

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.

Guidelines for Cancer Prevention.

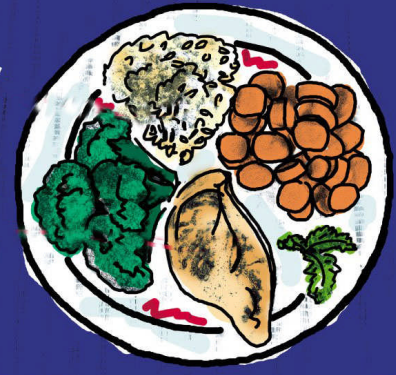
1. Choose a diet rich in a variety of plant-based foods.
2. Eat plenty of vegetables and fruits.
3. Maintain a healthy weight and be physically active.
4. Drink alcohol only in moderation, if at all.
5. Select foods low in fat and salt.
6. Prepare and store food safely.

And always remember...
Do not use tobacco in
any form.

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

Studies show that more than half the adults in this country are overweight. About one in five are classified as obese and at special risk. And this problem continues to grow, even though as many as 25 percent of American men and women are on a diet at any given time. It's become apparent that diets don't work. What's worse, they distract us from the larger issue of overall health.

The New American Plate™



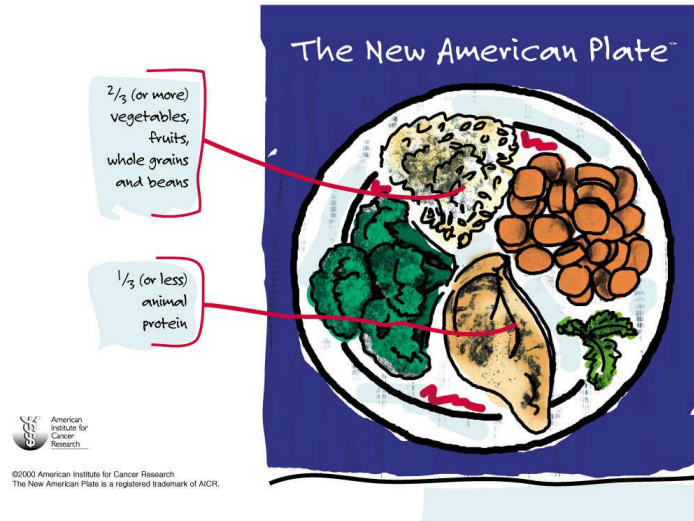
Part One Portion Control

Meals for
a healthy weight
and
a healthy life

What's on the New American Plate?

Proportion

When thinking about the New American Plate, use this general rule of thumb: Plant-based foods like vegetables, fruits, whole grains and beans should cover two-thirds of the plate. Meat, fish, poultry or low fat dairy should cover one-third of the plate. The plant-based part of the plate should include substantial portions of one or more vegetables or fruits-not just grain products like pasta or whole grain bread.



Portion Size

It began slowly, beneath the notice of most Americans. Decades ago, fast food chains started competing for consumer dollars by offering larger portions. At the same time, portion sizes began expanding in the American home.

The average number of calories Americans eat each day has risen from 1,854 to 2,002 over the last 20 years. That significant increase - 148 calories per day - theoretically works out to an extra 15 pounds every year.

A good way to figure out the actual amount of food on your plate is by becoming familiar with the serving sizes standardized by the USDA. The chart below lists standard serving sizes for a variety of foods. But one look makes it clear that these servings are smaller than most people think. For example, AICR recommends seven or more servings of grains, beans and other starches per day. If this sounds like a great deal of food to you, consider the following:

- ~ The two cups of spaghetti covering your plate equals not one, but four grain servings.
- ~ The jumbo bagels commonly served are closer to four or five.
- ~ The full bowl of whole grain cereal you pour yourself in the morning may amount to two or three grain servings.

Food	Serving	Looks Like
Chopped Vegetables	1/2 cup	1/2 baseball or rounded handful for average adult
Raw Leafy Vegetables	1 cup	1 baseball or fist of an average adult
Fresh Fruit	1 medium piece	1 baseball
Dried Fruit	1/2 cup chopped	1/2 baseball or rounded handful for average adult
Pasta, Rice, Cooked Cereal	1/4 cup	1 golf ball or scant handful for average adult
Ready-to-Eat Cereal	1/2 cup	1/2 baseball or rounded handful for average adult
Meat, Poultry, Seafood	1 oz., which varies from 1/2 cup to 1 1/4 cup (check label)	Deck of Cards
Dried beans	3 oz.	1/2 baseball or rounded handful for average adult
Nuts	1/2 cup cooked	Level handful for average adult
Cheese	1/3 cup	1 oz. looks like 4 dice
	1 1/2 oz.	