

OLDWAYS

HEALTH THROUGH HERITAGE

As we look forward to future, we're excited to continue working to change the way people eat—inspiring others to embrace healthy foods and cultural food traditions from the old ways. Thank you to the many people who have joined with us to make a difference around the world!

Oldways: An Organization Challenging Conventional Wisdom – 1990 to 1997



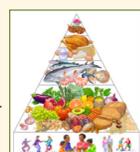
1990

- ▲ **K. Dun Gifford** founds Oldways to preserve traditional foods and foodways, and to promote healthy eating and drinking.
- ▲ Development of a series of beloved, ground-breaking Oldways **overseas symposiums** for journalists, chefs, scientists and food retailers, focusing on the connection of food and culture and the scientific validity of traditional diets.



1993

- ▲ Introduction of the **Mediterranean Diet Pyramid**, with the Harvard School of Public Health, featuring olive oil as the principal fat, inclusion of moderate wine drinking, and recognition of the difference between plant and animal protein—radical ideas at the time.
- ▲ Founding of the **Chefs Collaborative**, focusing on sustainability, local and seasonal food, and bringing chefs together to advocate for change—also radical ideas at the time.

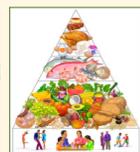


1995

- ▲ **Scientific “de-demonization” of healthy fats**—olive oil, avocados, tree nuts and peanuts—in a world obsessed by low-fat diets.

1995, 1996, and 1997

- ▲ Creation and introduction of a larger series of scientifically based cultural models for healthy eating: **Asian Diet Pyramid** (1995), **Latin American Diet Pyramid** (1996) (right), and **Vegetarian Diet Pyramid** (1997).



1996

- ▲ Creation of the scientifically- and culturally-based **Sensible Wine Drinking Guidelines**.

Oldways: An Organization Ahead of the Curve – 1998 to 2004



1998 and 2000

- ▲ Development of **Scientific Consensus Statements on Moderate Fat Diets**, helping to change government policy from recommendations of low-fat to moderate-fat.



1999

- ▲ Organization of the **Cheese of Choice Coalition**—focusing on consumers' right to choose raw-milk cheese and the protection of the aging rules for traditional cheeses made from unpasteurized milk.



2001

- ▲ Development and organization of **Continuing Education Programs in Nutrition for Physicians** with the Harvard School of Public Health—the first CME course to bring together nutrition, culture, and cooking.
- ▲ Creation of the **Antioxidant Initiative**, a program to bring attention to the power of foods and drinks with high levels of antioxidants.



2002

- ▲ Development of the **Water Farming Initiative**, a program to push for environmentally sound aquaculture.



2003

- ▲ Founding of the **Whole Grains Council**, an Oldways program helping consumers find whole grains and understand their health benefits; and working with manufacturers to create delicious whole grain products—accelerating the shift from refined to whole grains.



2004

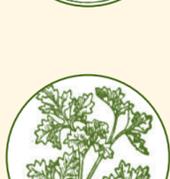
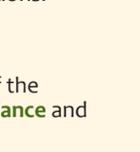
- ▲ Development of a **Scientific Consensus Statement on Healthy Pasta Meals** and a campaign to fight back against extreme low-carb diets.

Oldways: An Organization Breaking down Barriers and Making Connections – 2005 to the Present



2005

- ▲ Introduction of the **Whole Grain Stamp**, a packaging symbol that helps shoppers worldwide quickly and easily find real whole grain foods—now featured on more than 9,000 products in over 40 countries.
- ▲ Creation of the **Oldways Culinaria Program**—extraordinary culinary tours, *planned with the firm belief that the hearty of any culture can be illuminated by exploring its food, wine, and culinary traditions.*



2005 and 2006

- ▲ Organization of coalitions to promote the traditional diets of the Mediterranean and Latin America (**Mediterranean Foods Alliance** and **Latino Nutrition Coalition**).



2007

- ▲ Organization of the first conference on the health benefits of **Resistant Starch**—a newly-recognized type of dietary fiber.
- ▲ Publication of our first book, *The Oldways Table: Essays and Recipes from the Food Issues Think Tank*.



2008

- ▲ Celebrating the fifteenth anniversary of the **Mediterranean Diet Pyramid**, Oldways brought together a scientific committee to update the Mediterranean Diet Pyramid. The scientists added herbs and spices for the first time, and made fish and seafood more prominent.
- ▲ **Whole Grains Month** (September) created as a special annual event to promote whole grains.



2009

- ▲ Creation of **National Mediterranean Diet Month**, an annual celebration created to highlight the health benefits of the Mediterranean Diet throughout the month of May.



2011

- ▲ Development of the **African Heritage Diet Pyramid**, an eating pattern based on the healthy culinary traditions of the African Diaspora, and development of an accompanying education program for African Americans to claim health by using heritage as a guide.



2011 and 2012

- ▲ Creation of two programs, **ONE** and the **Supermarket Dietitian Symposium**, focusing on supermarket dietitians, helping them do their jobs better, and making connections between the registered dietitians and companies that sell food and beverages.



2012

- ▲ Development of a six-lesson cooking curriculum for African Americans, called **A Taste of African Heritage**. The curriculum was introduced coast-to-coast, with qualitative and quantitative measurements of results.
- ▲ Publication of our second book, *The Oldways 4-Week Mediterranean Diet Menu Plan*.



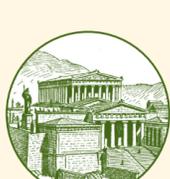
2013

- ▲ Co-organization of the development of a **Scientific Consensus Statement on Glycemic Index, Glycemic Load, and Glycemic Response**—and the importance of high-quality carbohydrates.
- ▲ Scientific update and introduction of the **Vegetarian Diet Pyramid** by a scientific committee that included, for the first time, a vegan diet option.



2014

- ▲ Relaunch of the **Cheese of Choice Coalition**.
- ▲ **Whole Grain Stamp** now on 10,000 products in 42 countries.
- ▲ Publication of our third book, *The Oldways 4-Week Vegetarian & Vegan Diet Menu Plan*.
- ▲ **A Taste of African Heritage** cooking and nutrition program brings about positive improvements in weight, waist circumference, and blood pressure while inspiring more vegetable consumption.



2015

- ▲ 1st **Raw Milk Cheese Appreciation Day** organized by Oldways Cheese Coalition on April 18.
- ▲ **A Taste of African Heritage** cooking and nutrition community program launched in Philadelphia and through NHP, a national community housing nonprofit.
- ▲ **Oldways Supermarket RD Symposium** had its fifth edition in St. Petersburg, Florida.



2016

- ▲ **Train the Trainer** program launched in Philadelphia for **A Taste of African Heritage**.
- ▲ 1st **Taste Cheese Live** online event held September 27.
- ▲ Two Oldways Culinarias: **Emilia Romagna** in May, and **Greece** in November.



2017

- ▲ New **50% Whole Grain Stamp** was introduced for products where at least 50% of the grain is whole grain.
- ▲ Publication of our newest book, *12 Ways to Use Vegetables*.
- ▲ Two Oldways Culinarias: **Liguria and Menton** in March, and **Andalusia, Spain** in November.
- ▲ **Whole Grains Month** (September) introduced **Good Grains for a Good Cause** to nominate a favorite charity to win whole grain products.

