



The Nutrient Rich Foods Approach

What is the Nutrient Rich Foods (NRF) approach?

- The NRF approach is a positive way of eating that focuses on the complete nutrient package of a food, shifting the focus from foods to *avoid* to foods to *enjoy*. To eat the nutrient-rich way, choose foods based on their total nutrient package, including vitamins, minerals, protein and fiber, instead of choosing foods based solely on what they don't contain – such as saturated fat, added sugar and sodium.
- Following the NRF approach means enjoying nutrient-rich foods first within each food group identified in *MyPyramid*, and selecting less nutrient-rich options as caloric needs allow. It's not a specific eating plan; instead it allows people to pick the foods that best fit personal tastes and lifestyles, giving them a lifelong, well-balanced way to eat.
- The NRF approach is based on a long-standing principle in nutrition guidance – nutrient density. Nutrient-rich foods and beverages provide a substantial amount of beneficial nutrients per calorie.
- Choosing nutrient-rich foods as part of a balanced, active lifestyle is a cornerstone of the 2005 Dietary Guidelines for Americans and *MyPyramid*, which encourage Americans to “get more nutrition out of their calories” and “make smart choices from every food group.”
- Consumer research conducted by the Nutrient Rich Foods Coalition (NRFC) shows that people understand and embrace the concept of nutrient-rich foods and see the NRF approach as a positive way to make healthy food choices.

Why focus on nutrient-rich foods?

- Sixty-six percent of American adults are overweight or obese. Additionally, many Americans are consuming more calories than they require but are missing out on vital nutrients because they are not choosing nutrient-rich foods first.
- The NRF approach provides a positive way to help people make food and beverage choices, get more nutrition per calorie and achieve better health.

Enjoy these nutrient-rich foods as the foundation of a healthy diet:

- Brightly colored fruits and 100 percent fruit juices
- A variety of vegetables, such as leafy greens, potatoes, peppers and broccoli
- Whole, fortified and fiber-rich grain foods
- Low-fat and fat-free milk, cheese and yogurt
- Lean meats, poultry, fish, eggs, beans and nuts

What is the Nutrient Rich Foods Coalition (NRFC)?

- The NRFC is a partnership of leading scientific researchers, health professionals, communications experts, and commodity organizations dedicated to helping people build healthier diets by showing them how to get more nutrition from their calories.

Visit www.NutrientRichFoods.org for more information, including science-based resources, recipes, meal ideas, and a supermarket shopping list to help build and enjoy a nutrient-rich lifestyle.