



2008 Preliminary Findings

**ADA Foundation Nutrition Symposium at
the Food & Nutrition Conference & Expo**
What are the Youngest American Children Eating?

Findings from the Nestlé 2008 Feeding Infants and Toddlers Study (FITS)

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2008 Preliminary Findings



Background and Purpose

- The Feeding Infants and Toddlers Study (FITS) is a dietary intake survey with large, representative, cross-sectional samples of parents or caregivers that provide information on the diet and eating habits of infants, toddlers and preschoolers living in the United States.
- The major objective of the FITS is to learn about the nutrient intakes and gaps of the youngest U.S. population group and to understand what foods are being consumed at different ages when the diet of young children is rapidly changing.
- Findings from the first FITS conducted in 2002 were published in the Journal of the American Dietetic Association in 2004 with additional findings published in 2006.
- The second FITS was initiated in 2008 and completed in 2009 using an expanded sample size and age range, 0 to 48 months.

Design and Patient Population

- Telephone interviews were conducted to recruit participants, to collect food and nutrient intake data by 24-hour recall, and to collect additional information on household demographics, growth and development, and feeding/consumption patterns.
- FITS '08 updates information on the diets of children age 4 to 24 months from FITS 2002.
— FITS '08 includes 3,273 infants, toddlers and preschoolers from birth to 48 months of age.
- FITS '08 also includes new information on physical activity, TV and video watching, and the parent's assessment of the child's weight status, healthfulness of diet, and developmental stage.

Preliminary Findings

Nestlé FITS 2008 reveals both progress and areas of concern in the diets of young children in the United States. The data shows some positive trends versus 2002 — the number of months that infants breastfeed is longer; on a given day fewer infants and toddlers are eating sweets and sweetened beverages. However, other findings are less positive — on a given day, many toddlers and preschoolers aren't eating a single serving of vegetables or fruit; toddlers and preschoolers need more healthy fat in their diet, while most preschoolers are eating too much saturated fat. Sodium intake is too high for the majority of preschoolers.

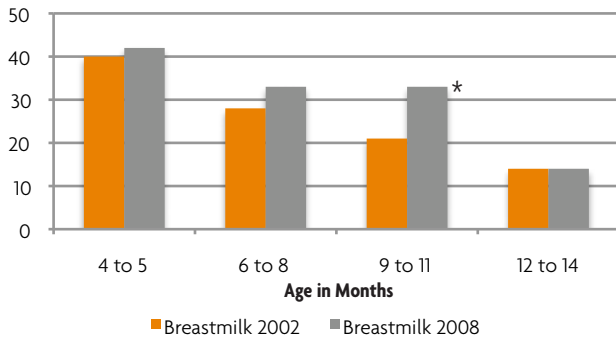
- FITS 2008 data suggests that parents are hearing and responding to feeding guidance for infants yet there is continued work that needs to be done to reinforce good feeding habits as children reach new developmental stages.
- More guidance and support is needed to help parents better transition from feeding baby to meeting the unique needs a toddler or preschooler; their diets are mimicking the unhealthy eating patterns often seen in older children and adults.

Where We're Improving

Mothers Are Breastfeeding Longer

In fact, 33 percent of 9 to 11 month olds are still receiving breastmilk compared to just 21 percent in 2002.

Percent of Children Consuming Breastmilk

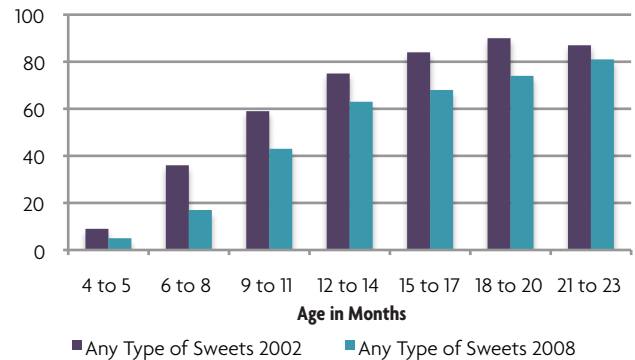


* Significant increase in percent of children consuming breastmilk

Fewer Children Are Consuming Sweets

Fewer numbers of infants and toddlers are consuming any type of dessert, sweet, or sweetened beverage vs FITS 2002. However, more than 60% of toddlers are still consuming desserts, sweets and sweetened beverages.

Percentage of Infants and Toddlers Consuming Any Type of Dessert, Sweet or Sweetened Beverage

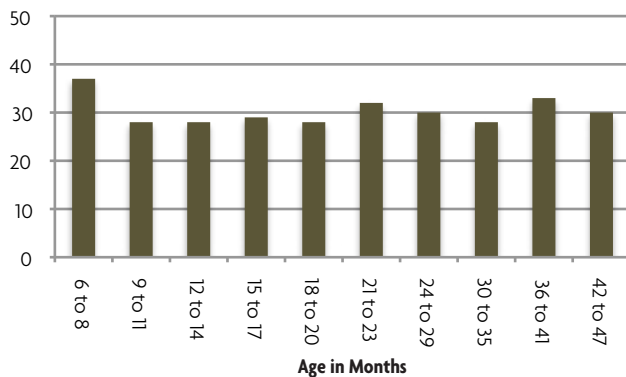


Where We Still Need Improvement

Many Young Children are Not Consuming Any Fruits or Vegetables

About 25 percent of toddlers 12-24 months don't eat a single serving of fruit on a given day, and 30 percent don't eat a single serving of vegetables. These findings are similar to those in FITS 2002. Almost a third of preschoolers did not consume a single serving of vegetables.

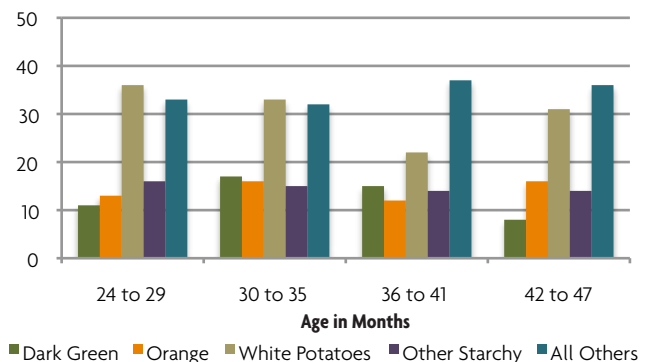
Percent of Children Not Consuming a Discrete Serving of Vegetables in a Day



Preschoolers Are Consuming More White Potatoes than the Healthier Dark Green or Orange Vegetables

French fries are the most popular vegetable among preschoolers.

Percentage of Children Consuming Vegetables at Least Once a Day



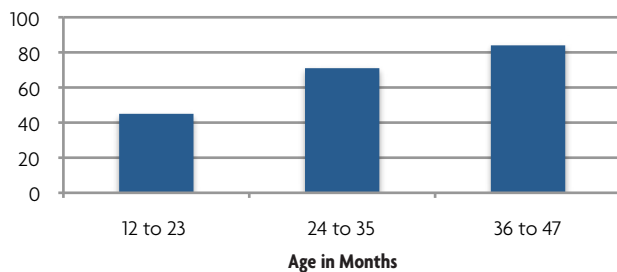
Where We Still Need Improvement, continued

Sodium Intakes Are Above the Upper Limit

Seventy-one percent of 2-year-olds and eighty-four percent of 3-year-olds consume more sodium than recommended.

Percent of Toddlers and Preschoolers with Sodium Intakes Above Upper Level

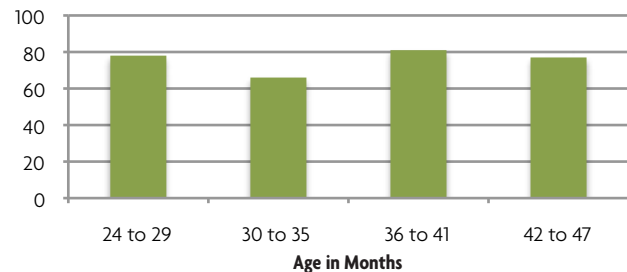
Adequate Intake = 1000 mg/day; Upper Level = 1500 mg/day
In FITS 2002 – 58% of 12-24 Month Olds Consumed Above UL



Preschoolers Are Not Consuming the Recommended Amount of Total Fat

One third of preschoolers are consuming less than the recommended amount of total fat in their diet (30–40% of calories), yet 75% are consuming too much saturated fat.

Percent of Preschoolers Consuming More than the Recommended Amount of Saturated Fat (10% of calories)



Potential Applications

- FITS is a rich data set that can be used to help understand many aspects of children's eating habits:
 - Specific foods and types of foods consumed (food groups)
 - Nutrient intakes
 - Food sources of nutrients
 - Portions of foods and beverages consumed
 - Meal patterns
 - Nutrient intakes and foods patterns of different subgroups (WIC, Hispanic)
- FITS can answer numerous questions about what, when, where and how much of different foods children eat and the nutrients these foods provide.
- FITS findings can help shape toddler and preschooler food and nutrition policy.
- Identifying poor eating habits and gaps in the diet is the first step to creating guidance to help Mom establish healthy eating habits early in life.