



Agriculture and Health: Connecting to the Facts

Julie Gardner, PhD * Extension Specialist – Healthy Lifestyles * Texas 4-H Youth Development



1

Today's To-do List

- Learn more about the impact of agriculture and health in Texas.
- Test our knowledge related to the connection of ag and health.
- Explore the PTPP initiative and how MWVs can assist.



2

AN INTERACTIVE APPROACH

Recipient/Number: 22333

Message: PTPP



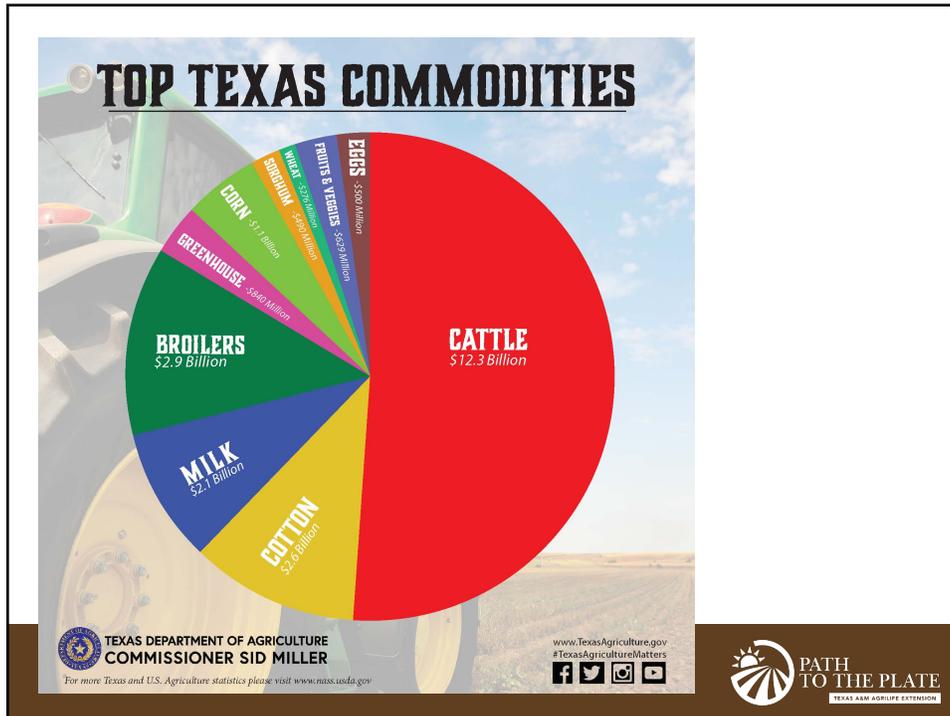
3

The Connection Agriculture and Health

- One of every 7 working Texans (14%) is in an agriculture related job.¹
- In Texas, there are 248,809 farm operations which operate over 127 million acres.
- 98 percent of Texas farms and ranches are family farms, partnerships or family-held corporations. ¹



4



5

Health in Texas

- 34.8 percent of adults and 15.5 percent of youth(10-17) are obese in Texas.
- Heart disease is the leading cause of death among Texans.
- A diet that offers a variety of foods representative of USDAs MyPlate helps fulfill physiological needs of nutrients.
- The US Centers for Disease Control and Prevention (CDC) estimates that 1 in 6 Americans get sick annually from food borne illnesses.⁴

PATH TO THE PLATE
TEXAS A&M AGRILIFE EXTENSION

6

The Internet Connection

- 61% of American adults looked online for health information
- Eight in ten U.S. adults who have sought health information online say they began their last inquiry at a general search engine like Google, Bing, or Yahoo.
 - Pew Research Center
- Digital misinformation has become so pervasive in online social media that it has been listed by the World Economic Forum as one of the main threats to human society.



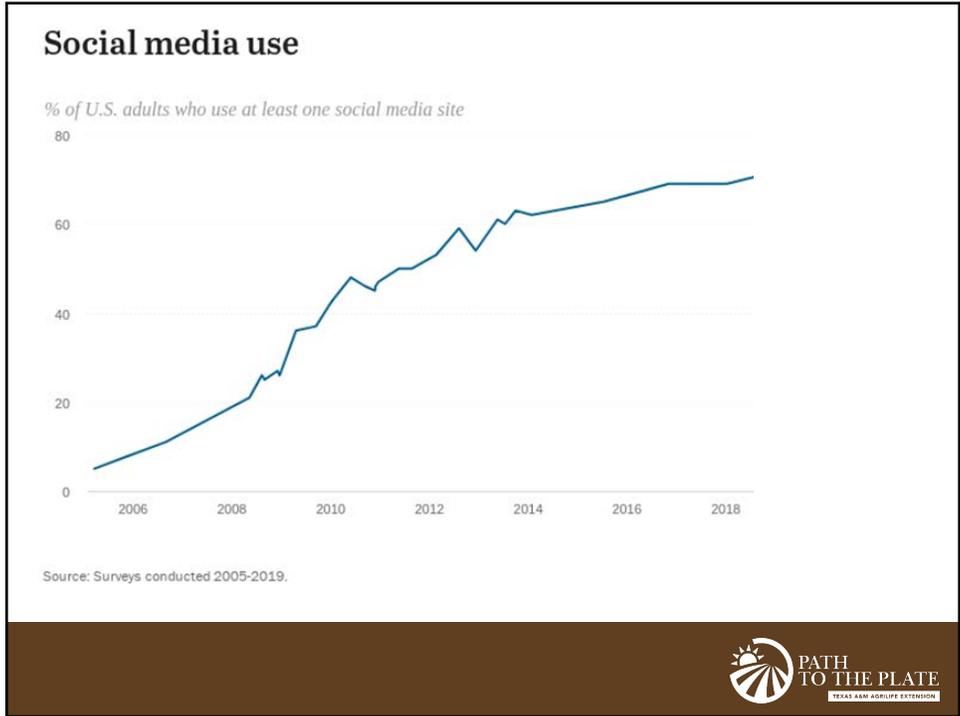
7

The Internet Connection

Site	Number of Active Users Per Month
• YouTube	• 2 billion
• Facebook	• 2.37 billion
• Instagram	• 1 billion
• Twitter	• 320 million
• Snapchat	• 200 million



8



9

The use of hormones is not allowed in poultry or pork production.

True

False

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

10

Which term does not have a formal or lawful definition?

Natural

Non-GMO

Local

All of the Above

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

11

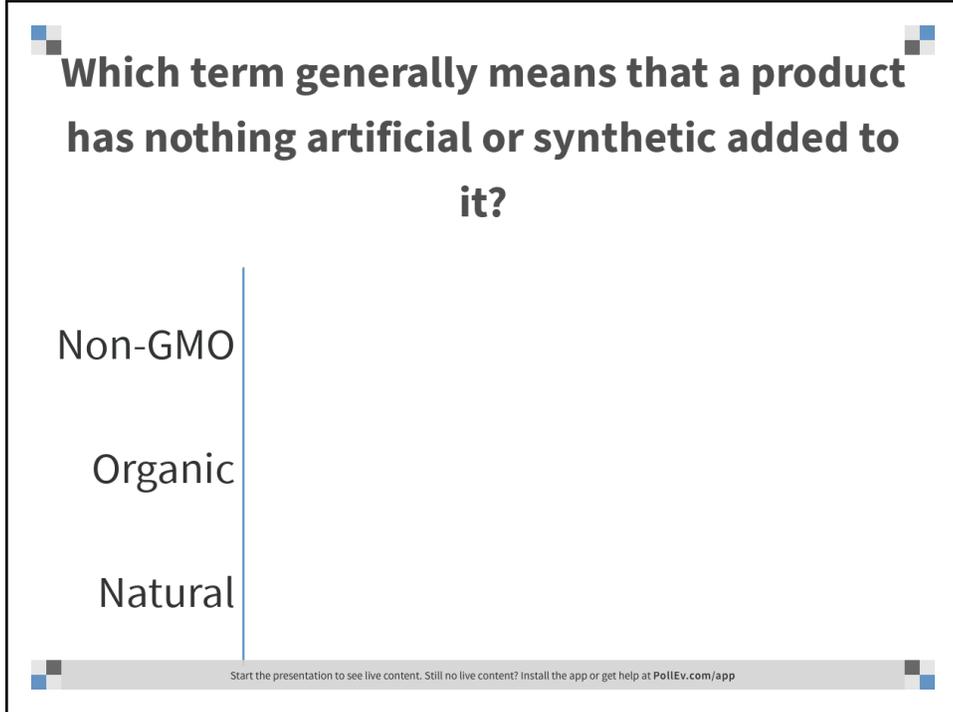
"Local" refers to food produced and processed within 50 miles of where it is sold.

True

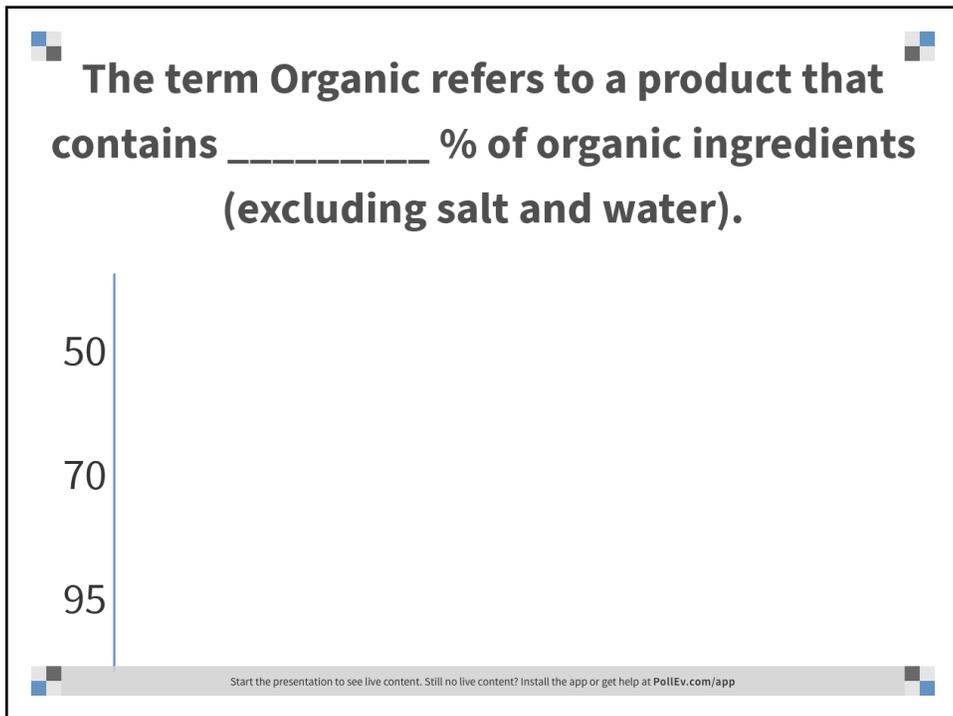
False

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

12



13



14

USDA Certified Organic products contain no fertilizer or pesticide of any type.

True

False

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

15

Which terms means hens must have access to the outdoors.

Cage Free

Free Range

All of the Above

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

16

AgriLife Initiative



17

Path to the Plate is....

Informative

- Path to the Plate is working to provide Texans information and perspectives so they may make better informed decisions about the food they eat.

Factual

- Path to the Plate relies on science and study when presenting details about agriculture practices and their relation to our health.

Unbiased

- The goal of the Path to the Plate program is for all Texans to make informed decisions based on truthful, relevant and accurate information.



18

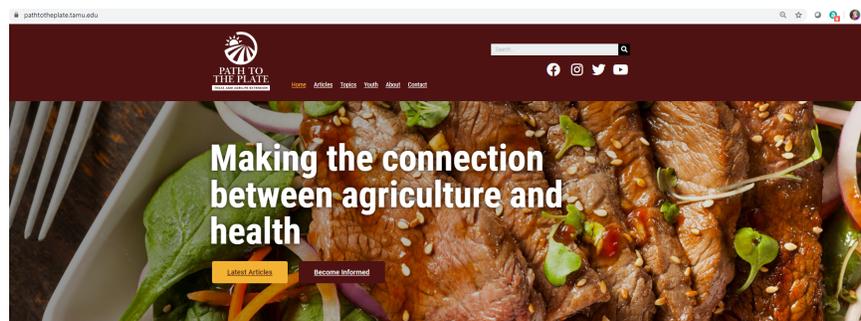
The Connection: Master Wellness Volunteers

- Website
- Presentations
- Youth Programs
- Consumer Conversations



19

<https://pathtotheplate.tamu.edu/>



Having trouble figuring out who you can trust online?

You are not alone! Consumers must sift through thousands of search results to find the information they seek. For this reason, digital

20

Presentations

Understanding Food Packaging and Marketing Claims: Do You Know What You're Eating?

Non-GMO or GMO-Free
- Used by the food industry to advertise that a food is free from genetically modified organisms. This is a VOLUNTARY claim.

Local
- Produced and processed within a particular area (e.g., within an individual state or within the United States in which it is produced).

Fresh
- Food is unprocessed and has not been frozen or subjected to any form of thermal processing or any other form of preservation.

Made with Organic
- Used when a product contains at least 70% organic ingredients (including salt and water).

Organic
- Any product that contains a minimum of 95% organic ingredients (including salt and water).

100% Organic
- Any product that contains 100% organic ingredients (including salt and water).

USDA Certified Organic
- Grown and processed using strict guidelines.
- NO genetically modified organisms.
- Produce no synthetic fertilizers/pesticides.
- Meet standards in many conditions that reflect their natural behavior, fed 100% organic food and forage, and not given antibiotics or hormones.
- Packaged foods no artificial preservatives, colors, or flavors; ingredients are organic with a few exceptions (e.g. baking soda, pectin, etc.).

Whole Grains
- Whole grains contain the bran, germ, and endosperm (examples of whole grains: brown rice, oatmeal, corn).

Egg and Chicken Terms

100% or All-Natural
- Only means nothing was added to the egg (washing, flavoring).
- Does NOT indicate how the chicken was raised.

No Antibiotics
- Hens are raised without any antibiotics of any type.

USDA Organic
- Certified organic eggs are from recognized farms that have free range of their houses and access to outdoor spaces. They are also fed an organic diet.

No added Hormones
- NO eggs have added hormones (regardless of what the package label) because the use of hormones is NOT allowed in laying or broiler production.

Vitamin Enriched
- Hens are given a special diet that helps them produce eggs with a higher vitamin content (e.g. Vitamin E).

Omega-3 Enriched
- Hens are fed a diet that includes flaxseed, algae or fish oils to increase the Omega-3 fatty acid content of the eggs.

Free-range
- Hens are cage free with continuous access to the outdoors during their laying cycle.

Cage-free
- Hens are raised in an enclosed structure with unlimited access to food and water. They are NOT required to have access to the outdoors.

No rBST or rBGH
- rBST and rBGH are growth hormones that are given to cows to increase milk production.

Ultrapasteurized (UHT) Milk
- Milk has been heated to at least 280 degrees F for 2 seconds. This increases shelf life, but may cause a "cooked" flavor.

USDA Organic
- Cows have year round access to outdoors/pasture. No hormones are used. Cows are fed an organic diet (grain, forage).

Grass-fed Beef
- Cows that graze on natural field forage 100% two years or more after being weaned from their mother's milk.

Milk and Beef Terms

Texas A&M AgriLife does not discriminate on the basis of race, color, religion, sex, national origin, disability, age, genetic information, veteran status, sexual orientation or gender identity and provides equal access to its programs, activities, education and employment.

21

12/17

PATH TO THE PLATE
YOUTH EXPO GUIDE

Youth Programs

Texas A&M AgriLife Extension

22



23

Summary Points

- The United States has the most safe and stable food supply in the world
- Education for the consumer is needed to dispel the myths about how food is produced and where it comes from
- Path to the Plate aims to educate and inform consumers on the connection between their health and agricultural production



**PATH
TO THE PLATE**

TEXAS A&M AGRILIFE EXTENSION

24



With safe food, improved health,
thriving agriculture and complete
understanding, Texans can live healthier
lives through the Path to the Plate.



25

Thank you



26