

An overview of the new dietary guidelines : MyPyramid.gov : steps to a healthier you / Wild Oats natural marketplace.

Contributors

Wild Oats Markets.

Publication/Creation

[Place of publication not identified] : Wild Oats Markets, 2005.

Persistent URL

<https://wellcomecollection.org/works/r8wtsvpr>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

take small steps



Begin by taking stock of what you eat and your activity level. Use this guide to make healthy food choices and discover ways to make physical activity a part of your daily routine. Take small steps every day and soon you'll be on the road to a healthier you.

- Make at least half your grain choices whole grains. If you need to add more whole grains to your diet, begin by adding one serving each day until you have met your recommended daily allowance of whole grains.
- Increase your daily intake of nutrient-dense foods including fruits, vegetables and dairy.
- Add a variety of delicious low-fat dairy foods to your diet. Enjoy low-fat milk poured over your cereal, a cup of cottage cheese for lunch or a fruity yogurt for a mid-afternoon snack.
- Get moving! Choose an activity you enjoy like walking, hiking, biking or even dancing and make regular physical activity a fun part of your day. For maximum benefits, physical activity should be moderate or vigorous and add up to at least 30 minutes a day.

For more information about the 2005 Dietary Guidelines and customized solutions for you, go to:

<http://www.mypyramid.gov>

or

<http://www.wildoats.com/foodpyramid>


WILD OATS
NATURAL MARKETPLACE
Better Food. Pure & Simple.™

WWW.WILDOATS.COM • 800.494.WILD


WILD OATS
NATURAL MARKETPLACE
Better Food. Pure & Simple.™

AN OVERVIEW OF THE new dietary guidelines



MyPyramid.gov
STEPS TO A HEALTHIER YOU

navigating the store

aisles of delicious healthful choices

At Wild Oats, you can shop with confidence for pyramid-friendly foods throughout our entire store. In our aisles you'll find high-quality, nutritious choices, such as organic and locally grown produce, fresh seafood, natural meats, whole-grain breads, and minimally processed snacks and desserts. It's easy to fill your cart with great-tasting, healthful items, including:

- Brightly colored fruits and deep green and vivid orange vegetables.
- Non- and low-fat dairy products such as milk, yogurt and cheese, and delicious dairy alternatives made with soy, rice and almonds.
- Lean natural beef and other proteins such as boneless, skinless chicken breasts, wild salmon rich in omega-3s, eggs and a variety of nuts.
- Whole-grain foods that are rich in fiber like brown rice, oatmeal and quinoa.

At Wild Oats you can shop for the best selection of premium organic foods grown and processed without synthetic pesticides, herbicides or fertilizers.

Number of servings recommended in this guide are based on a daily 2,000 calorie diet. Pick up our pocket guide for more information on serving sizes.

whole grains 6 servings a day

eat more whole grains

Whole grains are an important source of fiber and vegetable protein, and provide significant amounts of B vitamins (riboflavin, thiamin and niacin), vitamin E, iron, zinc, calcium, selenium and magnesium. The new Food Pyramid suggests eating at least three servings of whole grains per day in order to help reduce the risk of heart disease and some cancers. Look for the words "whole," "whole grain" or "whole wheat" instead of white flour on the label. Visit the Wild Oats Bulk Department for a variety of whole-grain choices. We feature a wide selection of common and exotic grains and flours including:

- buckwheat flour
- whole-grain flour
- wheat berries
- steel cut & rolled oats
- brown rice
- whole rye
- pearled barley
- buckwheat
- bulgur
- quinoa
- millet
- spelt flour



vegetables 5 servings a day

vary the veggies

We have a wide selection of fresh vegetables, many locally grown and organic, from which to choose. It's important to vary your diet with veggies of every color, particularly nutrient-dense deep green and orange vegetables. Short on time? Prepare quick and healthy meals with our convenient assortment of frozen vegetables.



fruits

4 servings a day

feast on fruits

Eating a diet rich in fruit reduces the risk of many health problems, including high blood pressure, diabetes, certain cancers and cardiovascular disease. A great source of important nutrients, including potassium, dietary fiber, vitamin C and folate, most fruit is naturally low in fat, sodium, and calories. In general, one cup of fruit or 100% fruit juice, or a half cup of dried fruit can be counted towards your daily recommended intake. At Wild Oats, we offer a great selection of organic and locally grown fruit. We also feature a fresh juice bar, bulk dried fruit and delicious frozen options.



oils

6 servings a day

oils: know the fats

Saturated and trans fats tend to raise "bad" (LDL) cholesterol levels, which can increase the risk of heart disease. You can minimize your consumption of saturated and trans fats by eating fewer processed foods.

At Wild Oats, we feature healthy cooking oils and a variety of prepared foods made without partially hydrogenated oils and fats. Most of the fats you eat should be polyunsaturated or monounsaturated, such as olive oil, grapeseed oil and canola oil. Get a boost of heart-healthy omega-3 fatty acids by mixing a tablespoon of flaxseed oil, available in our Holistic Health Department, in yogurt or cottage cheese. These oils support cardiovascular health and may reduce the risk of coronary heart disease. And, like olive oil, olives are also naturally rich in heart-healthy oils.

dairy

3 servings a day

increase non- and low-fat dairy

Enjoying a variety of dairy products each day improves the overall quality of your diet with important nutrients like calcium, potassium and vitamin D. It's easy to increase your dairy intake—just pour some cool and creamy organic milk over a bowl of whole-grain cereal or enjoy a fruity yogurt or kefir. Need a dairy alternative? Get the same nutritional benefits from our delicious selection of dairy-free options, including soymilk, almond milk, rice milk and great-tasting yogurts made with soy. Aim to eat three servings of non- or low-fat dairy each day. One serving of dairy equals 1 cup of milk, soymilk or rice milk, 1.5 ounces of cheese, or 1 cup of yogurt.



meat & beans

5 1/2 servings of lean protein

make your protein lean

When selecting meat, choose lean cuts such as skinless chicken or turkey breast, pork tenderloin or Wild Oats Grass-fed Beef Burgers. Lean meats are packed with essential nutrients important for overall health. Fish and seafood are also tasty and nutritious sources of lean protein. At Wild Oats, we feature a savory selection of all-natural and organic meats raised without antibiotics or added growth hormones, as well as the freshest seafood available. Alternative protein sources include eggs, tofu, almonds and walnuts,

and legumes, such as lentils and edamame (soybeans). One ounce of beef, poultry or fish, 1/4 cup dry beans, 1 tablespoon of peanut butter, 1 egg or about 28 almonds equals one serving of protein.



food pyramid

Based on the USDA 2005 Dietary Guidelines, the Food Pyramid reaffirms what mom has been saying for years — eat wisely by choosing foods that are rich in nutrients and low in fats, and get plenty of exercise. But, when it comes to eating more healthfully, the question is how to choose the right foods. That's where Wild Oats comes in. We recently conducted a survey and found that more than half of Americans are not likely to follow the new dietary guidelines. So we created this color-coded* guide to show you how easy it is to follow the Food Pyramid guidelines and make healthy choices every time you shop at Wild Oats.



*Inside information is color-coded to correspond with the new food pyramid.

THE MAIN RECOMMENDATIONS IN THE USDA'S FOOD PYRAMID ARE:

Make nutrient-rich choices from every food group

Get the most nutrition out of your calories

Find balance between food and physical activity

dietary guidelines

The USDA's Dietary Guidelines are based on the latest scientific findings and reinforce the importance of getting more nutrients from the foods we eat. To do this, it is important to select a variety of nutrient-dense foods and beverages, or Superfoods*, from all six food groups. In addition, choose foods that limit saturated and trans fats, cholesterol, added sugars, salt and alcohol. Nutrient-rich foods give your body the energy it needs to be healthy and active.

*To learn more about Superfoods, pick up our Superfoods brochure or visit our website at www.wildoats.com.

