

**2001 CHINA INTERNATIONAL CONFERENCE
ON TRADITIONAL EATING PATTERNS**
CHINESE, ASIAN AND MEDITERRANEAN MODELS

A High-Level Scientific Conference
**To Examine Nutritional Relationships among
Traditional Eating Patterns of China, Asia and the Mediterranean**
and
**To Report on the Global Public Health Implications of Departures
from These and other Traditional Eating Patterns**
and
To Develop a Framework for Global Solutions to Worldwide Obesity

Organized by
OLDWAYS PRESERVATION & EXCHANGE TRUST
with
INSTITUTE OF NUTRITION AND FOOD HYGIENE - BEIJING
Research, Planning and Development Grant Provided by
INTERNATIONAL OLIVE OIL COUNCIL
June 27-29, 2001 — Beijing, China — Beijing Hotel

Cultural Exploratorium
Food, Farms, Fish and Fascinating History
June 25-26 & June 30, 2001

In association with
**CHINA INTERNATIONAL CONFERENCE CENTER OF CAST
(CHINA ASSOCIATION FOR SCIENCE AND TECHNOLOGY)**

WEDNESDAY, JUNE 27
HEALTHY EATING PATTERNS

- 7:30 *Breakfast with traditional morning foods of China*
9:00 **Welcome, Introduction and Official Opening Ceremony**

Achievements of Chinese Agricultural Development and Implications for Eating Patterns

Xu Shiwei, Secretary, State Food and Nutrition Consultation Committee (Beijing, China)

Yang Xiaoguang, M.D., Director and Professor,
Institute of Nutrition and Food Hygiene, Chinese Academy of Preventive
Medicine (Beijing, China)

Linking Traditional Healthy Diets, Consumer Behavior and Public Policies

K. Dun Gifford, J.D., President, Oldways Preservation & Exchange Trust
(Boston, MA, US)

10:00 *Break*

Chapter 1: Defining Traditional Healthy Dietary Patterns

With evidence from all parts of the globe steadily accumulating that when populations abandon traditional foods and substitute industrial foods, they trend inevitably towards obesity. This is so whether the populations are European, Asian, Pacific Island, African, Australian, or North, Central or South American. Because abandonment of traditional food patterns more often than not coincides with rural to urban migrations, a compounding factor is the transition from an active to a sedentary lifestyle. A second compounding factor is the rate at which the abandonment and substitution occurs; when it occurs more rapidly, the obesity and related health problems are intensified. Chapter 1 lays the solid foundation for deliberations of these issues by laying the baseline definitions and outlines of the world's classic healthy dietary patterns.

10:30 *Session 1A: East Meets West: An Overview*

John Foreyt, Ph.D., Professor, Department of Medicine; Director, Behavioral
Medicine Research Center, Baylor College of Medicine (Houston, TX, US)

11:00 *Session 1B: China's Patterns*

Zhai Fengying, M.D., Deputy Director, Institute of Nutrition and Food
Hygiene, Chinese Academy of Preventive Medicine (Beijing, China)

Junshi Chen, M.D., Professor, Institute of Nutrition and Food Hygiene,
Chinese Academy of Preventive Medicine (Beijing, China)

Li Zhu, M.D., M.PH, Professor of Epidemiology, Director, National Center for
Maternal and Infant Health, Peking University Health Science Center
(Beijing, China)

11:45 Questions and Discussion

12:00 *Session 1C: Asian Patterns*

Vongswat Kosulwat, Ph.D., Institute of Nutrition, Mahidol University
(Nakhon Pathom Thailand)

Mod Ismail Noor, Ph.D., B.Sc., Professor of Nutrition, Universiti Kebangsaan
Malaysia (Kuala Lumpur, Malaysia)

12:30 Questions and Discussion

1:00 *Lunch — Dim Sum for Real*

Chapter 1 continued

2:30 *Session 1D: Mediterranean Patterns*

Elisabet Helsing, Dr. M.Sc., Senior Adviser, International Health, National
Board of Health, Oslo, Norway; Former Director, Regional Officer for
Nutrition, World Health Organization Regional Office for Europe (Oslo,
Norway)

Attilio Giacosa, M.D., Chief, Gastroenterology and Nutrition Unit, National Cancer Research Institute (Genoa, Italy)

Antonia Trichopoulou, M.D., Associate Professor of Preventive Medicine and Nutrition, University of Athens Medical School; Professor Emeritus of Nutrition and Biochemistry, Hellenic National School of Public Health; Head, World Health Organization Collaborating Center for Nutrition (Athens, Greece)

3:15 Questions and Discussion

Chapter 2: Determinants of Dietary Behaviors

The accelerating rates of departure from their traditional diets of populations all over the world are the direct result of rapid shifts in consumer food choices and eating behaviors. Public and private efforts to craft effective dietary education and guidance messages that promote health and reduce risks of common degenerative disease have not succeeded in stopping the global tectonic shift to industrial foods that are heavy with added sugars, unhealthy fats, and highly-processed grains. In 1991 the US National Academy of Sciences concluded that “the main challenge is how to inform and encourage an entire population to eat so as to improve its chance for a healthier life.” With that challenge remaining unanswered, Chapter 2 opens the door onto healthy eating messages and eating plans that show long-term success. These may hold the seeds from which can grow new and effective messages that will help to reverse the current seemingly unstoppable slide to universal eating patterns reliant on unhealthy industrial foods.

3:30 *Session 2A: Satiety, Dietary Fat, and Long-Term Weight Loss*

Frank Hu, M.D., Ph.D., Assistant Professor of Nutrition, Harvard School of Public Health (Boston, MA, US)

Kathy McManus, M.S., R.D., Director of Nutrition, Brigham & Women’s Hospital (Boston, MA, US)

4:00 Questions and Discussion

4:15 *Break*

4:45 Chapter 2 continued

4:45 *Session 2B: Good Fat, Olive Oil, and Worldwide Consumer Response*

Ed Blonz, Ph.D., Syndicated Columnist, *On Nutrition*, United Media; President, Nutrition Resource; Author of numerous books including *The Nutrition Doctor’s A to Z Food Counter* (Kensington, CA, US)

Cherry Ripe, Food Columnist, *The Australian*; Author of numerous books including *Australia the Beautiful Cookbook* and *Culinary Cringe*; Broadcaster (Sydney, Australia)

5:15 Questions and Discussion

5:30 *Session 2C: Perspectives on Dietary Behaviors*

A Moderated Roundtable Discussion with Question and Answers

Narsai David, Moderator; Food and Wine Editor, KCBS Radio; Author of numerous books including *Monday Night at Narsai’s: An International Menu Cookbook from the Legendary Restaurant* (San Francisco, CA, US)

Greg Critser, Health Writer, *Harper’s* and *Worth* magazines; member, *USA Today* board of contributors; author of forthcoming book on obesity entitled *Supersize* (Pasadena, CA, US)

Rosie Schwartz, Health, Food and Travel Writer, *Ottawa Citizen*; *Montreal Gazette*; *Homemaker's*; *Fifty Plus Magazine*; Weekly appearance on Canadian Broadcasting's CBC Morning Show; Author, *The Enlightened Eater* (Toronto, Canada)

Rosemary Stanton, Ph.D., Nutritionist, Department of Medicine, University of New South Wales; Lecturer; Author of numerous books including *Complete Book of Food and Nutrition*; Nutrition Researcher (New South Wales, Australia)

6:30 Sessions Conclude

7:15 **Reception — A Presentation and Tasting of Olive Oils**

The traditional Mediterranean Diet, the most extensively studied and documented of the world's healthy dietary patterns, is increasingly referred to as the "gold standard" of these patterns. Olive oil plays a key role in the healthfulness of the Mediterranean Diet, because its fat profile is healthy and also because, as an unrefined oil, it retains its plentiful phytonutrient and antioxidant compounds. The presentation will briefly discuss methods of obtaining the olive oil from the fruit, the qualities of virgin oil, components of the taste and aroma of virgin oils, and methods used to judge the quality of virgin oil. Food experts will add their own comments about the oils, to supplement the judgements of the professional taster.

Luciano Di Giovacchino, Director, Institute of Research for Olive Technology (Pescara, Italy)

Commentaries

Dr. Fausto Luchetti, Executive Director, International Olive Oil Council (Madrid, Spain)

Claudia Roden, Food Expert and Author of numerous Cookbooks; BBC Host (London, UK)

Mimi Sheraton, Food Critic; Author of numerous books and cookbooks including *Food Markets of the World* and *The New York Times Guide to New York Restaurants*; former restaurant critic, *The New York Times*, Contributing Writer to numerous magazines (New York, US)

7:45 **Dinner — A Culinary Handshake Celebrates Traditional Healthy Meals of the Chinese Peoples**

THURSDAY, JUNE 28

PUBLIC HEALTH: TRENDS AND OPPORTUNITIES

7:30 *Breakfast with traditional morning foods of China*

Chapter 3: Trends for Obesity, Diabetes, Cancer and Heart Disease

Slowly but steadily, the three killer chronic diseases — heart, cancer and diabetes — are viewed less in isolation from each other than as symptomatic of the unhealthy foods and lifestyles of industrial and technological societies. Obesity, a relative newcomer on the index of fatal human illnesses, is now judged to be a precursor disease for any one of the classic chronic diseases.

Chapter 3 examines these multiple relationships, highlighting their trends as a way of assessing the urgency of developing effective preventive solutions.

9:00 *Session 3A: The China Experience*

Junshi Chen

- 9:15 *Session 3B: The Asian Experience*
José Maria Ordovas, Ph.D., Professor of Nutrition and Genetics; Senior Scientist, Nutrition and Geonomics Unit JM-USDA-HNRCA, Tufts University (Boston, MA, US)
- 9:30 *Session 3C: Genetic and Other Non-Nutrition Issues*
Tangchun Wu, M.D., Ph.D., Professor and Director, Institute of Occupational Medicine, Tongji Medical College, Huazhong University of Science and Technology (Wuhan, China)
- 9:45 Questions and Discussion
- 10:00 *Session 3D: The Special Case of Heart Disease*
Frank Hu
- 10:15 *Session 3E: The Special Case of Prostate Cancer*
Jing Ma, M.D., Ph.D., Assistant Professor of Medicine, Channing Laboratory, Harvard Medical School (Boston, MA, US)
- 10:30 *Session 3F: Folate and Breast Cancer Relationships*
Shumin Zhang, M.D., Sc.D., Assistant Professor of Medicine, Division of Preventive Medicine, Brigham & Women's Hospital and Harvard Medical School (Boston, MA, US)
- 10:45 Questions and Discussion

11:00 *Break*

Chapter 4: Dietary Guidelines and Recommendations

In considering root causes of the steep world-wide increases in diet-related chronic diseases, an additional necessary baseline for developing solutions is an examination of current dietary guidelines and recommendations. In general, these guidelines are the result of leading scientists and government policy makers seeking consensus around the current state of nutrition science knowledge, and over-laying that consensus with the political considerations inherent in any government decision-making process. Traditionally, guidelines processes have focused almost entirely on the natural sciences of nutrition sufficiency, but hardly at all on the social science of human behaviors. One of the key issues for this Conference is whether the absence of a high-level social science presence at the core of dietary guidance development processes is a source of the ineffectiveness of these messages.

- 11:30 *Session 4A: Guidelines of China*
Keyou Ge
- 11:45 *Session 4B: Guidelines of Other Asian Countries*
Tipayanate Ariyapitipun, Ph.D., Faculty of Allied Health Sciences, The Lipid and Fat Sciences Research Center, Chulalongkorn University (Bangkok, Thailand)
- 12:00 *Session 4C: Guidelines of the World Health Organization*
Elisabet Helsing
- 12:15 *Session 4D: Guidelines of North America*
K. Dun Gifford
- 12:30 Questions and Discussion

1:00 *Lunch — Vegetarian Pleasures of China's Farms*

Chapter 5: Agriculture, Food Supplies and Public Health

If newly-designed dietary guidance messages are to be effective in shifting populations back to healthier traditional dietary patterns, complex issues of agricultural practices, food supply, and food availability must be surmounted. Returning to traditional food patterns requires modifications in crop mixes, production, and volumes. Revisions in agricultural policies will be needed at both national and international levels to accommodate these modifications. Chapter 5 throws light onto the complexity of these issues, and also offers evidence that they are not insurmountable.

2:30 *Session 5A: Implications of Abandoning Traditional Eating Patterns*
Robert Goodland, Ph.D., Senior Ecologist (Washington, D.C., US)

3:15 *Session 5B: Commentary*
Atilio Giacosa

3:30 Questions and Discussion

4:00 *Break*

4:30 *Session 5C: Farming in the Public Interest: Land and Water*
Brian Halweil, Senior Research Associate, Worldwatch Institute (Washington, D.C., US)

5:15 *Session 5D: Commentary*
Rosemary Stanton

5:30 Questions and Discussion

6:00 Sessions Conclude

7:30 *Dinner — Out on the town in Beijing*

FRIDAY, JUNE 29

REACHING CONSUMERS WITH EFFECTIVE MESSAGES

7:30 *Breakfast with traditional morning foods of China*

8:30 Chapter 6: Dietary Solutions to Reverse Adverse Health Trends

As recently as 25 years ago, there was no general agreement among nutrition scientists about the direct causal relationships between diet and health. Among the examples of notable disagreements now embedded in nutrition textbooks are the fierce professional and industry resistances that confronted both the postulates of the Seven Countries Study led by Ancel Keys, and also the publication by a US Senate Committee of recommendations for Dietary Goals for Americans. The opposition over the scientific justification for these two advances gradually receded, and there is now worldwide scientific agreement on the direct causal links between eating habits and health. Chapter 6 provides an overview of these links, along with a more detailed examination of two issues of special concern.

8:30 *Session 6A: General Principles*
Atilio Giacosa
K. Dun Gifford

9:10 *Session 6B: Special Issues for Children*

Li Zhu

9:40 *Session 6C: Special Issues for Women*

Elisabet Helsing

Chapter 7: Effective Healthy Eating Messages that Change Consumer Habits

At the interface between builders of dietary messages and the consumers at whom they are directed lie communicators. Oldways has always viewed this interface as the waist of a dietary guidelines hourglass: dietary advice pours in at the top, filters through an array of quite narrow communications channels, and drifts down upon hundreds of millions of consumers. Following the logic that one reason for the ineffectiveness of existing dietary guidance messages is that they are constructed without the participation of social scientists, another reason is the absence of communicators in the process. The most powerful example of successful eating messages are those that promote unhealthy industrial foods and drinks, and it is clear beyond any doubt that experts in the social sciences of behavior and communications control the development of messages that promote them. Marketing plans for industrial foods are developed by marketing experts, skilled in both behavioral sciences and communications. Chapter 7 opens up a discussion of this issue, relying on the skills and experiences of communicators to examine real life problems of reaching consumers.

A Moderated Roundtable Discussion with Question and Discussion

Moderator: Rosemary Stanton

Jeanne Ambrose, Nutrition Editor, *Better Homes and Gardens* (Des Moines, IA, US)

Molly Bentley, BBC Radio (San Francisco, US)

Ed Blonz

Jesse Cool, Chef/Owner, Flea Street Café, JZ Cool and Cool Café at the Cantor Gallery; Food Writer and Contributor, *Shape Magazine* and *San José Mercury News*; Author, **Tomatoes; Onions; Breakfast in Bed; and Your Organic Kitchen** (Menlo Park, CA, US)

Greg Critser

Elizabeth Minchilli, Food writer; Author (Rome, Italy)

Cherry Ripe

Sheridan Rogers, Freelance Food Writer and Consultant; Author of numerous books including *The Cooks Garden* (Sydney, Australia)

Mimi Sheraton

11:30 *Break*

12:00 **Concluding Remarks**

Keyou Ge

Junshi Chen

K. Dun Gifford

Li Zhu

1:00 Conference Sessions Conclude

1:00 *Lunch — Culinary Splendors of China's Salt and Fresh Water Farms*

Chapter 8: Working Group: Preparation of China Conference Report

“Diet, Obesity and the Coming Global Health Crisis: A Framework for Solutions”

This Working Group session will encourage candid exchanges of views of all Conference participants on framing solutions to the worldwide surge in obesity and therefore the inevitable surge in chronic disease rates. Because it is clear that current dietary guidance policies have failed to persuade consumers to adopt and remain with healthy eating patterns, it is the better part of wisdom to change these failing approaches. This Beijing Conference offers the opportunity to change the conventional wisdom about how to persuade consumers to adopt eating patterns. The opportunity is based on the presence at this Conference of leading experts from many countries, the interdisciplinary nature of Conference delegates, and a willingness to accept the fact that worldwide data indicate that new directions in dietary messages that promote good health are necessary. A report summarizing the Working Group’s recommendation will be prepared during Chapter 8, for release at its close.

6:00 Conference Concludes

NOTE

Because this is a high-level International Conference, a high-level of knowledge of its subject matter by presenters and participants is assumed. For this reason, the individual presentations are brief. Question and discussion periods are interspersed frequently throughout the sessions, which is made possible by reducing the length of presentations.

The purpose of this structure is to encourage discussion among the delegates throughout the length of the meeting. This will materially assist the result-oriented process for the final session, during which delegates will work towards a framework of solutions for addressing the global epidemic of obesity with realistic and data-based approaches.

Oldways has utilized this structure successfully in previous high-level conferences attended by delegates from many countries (from ten countries for this conference) at which consensus results were sought at its conclusion.