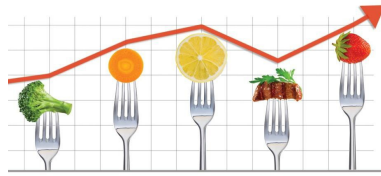


# The Right Choice... for a Healthier You!™

October 2011

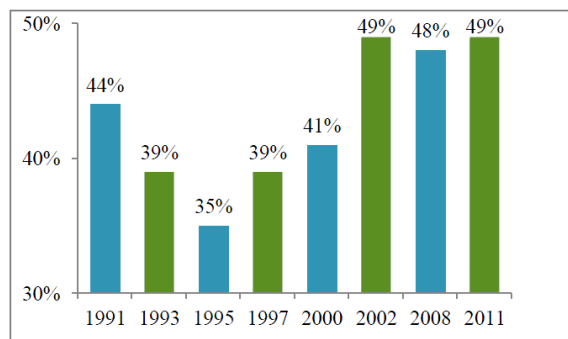


Nutrition and You: Trends 2011

Although two-thirds of American adults are either overweight or obese, half of all respondents to the American Dietetic Association's *Nutrition and You: Trends 2011* public opinion survey say they are already doing all they can to achieve balanced nutrition and a healthy diet.

In each of ADA's surveys since 1991, respondents have been asked: "Are you doing all you can to achieve balanced nutrition and a healthy diet?" The percentage who said yes has remained relatively constant at just under half since 2002 (see chart below).


### Percentage who say they are doing all they can (1991-2011)



"Despite what people may say, virtually all indicators show half the American public is not in fact doing all it can to achieve a healthy diet," says registered dietitian and American Dietetic Association Spokesperson Jeannie Gazzaniga-Moloo. "The survey's findings show a significant proportion of people don't think they need to do more, despite increasing rates of obesity, diabetes and other nutrition-related health conditions. We need to communicate to everyone the positive message that change is necessary and possible," Gazzaniga-Moloo says.

The American Dietetic Association is the world's largest organization of food and nutrition professionals. ADA is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy. Visit the American Dietetic Association at [www.eatright.org](http://www.eatright.org).

*Participants in ADA's survey were 754 adults age 18 and older, who were not employed in the food, nutrition, dietetics or market research industries. For trending analysis, only responses from those age 25 and over (the cutoff age in previous surveys) were used. Interviews were conducted in May 2011 by telephone via random digit dialing by Mintel International Group Limited.*

Your Vending Professional endorses a healthier lifestyle! Guidelines have been established to support our goal of balanced nutrition.  
Look for the 



Nutritional Information Provided By  
**Carmen Gorniak, RD, CD**  
Vend Marketing Institute  
[Dietitian@vendmi.com](mailto:Dietitian@vendmi.com)

**VMI**  
Copyright VMI LLC