

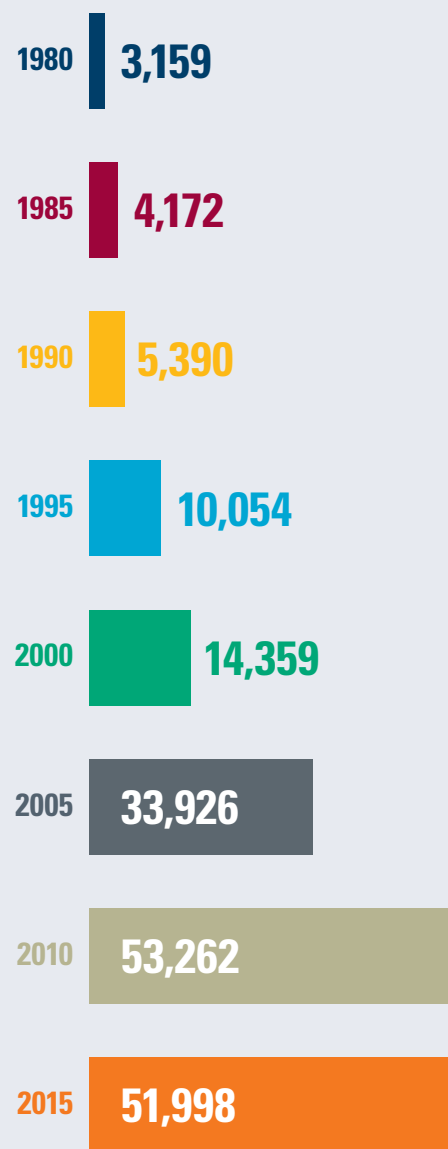
Words Matter – 40 Years of Dietary Guidelines

FoodMinds Analysis by the Words

The **2015-2020 Dietary Guidelines for Americans (DGAs)** will serve as the cornerstone of nutrition policy and programming through 2020. Published **every five years since 1980**, this marks the **8th edition of the DGAs**. FoodMinds completed a word content analysis of 40 years looking at dietary guidance.

Total Word Count

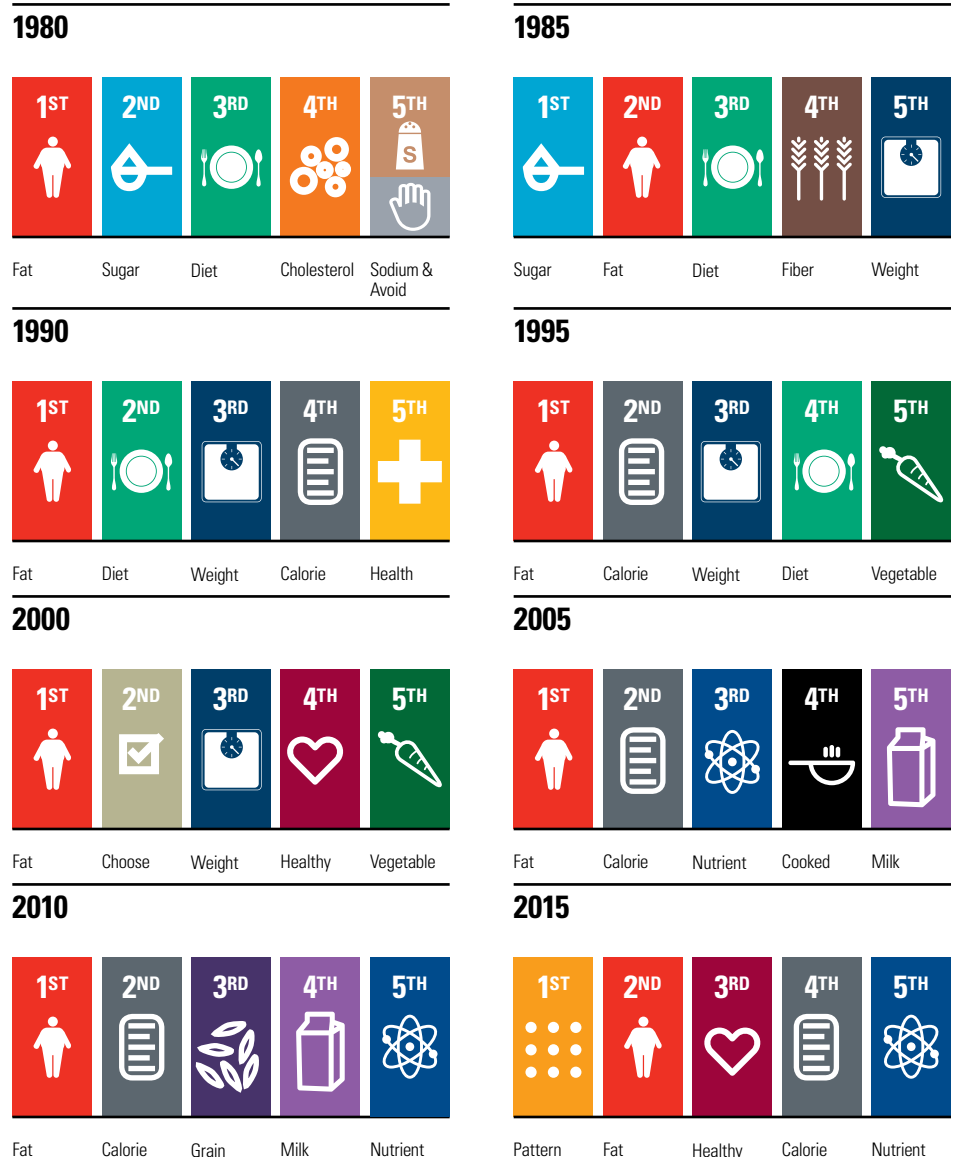
As waistlines have expanded, so have the words in the DGAs.



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Top Five Words

A strong shift from individual foods and single nutrients to an emphasis on overall healthy eating patterns.



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1980



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2010



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2015

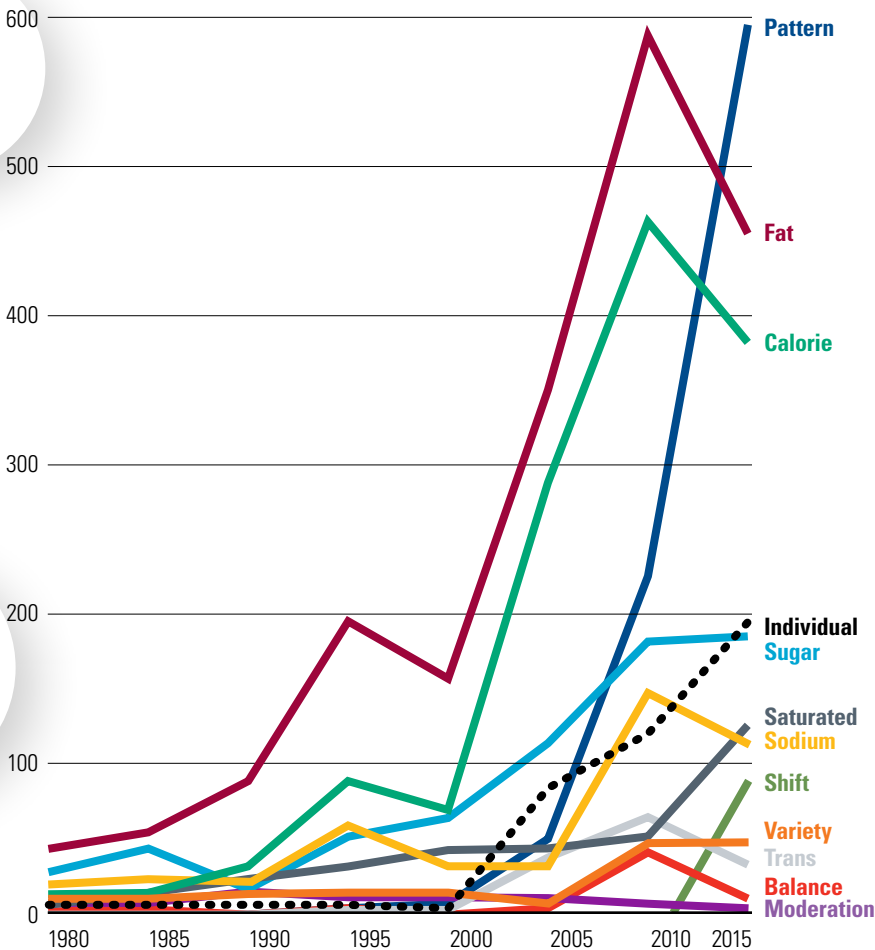


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FoodMinds, LLC is reporting on the word prominence and observed trends, not the quality of evidence referenced in the documents or perspectives implied by the words.

Select DGA Buzzwords Through the Years

“Patterns” becomes the number one word in 2015, representing a historic shift in the DGAs.



Other Observations

- Single nutrients are no longer the most prominent focus of the DGAs as they encourage Americans to shift toward healthy eating patterns.
- The emphasis on balance and moderation has declined over time.
- A new focus on the individual’s dietary needs and preferences has emerged.
- Sustainability, recently a controversial topic, was mentioned just three times over 40 years of DGAs.

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FoodMinds, LLC conducted the above word analysis via word cloud generator program wordle.net. Text from each edition of the Dietary Guidelines for Americans was used to generate word clouds and calculate word frequencies. Common English words (e.g., a, the, of) were excluded from the analysis and frequencies of different forms of the same word (e.g., fat, fats, FAT) were combined. Less insightful words such as eating and food were also excluded from the analysis.