



More Calories for Less Money

The American Institute for Cancer Research (AICR) is asking Americans to buck a food industry trend that is contributing to the nation's obesity epidemic. "Value marketing" appeals to the consumer's desire for bargains by offering more product for less money. Oversized portions have become commonplace in the nation's eating establishments and Americans are eating all that extra food. US Department of Agriculture statistics show that American total daily caloric intake has risen from 1,854 kcal to 2,002 kcal over the last 20 years (and activity levels have decreased).

Suggestions to combat value marketing are:

- Don't let yourself get confused by what a normal portion size should be. Take out a measuring cup and spoon and measure a portion of dressing, cereal, pasta, etc... Eyeball the portions so you can have a visual picture of what a normal portion should be.
- Remember that you are the consumer, so you have a right to ask for what you want. Consider splitting a plate with your dinner date and ask for a portion of vegetables or a side salad. Some restaurants will do this for a small charge.
- Or, consider asking for a 'to go' box with your meal and portion out half to take home before you start your meal.
- Demand less food for less money!

Weight control is no longer an individual issue - our environment is becoming a major contributor to obesity rates. If you need help learning how to deal with your environment to avoid weight creep – contact your local **Health and Wellness Center (HAWC)** or **Dietitian**.

Shape Your Future... Your Weigh!™