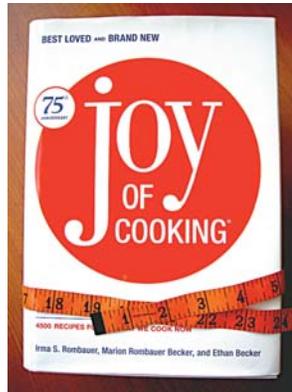


The Joy of Cooking Too Much: 70 Years of Calorie Increases in Classic Recipes

Think eating at home is a guaranteed defense against eating too many calories? Think again. Findings from one of our recent studies showed that the total caloric content of 14 out of 18 recipes present in each edition of *The Joy of Cooking's* throughout its 70-year history increased 43.7%, on average. Furthermore, 17 out of these 18 recipes showed an average increase of 63% in calorie content per serving. Detailed analysis of the recipes under study indicated these increases are due to the use of more caloric ingredients and to changes in serving sizes that showed small increases in the late 1940s and early 1960s but showed a 32.5% increase since 1996. We concluded that while the calories and portion sizes of classic recipes may reflect prevailing tastes and norms they may also establish or reinforce exaggerated norms in others, such as new families, suggesting how these staggering caloric increases might be playing a role in the expanding waistlines of Americans (in *Annals of Internal Medicine*, February 2009).



Smarter Lunchrooms?

School lunches provide many opportunities for increasing the appeal of healthy foods: verbal encouragement while ordering, descriptive labels, and improved access can all help sway a student's decision. With obesity rates on the rise, we are concerned about our children, and have increasingly focused our knowledge and expertise on those environmental cues that might improve our children's diets. During the past few years we have been conducting research in school lunchrooms and cafeterias and studying the way students make food decisions in this context. Fueled by our findings and in an effort to promote further research and collaboration with schools from across the nation, we have developed Smarterlunchrooms.org a website intended as a clearinghouse for cutting edge research findings and a forum for discussion around win-win ideas to help students make healthier food choices in a way that is easy and profitable for schools to implement. We hope this initiative will spur schools to implement changes that "nudge" students to unknowingly make healthier lunch choices.

We invite you to visit Smarterlunchrooms.org!

Consumer Camp 2009 "Small Changes, Mindless Eating Solutions" is here!

Each year the Food and Brand Lab sets aside a weekend in April to hold Consumer Camp, a unique opportunity to directly share some of what we have learned with educators, dietitians, nutritionists and consumers. Over the past 16 years we have had attendees from 37 States and 6 countries. The theme of this year's camp will be "Small Changes, Mindless Eating Solutions" for which we have developed the weekend program packed with fun topics and hands-on activities shown below.



The theme of this year's camp will be "Small Changes, Mindless Eating Solutions" for which we have developed the weekend program packed with fun topics and hands-on activities shown below.

Friday April 17, 2009 (Optional)

- 4:00 pm: Small Changes – Mindless Eating Solutions (General Session)
Director – Cornell Food and Brand Lab. Warren Hall B-45
- 5:00 pm: Reception, Cornell Food & Brand Lab.
Warren Hall 109
- 6:30 pm: Dinner at the King Buffet (ironic, eh?) 734 S. Meadow St.

Saturday April 18, 2009

- 8:00 am: Registration, Rolls & Coffee
- 9:00 am: Small Changes 101
- 10:00 am: Snack Trap Demonstrations
- 10:30 am: Coffee & Refreshments
- 11:00 am: New News You Can Use x 4
- 12:00 pm: Lunch & Walk around BeeBe Lake
- 1:00 pm: On the Edge: 8 Ideas in 8 Minutes each
- 2:05 pm: Walk to Trillium
- 2:15 pm: Food Tricks and Mindless Eating Solutions (hands-on activities)
- 3:30 pm: Walk Back to Warren Hall
- 3:45 pm: Brainstorming, Q&A
- 4:30 pm: End of Program
- 6:00 pm: Reception at Dr. Wansink's home

Sunday – April 19, 2009 (optional)

- 11:00 am: Back to School: Brunch at North Star Dining Hall
- 1:00 pm: Touristic activities on your own

Names turn preschoolers into vegetable lovers

Do you have a picky preschooler who's avoiding their vegetables?

At the Cornell Food and Brand Lab we recently completed a study that showed that giving vegetables catchy new names – like X-Ray Vision Carrots and Tomato Bursts – left preschoolers asking for more. We conducted the study with 186 three to five year olds who when given carrots called "X-ray Vision Carrots" ate nearly twice as much as they did on the lunch days when they were simply labeled "carrots." The study also showed the influence of these names might persist. Children continued to eat about 50% more carrots even on the days when they were no longer labeled X-Ray Vision Carrots. Cool names can make for cool foods," says lead author Brian Wansink, Director of the Cornell Food and Brand Lab. "Whether it be 'power peas' or 'dinosaur broccoli trees,' giving a food a fun name makes kids think it will be more fun to eat. And it seems to keep working – even the next day."

Welcome to Our Visiting Scholars from Around the World!

Francesca Zampollo

Francesca Zampollo from Italy is a PhD candidate at London Metropolitan University and will be visiting the Lab for 6 months starting April 1st, 2009. Francesca's area of expertise is Food Design and during her visit we will work on ways to make healthy foods more appealing and induce people to eat more of them. London Metropolitan University sponsors Francesca's visit to the Lab.



Aki Omori

Aki Omori from Japan is a Fullbright Fellowship-winning journalist who covers Food Issues for The Yomiuri Shimbun, Japan largest newspaper. Aki will be visiting the Lab for 8 months starting on September 2009 and during her visit we will work together on Food Safety and developing efficient ways to effectively communicate food risks to consumers.



Ellen van Kleef

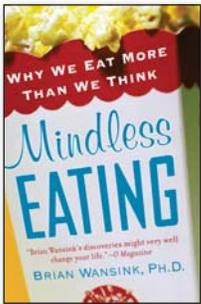
Ellen van Kleef, PhD is a Postdoctoral researcher at Wageningen University in The Netherlands. Her area of expertise is marketing and consumer behavior. During her visit we will work on a joint project between our Lab and Wageningen University's Restaurant of the Future. Ellen's 1 year visit to the lab is sponsored by the Marie Curie Fellowship Program of the European Commission.



Cornell Food and Brand Lab
109-111 Warren Hall
Cornell University
Ithaca, NY 14853-7801

Cornell University

Our Mission: To discover Why, What, When, and How Much People Eat!



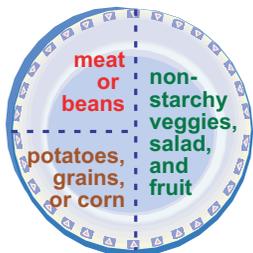
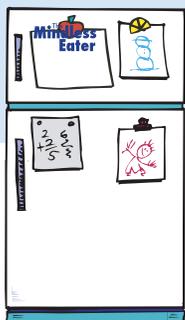
Intel Inside:

- The Joy of Cooking Too Much
- Consumer Camp 2009
- Turn Preschoolers into Vegetable Lovers
- Smarter Lunchrooms?



Refrigerator Research:

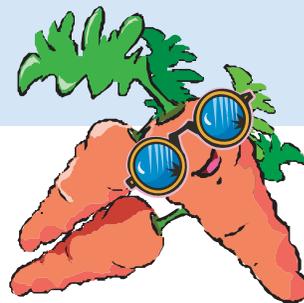
Tear-out tips for your fridge



Use the Half-plate Rule: at dinner, load up the right side of your plate with salad, fruit, or non-starchy vegetables. The other side can be protein (such as meat or beans) and starch (such as grains and starchy veggies like potatoes and corn).



Place stickers that your kids love on healthy snacks, baggies and containers to encourage their consumption. Our recently completed study showed that any sticker encouraged a healthy choice (apple) over an unhealthy choice (cookie).



Rename fruits and vegetables with fun names to make them more appealing to the youngsters at home (e.g. X-Ray vision carrots, rainforest smoothie, power peas, etc.) Our recently completed study - featured on the other side of this newsletter - showed using fun names induces children to eat more of a food and to continue eating it even when the fun name is not used.