back to doing whatever we were doing before.

"Diet, don't eat too much, that's what it's about."

"I think it sounds like something that would be against my religion."

"Deprivation"

"When I hear the word diet, my first thought is just mindful eating."

"Just going on these crazy diets, shakes, pills, starving themselves."

"Diet it's, like, what sustains you."

"It makes you think of WeightWatchers, and that's unpleasant. So we don't like the word diet."

(Lang Elliott, Narrator) We associate the word diet with weight loss. Or we think about things we should or should not eat. We think of a temporary period of time in which we will ask discipline of ourselves. But is it really all that simple?

(Rachel Johnson, Univ. of Vermont, Nutritional Scientist) Our nation has an epidemic of overweight and obesity. It's reached crisis proportions. In fact, a study was released this past summer that said for the first time the cost of treating obesity related diseases, now exceeds the cost of both, alcohol and tobacco related diseases combined.

(Lang Elliott, Narrator) One in every 3 adults is overweight.

(Valerie Long, Univ. of NH, Cooperative Ext. Specialist) ...in fact what's interesting to note is that because we have so many people in our culture that are overweight or obese, we're beginning not to see what's healthy or ideal and so somebody who is at a healthy weight is starting to look underweight because so many people are overweight or obese.

(Lang Elliott, Narrator) One person who has to confront this new reality on a daily basis is Jo Ann Perreault. Jo Ann serves as a dietitian on the staff of Waldo County General Hospital in Belfast Maine.

(Jo Ann Perreault, Waldo County General Hospital Dietician) "We'll talk about various aspects of managing change. Succeeding, reevaluating our whole body image."

(Lang Elliott, Narrator) Here she teaches a weight loss program called "The Off Plan."

(Jo Ann Perreault, Waldo County General Hospital Dietician) "*How many calories do you think it takes to maintain a pound of fat?*"

(Lang Elliott, Narrator) She also has her share of war stories in the battle of the bulge.

(Jo Ann Perreault, Waldo County General Hospital Dietician) Like all kids I wondered what I wanted to be when I grew up, and in high school we had a lecture series where people came in and talked about various educational opportunities and career paths and a dietitian came in and spoke once and I thought that sounded really interesting. I came home and discussed with my mother and her response was, 'well, you do like food.' And I did, I've always liked food, in fact I liked food too much. And through my teenage years I was described as pleasantly plump. And would always be fighting weight. And it seemed while I was gaining, I didn't notice and when I was losing it was never enough.

I've tried Atkins, I've tried cabbage diets, grapefruit diets, I've tried diet pills and this is even as a trained professional. I was always looking for some magic way to make it all happen.

(Lang Elliott, Narrator) According to the American Dietetic Association, every year Americans spend more than 30 billion dollars in the weight-loss industry. And yet each and every year we are growing fatter. So why at a time when Americans seem to be more focused on diets, are our waistlines growing more than ever?

(Colette H. Janson-Sand, Univ. of NH, Professor of Nutrition) There are a number of reasons why the rates of overweight and obesity have greatly increased. Some of these things are the lack of physical activity; most individuals, for example, when you look at young girls, only about half of them are getting the physical activity that they need. When we look at the boys, about a quarter of them are getting the amount that they need.

(Jo Ann Perreault, Waldo County General Hospital Dietician) I've seen a lot of different statistics over the years, I can remember one article or booklet that talked about how back in the 20's and 30's our typical work week might have entailed 30 hours of physical activity. For most of us today there is less than an hour of physical activity in a workweek. It's declining all the time.

(Colette H. Janson-Sand, Univ. of NH, Professor of Nutrition) Another reason for high levels of obesity are the types of foods that

people are eating. We're eating way far more calories than what we're expending.

"I eat a lot of Hot Pockets, like probably like 6 a week. And ice cream, lots and lots of ice cream."

"Pizza, chips"

"uh, the meatloaf, mmmahh!"

"Chocolate, I love chocolate, anything with chocolate."

(Lang Elliott, Narrator) Every day we are bombarded with new diets and new information about nutrition. And yet we seem more confused than ever.

(Jo Ann Perreault, Waldo County General Hospital Dietician) ... Yes, I feel the general public is definitely confused about nutrition. I think they have not been adequately educated about nutrition.

(Valerie Long, Univ. of NH, Cooperative Ext. Specialist) The diet controversies that we're experiencing now and we've experienced, in the past, probably well 30 or 40 years have added to the confusion on the part of the public, the American public.

(Lang Elliott, Narrator) These controversies stem from a disagreement over what is the optimal amount of macronutrients one should consume. All foods get classified into one of three macronutrient categories.

Fat, Carbohydrates or Protein.

Everything you eat is either one of these macronutrients or some combination of the three.

(Valerie Long, Univ. of NH, Cooperative Ext. Specialist) People really aren't sure what to do, some people are participating in a high protein high fat diet because they think that's what's best and some are participating in or eating a high carbohydrate diet. And then other people just don't have the faintest idea what to do...

"Maybe eating lower on the food chain, but I really like meats. And I think every body type is different, I've heard that, also depending on I think on your blood type. Like some people are supposed to have more protein than other people."

"Oh yes, yes I've heard of the brown rice diet, and the grapefruit diet, and Dr. Atkins, whatever that is, we have a friend who's very very careful to eat no starch, no carbohydrates, but he has bacon & roast beef everyday."

"There's the big one about no carbs right now, I have a lot of friends who are doing that."

"I've heard everything from decreasing your proteins and increasing carbs, to decreasing carbs and increasing proteins."

"Now there are some experts out there that are saying that if you just eat on a salad diet, we're supposed to live till we're 120. So it's really difficult, there are so many, it's hard to differentiate between what the experts are saying and what media's saying."

"Eat what you want and take a blood pressure pill."

(Lang Elliott, Narrator) There sure does seem to be a lot of confusion out there. In 1992 the USDA created the Food Guide Pyramid to help alleviate that confusion. It was an effort to try and provide a quick guide to what and how much we should be eating if we wanted to have a healthy diet.

Most food scientists and healthcare officials endorse a diet high in carbohydrates like the Food Guide Pyramid. But if this is the right diet why are we facing an obesity epidemic? Could it be that the food guide pyramid is wrong?

(Chris Baker, ZonePerfect CEO) The traditional food pyramid focuses primarily on carbohydrates so they might be anywhere around 50, 60 percent of what they would project as a good daily intake of calories. And they also do not emphasize fat as much. It might only be 10 or 20 percent.

(Lang Elliott, Narrator) Did he say fat?

(Chris Baker, ZonePerfect CEO) And they also do not emphasize fat as much. Fat as much.

(Lang Elliott, Narrator) Wait a minute, isn't fat that evil nemesis we have all been told to stay away from?

(Chris Baker, ZonePerfect CEO) Fat is not bad for you by any stretch of the imagination.

(Lang Elliott, Narrator) Chris Baker is the CEO of ZonePerfect Nutrition. His company produces products based on the Zone diet. “The Zone” is one of the diets currently on the market which advocates including more fat, not less in your diet.

(Rachel Johnson, Univ. of VT, Nutritional Scientist) I do think we went through a low fat craze, where people had the perception that anything that was labeled low fat was a good choice... We’ve also learned a lot more about the quality of fats and we’ve learned that, monounsaturated fats, like olive oil, the type of fat that’s in nuts and seeds, actually have some health benefits. They are high in calories in the sense that they are a very concentrated source of calories. But within the limits of the total amount of calories that you could eat in a day to stay in energy balance. They’re actually very good foods.

(Lang Elliott, Narrator) Many of the diets advocating more fat are a clear step away from the traditional food pyramid. Advocates of these diets point to convincing anecdotal evidence of weight loss. Most recently, some new studies suggest, remarkably - they may even help to lower cholesterol levels. But most healthcare professionals still caution however, that some high fat, low carbohydrate diets like the Atkins, which has been around since the 1970’s and has since been revised, seem to go to an extreme. They remain concerned about toxic buildups in the body that may affect the kidneys and other organs. Others say the weight loss is short lived.

(Jo Ann Perreault, I believe the Atkins diet has endured over the years because it really limits intake. When you look at our nutritional foundation, it is based on carbohydrates...

When you eliminate them as a diet like the Atkins does, or reduce them significantly, you reduce the major source of calories. So you’re going to lose weight for a while. The problem is we don’t eat like that on a day to day basis. In my opinion every extreme diet will work for a brief period of time. The problem is people don’t learn new habits. And if we don’t learn new habits we don’t make changes that we can sustain.

(Lang Elliott, Narrator) Yet supporters of higher in fat diets maintain that carbohydrates are the very food that makes you fat.

(Chris Baker, ZonePerfect CEO) That’s exactly right. If you eat carbohydrates you will crave more carbohydrates.

(Lang Elliott, Narrator) By reducing the intake of carbohydrates, you allow your body to better regulate the hormone insulin.

(Chris Baker, ZonePerfect CEO) What you are trying to do is not to have large spikes in insulin by putting a lot of sugar into your blood quickly. Blood sugar is what causes insulin to be released and you don’t want to have large spikes. What gives you large spikes are to the most part refined carbohydrates or a lot of calorie intake at one sitting.

(Lang Elliott, Narrator) And your body’s ability to regulate insulin has a huge impact on both your weight and your health. So have we been heading down the wrong path? Are fat and protein now the heroes? While Carbohydrates the new heavies? Should we all be chowing down on the very foods the medical establishment warned us was going to kill us? Or is there more to the pyramid than meets the eye?

(Rachel Johnson, Univ. of VT, Nutritional Scientist) Among experts, in the field of nutrition, I think it’s fairly well accepted that the pyramid needs some tweaking. Not a major overhaul. Just relooking at the pyramid since it first came out – how has nutrition science emerged, and changed.

(Lang Elliott, Narrator) Let’s take a closer look at those Carbohydrates. When we see bread and cereal and rice listed in that foundation, there is a big difference between what you and I think of bread and cereal and what the experts think we should be eating.

“I don’t know if it’s meats, or breads.”

“I don’t, grains?”

(Rachel Johnson, Univ. of VT, Nutritional Scientist) ... We need to refine that message to say, you need whole grains, you need enriched grains. You know that there is a difference in the quality of carbohydrates. That there is a difference between whole wheat bread and white bread in terms of the health benefits they can produce.

(Anthony R. Tagliaferro, Univ. of NH, Professor of Human Nutrition) ... most carbohydrates that Americans are consuming in the way of breads, rolls, pizza. They tend to be more of a simple carbohydrate and we’re telling Americans to eat a diet high in carbohydrates – 50% of our calories or higher – its not of the simple type, it has to be of the complex type which are those that contain more whole grains, they haven’t been processed, they haven’t been broken apart to make a flour — those products have been made with those grains still intact and those products are harder to find.

(Valeria Long, Univ. of NH, Cooperative Ext. Specialist) Healthy foods are really the foods that are basic and whole. They don’t come necessarily in fancy packages with fancy names.... I mean, you really should look at the color of foods, whole grains are a beautiful

brown many times. They have that hull on them that makes them much higher in fiber... Again those are healthy foods, some people call them health foods, but that was what our ancestors were eating a hundred years ago. And that's what we should be eating too.

(Lang Elliott, Narrator) Some carbohydrates convert to sugar in the body quickly and simply. These are usually our breads and cereals that have a lot of refined flour and sugar in them. They are known as simple carbohydrates. We want to eat these sparingly. The complex carbohydrates on the other hand take the body longer to convert to sugar.

(Rachel Johnson, Univ. of VT, Nutritional Scientist) In the area of carbohydrates we're starting to think more about this concept of slow release versus fast release carbohydrates. So carbohydrates that are high in added sugars. Let's take a breakfast cereal that is pre-sweetened and relatively high in sugar in comparison with oatmeal. The oatmeal cereal is going to be slowly released it won't give you that rapid increase in blood sugar. The rapid increase in insulin release that would be different from a high sugar cereal. And so we are trying to refine that message about the type of carbohydrate that is going to produce optimal health.

(Lang Elliott, Narrator) Understanding fats and carbohydrates is not the only place we're getting confused.

(Rachel Johnson, Univ. of VT, Nutritional Scientist) I think that one of the misperceptions that people have about the food guide pyramid is that when they look at the recommended servings for example, in the bread and cereal group it says 6 to 11 servings a day. And a lot of people say to me, "I could never eat 11 servings a day." But it's important to look at how those serving sizes are defined. One serving is a half a cup of rice. Now I don't know about you but I know when I sit down to dinner, I know I eat a lot more than half a cup of rice...most of the bagels that are sold today are probably the equivalent of about four servings of bread.

(Colette H. Janson-Sand, Univ. of NH, Professor of Nutrition) ...We're looking at portion sizes that have doubled, tripled, and quadrupled in size, so people are eating much larger portions than they used to eat.

"Yes, we almost take about half of the plate home and eat it the next day for another meal."

"First of all our portions are too big, we expect to eat everything. We expect instant gratification. We work hard and we also want big portions and to eat a lot to reward ourselves for working so hard, I think."

(Anthony R. Tagliaferro, Univ. of NH, Professor of Human Nutrition) Coca-Cola in my time – you could only get one size bottle of coke from a machine and it was 7 oz. Now it's 20 oz. What used to be the largest fries at McDonalds 20 years ago, now would be considered a small fry. We Americans have been enamored, have been attracted towards size in terms of getting more for their money and the food industry and the hospitality industry hasn't missed that in terms of a marketing ploy to be able to attract people to buy products that generally are in excess of what they normally would have eaten if they were normal size... and so we are over consuming, that's clear and we're over consuming a lot of the wrong foods.

(Rachel Johnson, Univ. of VT, Nutritional Scientist) I've heard it said that you couldn't imagine an environment that is more conducive to developing obesity than the environment that Americans currently live in. We are, have become increasingly sedentary, and we are surrounded with a plentiful, cheap, food supply.

(Valerie Long, Univ. of NH, Cooperative Ext. Specialist) you see a lot of convenience foods in supermarkets, we have now more than 30,000 items in the supermarket, many of them are convenience foods and they might be calorie dense but they may not be nutrient dense.

(Jo Ann Perreault, Waldo County General Hospital Dietitian) I believe variety is a significant part of our diets. We wonder why we are so attracted to buffets. Again, let's get back to where we came from. In primitive times our food sources were very limited to what was available in our geographical area. A buffet was an opportunity for genetic variety in our intake. So we see buffet and something primeval in our brain goes, "This is a good idea!"

(Anthony R. Tagliaferro, Univ. of NH, Professor of Human Nutrition) And as soon as you try to pull back by eating less, the body will automatically try to protect against that. So that's where some of the complications of weight loss come in, and weight management come in when based in part on how we evolved and from an evolutionary point of view, in terms of trying to store energy, and then trying to use diet as a sole means of weight control.

(Lang Elliott, Narrator) What we are actually eating - the result of this availability - is a food pyramid that looks like this. Our two smallest sections are fruit and vegetables while the largest growing section is the sweets and fats- including many of the unhealthy, saturated fats. We must also realistically look at what other factors, besides diet, come into play in this fight with our food. Our traditional Northern New England lifestyle has fallen by the wayside. Work has become less and less physically taxing since the industrial revolution.

“Basically, I’m like most Americans when I come home from work, I flop on the couch, turn on the TV and indulge myself in junk food if you will.”

“In the winter, tend to be a little more sedentary than in the summer.”

(Lang Elliott, Narrator) We have comfortably settled into a very sedentary culture. We are slowly eliminating more and more physical activities out of our lives. Both in the work place and in our day to day chores.

(Jo Ann Perreault, Waldo County General Hospital Dietitian) I believe what’s happened is we are living in a body that was not designed for today. Our body was designed for hundreds of years ago. When we were physically active all day long and had a limited food supply. Seventy, a hundred years later we have ample food supplies we have supermarkets that are open twenty-four, seven. We have fast food, we have things that are packaged and readily available with large amounts of calories and sugar and we are doing nothing physically.

(Valerie Long, Univ. of NH, Cooperative Ext. Specialist) In the last 25 to 30 years we’ve seen less opportunity for physical activity due to many factors – I think many people can understand – for example places are unsafe to exercise...and in Northern New England with colder temperatures you see that people are less likely to get outside and move around in the winter.

(Lang Elliott, Narrator) Exercise has come to be a crucial factor in the on going weight battle. Once again, Jo Ann took her dietitian training and personal experience and brought it to her community.

(Jo Ann Perreault, Waldo County General Hospital Dietitian) ...personally I feel very strongly about strength training. I believe that it is the fountain of youth. And I have been strength training for almost 20 years and I wanted to link it with the weight loss program. I wanted to offer something different.

(Lang Elliott, Narrator) One individual that Jo Ann has helped on the road to a healthy lifestyle is Sue Bryant.

(Sue Bryant, Off Plan Participant) Food, there is a lot of attachments to food...there are holiday attachments to it, moms want us to eat, they want us to be healthy, they had to nourish us from the start of life. Yeah, it’s difficult. It’s really hard.

(Jo Ann Perreault, Waldo County General Hospital Dietitian) Sue was my very first student. And I think Sue and I clicked right from the beginning. We tease her a lot. She says she doesn’t like change. But I can see that Sue has made a lot of changes over the years. It’s not perfect but it has resulted in weight loss and improved health and energy.

(Sue Bryant, Off Plan Participant) Family has not been the best support group for me. It’s not that they don’t support my efforts, certainly they do, but that hasn’t been an internal motivator for me. The ladies at the strength-training class have become like a support group for me... I don’t know, maybe the issue is that they understand better, coming from the same issues themselves. It’s a lot cheaper than therapy. For twice a week now, I think going on the second year ...we come, we exercise. We really have a good time, and the thing that has worked for me is knowing that Jo Ann is the facilitator, the leader of it. She’s there exercising with us; she’s there sweating with us on those hot days.

Which really says a lot to me. It works for me. ...Some people have lost a lot of weight, some people haven’t lost any weight, but it doesn’t matter. We’re all there basically for the same purpose of becoming healthier.

(Jo Ann Perreault, Waldo County General Hospital Dietitian) Sue may never achieve her ideal body weight by some insurance standard, but Sue is much more satisfied with her appearance, with her energy level, with how she feels and her health has improved. And these are the kinds of results that sustain the effort that she puts in everyday.

(Lang Elliott, In our fast paced, ever efficient society, it is hard to think of adopting a diet plan knowing that it is going to take a long time – an entire lifetime. And for us that can be a hard pill for us to swallow. But if we don’t do anything about it now we are headed for long-term, generational, cataclysm. Because as bad as we are doing right now as adults, when we look over our shoulder at our children --the picture is terrifying.

*I’m an acorn, small and brown.
Laying on the cold hard ground.
Everybody walks on me.
That is why I’m cracked, you see.*

(Lang Elliott, Narrator) This is Brandi. She is 7 years old and weighs 142 pounds.

“I just don’t like them.”

“You don’t like them, come right this way.”

“Her level of Thyroid Hormone in the blood was normal. But her TSH was a little on the higher side.”

(Lang Elliott, Narrator) Brandi’s mom Brenda has been referred to Dr. Jerrold Olshan, an endocrinologist at Maine Pediatrics Specialty Group, to see if a hormonal component contributing to Brandi’s weight gain.

(Jerrold S. Olshan, MD, Pediatric Endocrinologist) Now a common misconception is that if your thyroid goes low you’ll gain a lot a lot of weight.

Brenda: Like it’s not working.

Olshan: That’s right. And that’s just generally not the case.

Contrary to popular belief, hypothyroidism is not a common cause of obesity. In fact it is an extremely rare cause of obesity. But hypothyroidism is a common condition and so certainly since obesity is common and hypothyroidism is common, you’re going to find them occurring together. But that’s very different then a cause and effect.

So do you normally have dessert with dinner? As her eyes light up. So what would be a typical dessert that you have at dinner?

Brandy: Well last night I had 2 cookies. Sometimes I’ll have ice cream, or sometimes I just have one of those small Popsicle’s.

Olshan: ok, And then do you usually have a snack before you go to sleep at night?

Brandi: No.

Olshan: No, so dinner you’re done, you don’t eat anymore after dinner?

Brandi: I wish I could but...

Brenda: Well, once in a blue moon we might have popcorn.

Brandi: We never have popcorn.

Brenda: Well, once in a blue moon, that’s what I said.

Olshan: Now most of your meals you eat in front of the TV, is that right? Yeah. You have a TV in your own room and a video in your own room. So you’re served your meals in the room and you eat in front of the TV and video? Is that right?

(Jerrold S. Olshan, MD, Pediatric Endocrinologist) And it’s hard for adults, imagine how it is for the kids who don’t get it. But that’s where changing the environment can make a difference.

We are not going to be talking about huge diets or any crazy thing like that. I think the first thing that we really want to do is work on getting some changes in habits and also get you hooked up maybe with some, some people or some programs that might be able to help. A part of that, is going to be determined by what your looking for because any any attempt at truly changing weight throughout a long period of time takes commitment, it takes motivation, it takes work, there’s no easy way... You watch on TV and you see all these commercials that say, “Its easy, you do nothing and lose 30 lbs. And what I tell everyone is when there is truly a way, a safe way to lose weight without any work, trust me its not gonna just be on a commercial. It’s going to be the headline of every news. It will be a huge advancement of science.

It is a very common referral for children with excessive weight gain. And appropriately so in the sense that it is epidemic in our society, obesity and weight gain and it has a huge morbidity associated with it, meaning you know the risk of heart disease, stroke, hypertension, etc and diabetes in particular are much greater as weight goes up and so the fact that there’s been a large increase in obesity leads and explains for example the ten fold increase in diabetes that we’ve seen in adolescence in the last several decades.

If it goes untreated for years and years, there can be some serious problems associated with that.

(Brandi) I don’t want to listen to this.

(Jerrold S. Olshan, MD, Pediatric Endocrinologist) How do you give them hope, how do you get hope that you could lose weight? Well, what you don’t do is quote the actually facts. Cause the actually facts are that the hope isn’t great. That in reality, the likely hood of inducing significant and sustained weight loss for prolonged periods of time is very poor. It’s doable, don’t get me wrong. It’s doable and that’s why were going to work and hopefully make it happen.

(Brenda, Brandi’s mother) she’s right at the top of my list of favorite people in the world, so I don’t think there’s anything that she can’t do. The only thing is that I hope that the rest of the world will not try to deter her in any way from doing what she wants because she is overweight.

(Lang Elliott, Narrator) In New Market, New Hampshire a community has come together to make changes.

(Terri Schoppmeyer, Univ. of NH, Nutritions Connections Pgm. Assoc.) I think the benefit is just working together as a group. Some of the chores they readily like to do, like everyone likes to pick up a watering can and water. They all like to pick the produce. Weeding is something they’re not too fond of, and we have a lot of weeding that needs to go on here. So, working as a team. I think just every week seeing the progress that has been made: watching the corn grow, watching the zucchini grow, every week we can see a big difference. I think the nicest thing is actually in the last couple of weeks we’ve been able to pick corn, and squash, cucumbers, and some other things, so actually to come out and pick and to use those in some of our recipes.

(Lang Elliott, Narrator) The children in the New Market Community Youth Garden are learning first hand about the food they eat.

(Terri Schoppmeyer, Univ. of NH, Nutrition Connections Pgm. Assoc.) Now I'd like a sampling of what you had for breakfast today. What did you have?

"A chocolate chip muffin."

You had a chocolate chip muffin. Did you have anything else with that?

Well, the gardening is to connect kids with the food that they eat, where it comes from, to make that connection. And we work with increasing fruit and vegetable consumption and whole grains, for the kids to sow the seeds and then nurture the plants throughout the summer, and then take those and produce some healthy snacks.

What you're going to do is stir around, we have onions, zucchini.

"I've been starting to eat a lot of fruits & vegetables. It's been a good program, for helping kids learn more about gardening, and helping them, be more responsible."

"You got eat a lot of, everything except for the top of the pyramid. You got to eat like 5 servings of bread."

"So this is almost done sautéing, it's got to get a little softer."

"Are we going to put in some shrimp with that?"

"That would be great, wouldn't it?"

(Jim Hilton, New Market Rec. Center, Program Director) A lot of kids have no idea that, for instance, squash, that's what they were eating from the table and where it came from and how that related, and they're looking at those things now a little differently and saying, "Oh yeah, I know where that comes from" and some of these kids I've seen for four or five years, they're coming back, and they have the same vitality of saying "I really want to do this" and "I really like this" and they're bringing their brothers and their sisters, they're excited about it. It's not just young, young kids, I don't know if you noticed they're different ages of kids, and they're really "I'll show you how to do this because I know how". They're teaching. The best way to learn is to teach and I think that's really great, to be able to see those kids doing that, and handing that down together.

(Colette H. Janson-Sand, Univ. of NH, Professor of Nutrition) When we look at whether the community, or the individual, or we're looking at families, I think everybody has to work together 'cause even if families would like to do something, or individuals want to change, the community really has to provide some of the resources for the individuals to be able to change.

(Lang Elliott, Narrator) If we don't change there will be a price for all to pay. We are spending \$50 billion on health care costs directly linked to obesity. There's another \$23 billion a year being spent in lost wages, compensation and other forms of paybacks do to health factors. As our waistlines continue to grow, our health problems are growing with them. We have become a victim of our own success. And it's up to us to make better choices.

"It would be good if fast food was healthy, but I don't see it being like that because its more quick things that you can cook fast and most of the time that's not really healthy."

"I think America would be incredibly healthier if fast food places offered healthy, you see like at McDonalds you have the salads that you can shake, the McShakes. But that always comes with a double cheeseburger or a large order of fries."

"I've gotten into the habit of packing stuff in the car so we don't have to stop."

(Lang Elliott, Narrator) Just north of Portland, in Falmouth, Maine, a new alternative has taken root.

(Gary Hirshberg, O'Naturals, Founder & Chairman) I was, of course, out on the roads like most Americans, heading to soccer games and family vacations and really very frustrated that here I was producing the healthiest yogurts on the planet, building a wonderful company, dedicated to these principals of organic and natural and sustainable— and toxin free. And yet any time I got out on the road, my kids and I were hostage to the choices out on the road, which are just terrible.

(Lang Elliott, Narrator) Gary Hirshberg is the CEO and President of "Stonyfield Farm", an innovative yogurt company that has successfully shown that one can run a profitable business while remaining environmentally and socially responsible. His latest vision is a vanguard healthy fast food restaurant called, "O'Naturals"

(Gary Hirshberg, O'Naturals, Founder & Chairman) And so the vision was very simple, lets create something that does quality and speed and taste – like McDonalds, which, lets face it they do that very well. Lets be as healthy and natural and maniacally

uncompromising about taking toxins out of foods as Stonyfield and lets make it as fast as a fast food but also as comfortable as lets call it a Starbucks and lets bring the three together.

(Lang Elliott, Narrator) That three-fold concept- fast, tasty and healthy has become a satisfying reality.

(Mac McCabe, O'Naturals, President) "What we'll do is we'll cut those up, then we'll make roasted root vegetables out of them, which the vegetarians love as a sandwich.

(Lang Elliott, Narrator) Mac McCabe is a co-founder of O'Naturals, and serves as the restaurant's president.

(Mac McCabe, O'Naturals, President) I think the biggest challenge frankly was the fact that I don't think anybody had done it before, so that when you look to role models or people you can imitate or steal a couple of good ideas from, there was nobody.

(Gary Hirshberg, O'Naturals, Founder & Chairman) Thus far it's been successful beyond my wildest dreams. Year one, month after month, traffic was up, cost were going down, employees were happy, customers were happy, and its been interesting to pop in here and meet and talk with the customers and believe me, people have a sense of ownership of this place. And you know, Maine folks aren't shy about their opinions and we get them right in our faces.

"It's great tasting, it's natural, there are some options which are nice. And it tastes wonderful."

(Gary Hirshberg, O'Naturals, Founder & Chairman) Now the question is how well do we do at running a lot of these locations and that's the next challenge for us.

(Mac McCabe, O'Naturals, President) what we've learned as we've opened is a lot of other people have come in here – people who maybe had never thought about natural foods in their life, because this is really fresh tasting food! And if you can have something that is delicious, if you can have something that is an alternative to mainstream fast food and you love it and oh-by-the-way it happens to not have any of the bad stuff in it – what a perfect combination, so we're finding that some of our regular customers are people who have in fact never been historically been natural foods eaters in the past.

"I'm frank to admit, I'm hooked on this place. I mean if we were to come here in the evening, if they sold wine, I'd be just as happy here. The food is, for my tastebuds, just fantastic. Just very good."

(Rachel Johnson, Univ. of VT, Nutrition Scientist) We still have a lot to learn in the area of nutrition science. Not only about what is optimal diet for health, but I think one of the biggest challenges for people in my field are how can we work with consumers, how can work with our clients... to help them make behavior change. So that they can consume a healthy diet. We're surrounded by constant messages to eat, to eat all the time, to eat a lot, that food is fun, that food will make you happy... And I think we have so much to learn about how to help people make those changes in their diet within the context of the environment we live in.

(Lang Elliott, Narrator) And what about those of us who are already doing well. Some of us very well.

(Dana Apgar, Shelburne Athletic Club VT, Personal Trainer) You are what you eat. The food has to be there. If it's not there, you're not going to get to where you want to go.

(Lang Elliott, Narrator) At the Shelburne Athletic Club in Shelburne Vermont, novices to competing athletes come to work out their bodies. Dana Apgar is a co-owner and personal trainer at the club.

(Dana Apgar, Shelburne Athletic Club VT, Personal Trainer) The food part to me should be very simple. Keep your stomach full all the time. Eat small meals periodically throughout the day. Six times is best. Carbohydrates after 2:00 o'clock in the afternoon should come in the form of steamed or raw vegetables.

(Lang Elliott, Narrator) Dana passes on a holistic, 4-ball approach as he calls it – to his clients. They include cardiovascular exercise, strength training, mental focus and proper diet.

(Dana Apgar, Shelburne Athletic Club VT, Personal Trainer) And although they all have different goals, I train them according to the same philosophy. The four-ball philosophy – you have four balls in your hand, throw them up in the air and juggle them. They all have to stay in the air, you can't drop one. You drop one and they all go. They bump into each other they all go too. It's a simple matter of maintaining that juggle.

(Lang Elliot, Narrator) One person Dana has taught this juggling act to is Pat Bardshar, a triathlete.

(Dana Apgar, Shelburne Athletic Club VT, Personal Trainer) Pat is in awesome shape. I mean her anaerobic threshold is really high. And that's the point where she starts to become really exerted, basically. She's got a very low resting heart rate. Her muscle mass is perfect. She's happy. Her energy is right through the roof.

Ohh she's a power chick. They're all power chicks but Pat's a power chick, for sure. Pat's the grand pooh bah of power chicks.

(Pat Bardshar, Triathlete, VT) Part of the whole thing, working with Dana – was just a complete change of what I eat. I eat all the time. I mean I literally eat more food than I have ever eaten. But I'm eating all different foods. And I've been doing it for not quite 2 years now; it has just become a habit. I don't even think about the sweets and stuff that I like, but I don't go over board like I did before.

(Dana Apgar, Shelburne Athletic Club VT, Personal Trainer) So I will tell you that, you want to keep your stomach full so your body knows where it's next meal is coming from. Because when it doesn't know where it's next meal is coming from everything slows right down. You start to store it. It goes into protection mode. So if you come in here and your metabolism is down, you might not hit betaoxidation after 30 minutes. That's when your body starts to burn body fat after 30 minutes on that treadmill. And that's not efficient. You put the effort in but you didn't get the reward for it.

You're eating smaller meals... And really if you were to take what it takes most people to eat. And in this country our meals tend to be heavier towards the end of the day. You know that big meal in the evening. And a lot of people store a lot of body fat because of that. Because you know you eat this gigantic meal at the end of the day, your body's going to use what it needs and then it's going to take what it didn't use, set it aside, and store it. Well, just because it stored it doesn't mean it's going to go after it the next day. It's going to want more.

(Pat Bardshar, Triathlete, VT) I'm eating healthier. Healthier. Certainly, a lot more vegetables, fruits. A lot more Protein, where I am not eating all of the breads, cereals and the sandwiches, bagels and all that kind of stuff that I was eating before.

(Lang Elliott, Narrator) It's all about choices and we have no shortage of that. Office workers who spend 5 minutes a workday e-mailing their colleagues rather than walking down the hall to chat in person gain one extra pound by the end of the year. 20 minutes a day spent in a car rather than walking can add five pounds annually. The list goes on and on. We are constantly making choices about our activities.

(Jo Ann Perreault, Waldo County General Hospital Dietitian) Being physical means using your body. Everyday. Taking the stairs instead of the elevator. Pulling into the supermarket parking lot and grabbing the first parking place and walking in. Celebrating the use of your body. You don't have to commit an hour all at once. It's nice if you can, but it doesn't have to be that way. You could drive into work 10 or 15 minutes early and get a brisk walk in before you start your day. You could cut your lunch portions in half and go out for another 10-minute walk. You could pick up another 10 minutes when you get home. And you have at least accumulated a half an hour worth of exercise in the course of the day.

(Lang Elliott, Narrator) The new science of nutrition is still trying to unravel the basics of how our body works with the fuel we feed it. A better understanding of the complexities of food and how the macronutrients interact with one another is still needed. We know that obesity is a complex, multi-issue problem. And that genetics, behavior and environment all play key roles. And we know to be healthy, we must begin to look at lifestyle choices in terms of long term planning. Just as we make financial choices and plan for our retirement, the time has come to for us to view our health in the same way.

Meet two wise investors, Larry and Doryce Barren.

(Doryce Barren, Retired) Well Larry would say, he was planting these for his retirement. And then after the berries started coming in, I had to remind him that that was his retirement, not mine. And that when I got to be 70, I was never going to pick another berry. But here I am, still picking.

Well I think we eat pretty healthy at our house, we have plenty of fruit and grains and little meat if any...

(Larry Barren, Retired) I like to eat a little meat once in while, not everyday.

(Doryce Barren, Retired) And now and then instead of a complement on the meal that I've prepared he'll say, "Man, this is healthy – that means he didn't like it too well.

We biked when we were younger and my mother always biked with us. And well it was just the thing to do, I guess. Well I bike probably more now than I did in my younger years, but I have more time to bike – the golden years are wonderful, so I bike about 1000 miles in the summer, but in the summer of 2000, to celebrate the year 2000 and my 75th year, I did 2000 miles on my bike. This is just the way we are, just the way we are.

(Larry Barren, Retired) I think we like exercise, I like to be physical.

(Doryce Barren, Retired) And we go line dancing too! And you get a good work out, line dancing.

(Larry Barren, Retired) And I make many wifey points line dancing
I'm much younger than her! Much, much, I thought she had money, see...

(Doryce Barren, Retired) No sir, I had to get a younger one to keep up with me! That's what it was.

(Larry Barren, Retired) You know you talk about the biking, and stuff like that – I do it actually cuz its fun.

(Doryce Barren, Retired) Keep moving, keep moving.

(Linda Greenlaw, Segment Host) There doesn't appear to be a magic answer to our diet dilemma. New information seems to be adding to the confusion and perhaps pushing us in new directions, like revising the traditional food pyramid. At the same time, a simple and clear message does ring through - Many of us need to limit our portion sizes and eat less. More of us need to make better choices and stay away from highly processed foods. All of us need to keep our bodies active, that's what they're designed for. Here's to your health.