

What is the New American Plate?

It's not a short-term "diet" to use for weight loss, but a new approach to eating for better health.

Fad Diets

You've probably noticed a new wave of fad diets flooding the American marketplace. Behind these quick-fix plans lies the notion that certain kinds of foods – such as sugar, bread and carbohydrates in general – are "bad" or "fattening" and must be avoided.

But it's not an effective or healthy idea to start changing your meals according to the theory of a bestselling diet book. Most of these plans call upon you to abandon the disease-fighting benefits of a diet rich in vegetables, fruits, whole grains and beans. In fact, plates that feature healthy portions of plant-based foods tend to be lower in calories and fat than plates recommended by many fad diets. And when it comes to weight management, it is *total* caloric intake that counts, not any kind of magic "protein vs. carbohydrate" formula.

Information for this pamphlet provided by the American Institute for Cancer Research. For additional information log on to www.aicr.gov

When adjusting your meals to include more plant-based foods, even the smallest change can provide real health benefits. Every new vegetable, fruit, whole grain or bean that finds its way onto your plate contributes to disease-fighting power. And all the fat and calories you save may make a real difference on your waistline.

The New American Plate™



Part Two Making the Transition

Meals for
a healthy weight
and
a healthy life

Stage 1: The Old American Plate



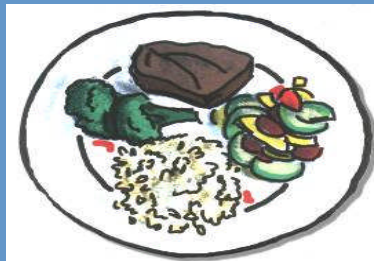
The typical American meal is heavy on meat, fish or poultry. Take a look at this plate. Fully half is loaded down with a huge (8-10 oz.) steak. The remainder is filled with a hearty helping of buttery mashed potatoes and peas. Although this meal is a home-style favorite, it is high in fat and calories and low in phytochemicals and fiber. A few changes, however, will bring it closer to the New American Plate.

Stage 2: A Transitional Plate



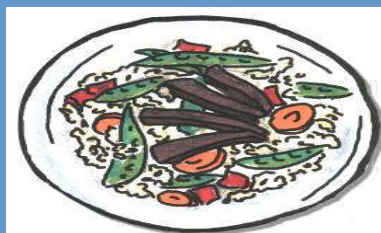
This meal features a more moderate (4-6 oz.) serving of meat. A large helping of green beans prepared with your favorite herbs* and the addition of a filling whole grain (seasoned brown rice) increase the proportion of nutritious, plant-based foods. This plate is on the right track, but doesn't yet take advantage of all the good-tasting foods the New American Plate has to offer.

Stage 3: A Better Plate



The modest 3 ounce serving of meat (red meat, poultry or fish) pictured here fits AICR's guideline for cancer prevention. This plate also features a wider variety of foods, resulting in a diverse assortment of cancer-fighting nutrients. Two kinds of vegetables help increase the proportion of plant-based foods. A healthy serving of a tasty whole grain (brown rice, barley, kasha, bulgur, millet, quinoa*) completes the meal.

Stage 4: The New American Plate



A one-dish dinner* like this stir-fry is just the kind of meal that belongs on the New American Plate. It's bursting with colorful vegetables, hearty grains and cancer-fighting vitamins, minerals and phytochemicals. Red meat, poultry or seafood is used as a condiment, adding a bit of flavor and substance to the meal. Plates like this one show the delicious possibilities – the new tastes, colors and textures – that can be found on the New American Plate.

The New American Plate can be as familiar or as adventurous as you like, and it works with any kind of meal. Just combine your usual foods in new proportions, or make one or two switches.

Old American Plate

Lunch

Sandwich with 4 oz. of meat
Snack crackers
Cookies

New American Plate

Lunch

Sandwich with 2 oz. of meat, sliced tomato, cucumber and fresh spinach
Piece of fresh fruit

Italian Restaurant

Veal Parmigiana
Pasta
Salad

Italian Restaurant

Large bowl of minestrone soup
1/2 portion pasta with marinara sauce
Salad

Barbecue

2 hamburgers or hotdogs
1/2 cup potato salad
Chips
Brownies

Barbecue

1 burger (preferably lean meat or veggie)
1 cup marinated vegetable salad
2 melon slices or 1/2 cup fruit salad
1 brownie if desired