

Agriculture and Health: Connecting to the Facts

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



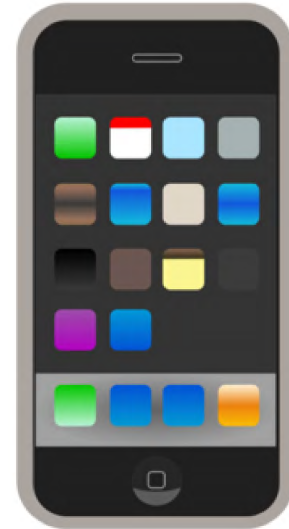
Today's To-do List

- 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.

AN INTERACTIVE APPROACH

Recipient/Number: 22333

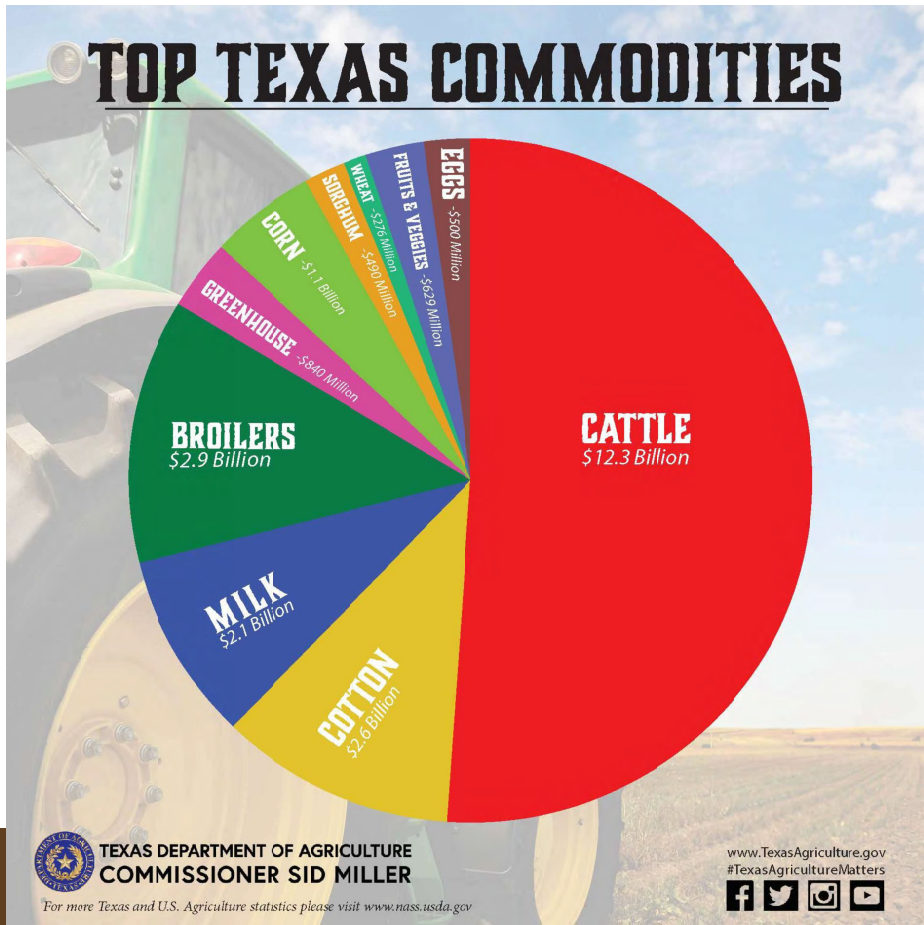
Message: PTPP



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





Health in Texas

- 35.8 percent of adults and 20.3% of youth ages 10 to 17 have obesity, giving Texas a ranking of 8 among the 50 states and D.C.
- Heart disease is the leading cause of death among Texans.
- A diet that offers a variety of foods representative of USDA's 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



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.



The Internet Connection

Site

- YouTube
- Facebook
- Instagram
- Twitter
- Snapchat
- TikTok

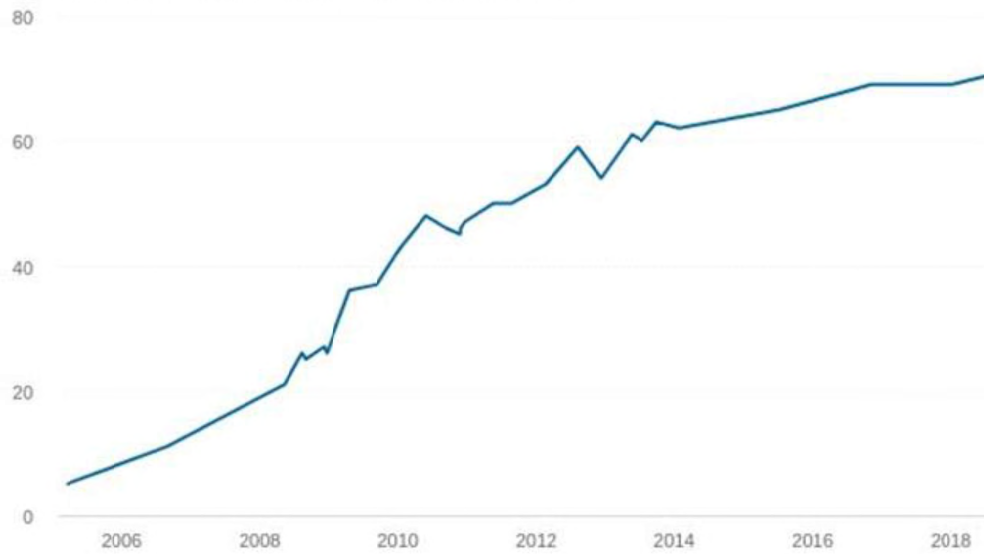
Number of Active Users Per Month

- 2 billion
- 2.91 billion
- 1.07 billion
- 206 million
- 293 million
- 1 billion



Social media use

% of U.S. adults who use at least one social media site



Source: Surveys conducted 2005-2019.



If it's on the internet, it must be true.....or is it?



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

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

"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

Which term generally means that a product has nothing artificial or synthetic added to it?

Non-GMO

Organic

Natural

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

The term Organic refers to a product that contains _____ % of organic ingredients (excluding salt and water).

50
70
95

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

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

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

AgriLife Initiative



PATH
TO THE PLATE

TEXAS A&M AGRILIFE EXTENSION

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.

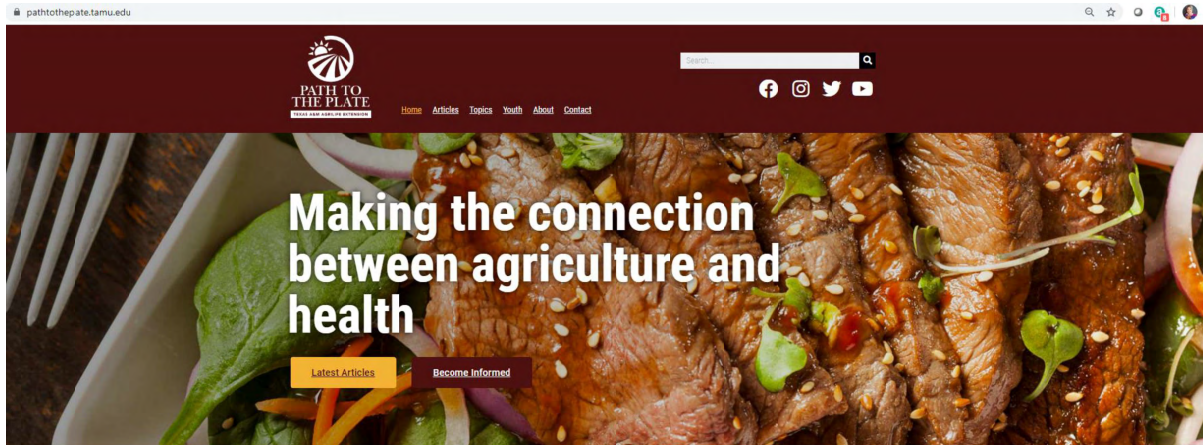


The Connection: Master Wellness Volunteers

- Website
- Presentations
- Youth Programs
- Consumer Conversations



<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

Presentations

TEXAS A&M AGRILIFE EXTENSION

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 label.

'Local'
- Produced and processed within a particular area (e.g., within an undefined # of miles, commonly considered to be less than 400 miles from its origin, or within the State in which it is produced).

'Natural'
- Generally means that a product has nothing artificial or synthetic added to it.

'Fresh'
- Food is unprocessed and has not been frozen or subjected to any form of thermal processing or any other form of preservation.
- NOTE: This definition still allows for wax coatings, post-harvest use of approved pesticides, application of mild chlorine wash, and treatment with ionizing radiation.

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

'Organic'
- any product that contains a minimum of 95% organic ingredients (excluding salt and water).

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

'USDA Certified Organic'
- Grown and processed using strict guidelines
- NO genetically modified organisms
- Produce: no synthetic fertilizers/pesticides
- Meat: animals raised in living conditions that reflect their natural behavior, fed 100% organic feed 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.).

'Terms in RED do NOT have a formal definition right now...Stay tuned'

ORGANIC Terms

USDA ORGANIC

Grain Terms

'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 (coloring, 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 uncaged hens 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 says) because the use of hormones is NOT allowed in hog or poultry production.
- If you see "No added hormones" on a package, it must be followed by the statement: "Federal regulations prohibit the use of hormones"

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

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

'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.

'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 (grains, forage).

'Grass-fed Beef'
- 100% Grass fed means an animal is fed 100% (no grain crops) 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 in its programs, activities, education and employment.

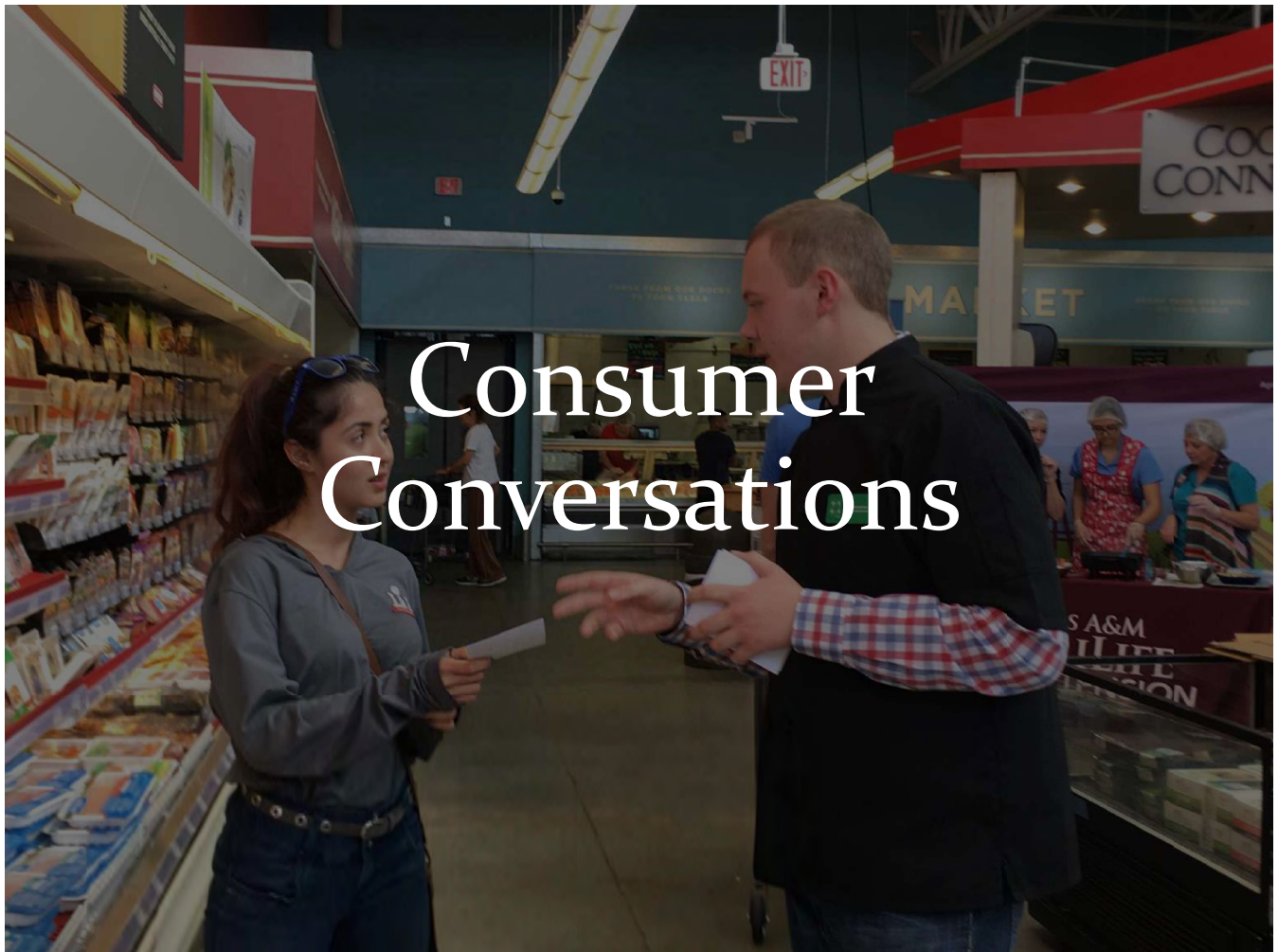


PATH TO THE PLATE

YOUTH EXPO GUIDE



Youth Programs



Consumer Conversations

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



PATH
TO THE PLATE

TEXAS A&M
AGRILIFE
EXTENSION

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



Thank you

