A HISTORY OF CARBOHYDRATES

FROM LOW CARB, NO CARB, TO WHOLE GRAIN AND BEYOND, THIS HISTORIC OVERVIEW WILL WALK YOU THROUGH THE HISTORY OF CARBS AND GIVE YOU A BETTER OF UNDERSTANDING OF WHY FAD DIETS ARE NEVER A GOOD IDEA.



1939 RICE DIET, DUKE UNIVERSITY, MDs

A study by Duke University discovers how the Rice Diet prevents and treats hypertension, diabetes, obesity, and more. It's very simple. Eat rice. Don't eat salt. Eat whole foods.

1970s MACROBIOTICS IN AMERICA

www.kushiinstitute.org

Michio and Aveline Kushi bring awareness of macrobiotics to America and advocate a diet based on organic foods, whole grains, and home cooking. They open the first natural food stores.

> **1970s + 1980s** HIGH-CARB DIET (MEAT WAS BAD)

1975 PRITIKIN DIET – HIGH-CARBOHYDRATE, LOW-FAT

www.pritikin.com

Nathan Pritikin and his son, Robert Pritikin, write many books based on his extremely high-carb, low-fat diet: 80% complex carbohydrates, 5-10% fats, and 10-15% protein. Pritikin was a medical researcher who created a diet and lifestyle program based on native diets in Mexico, New Guinea, and South Africa.

1971 INTRODUCTION OF COMPLEMENTARY PROTEINS

www.smallplanetinstitute.org

Frances Moore Lappe writes Diet for a Small Planet, based on the vegetarian movement of the 1960s. She incorporates vegetarian principles with a focus on whole grains and sustainable living.

1977 DIETARY GOALS FOR THE AMERICAN PEOPLE

The Senate Select Committee on Nutrition and Human Needs, led by Senator George McGovern, creates "Dietary Goals for the American People," recommending 55-60% of calories from carbohydrates.

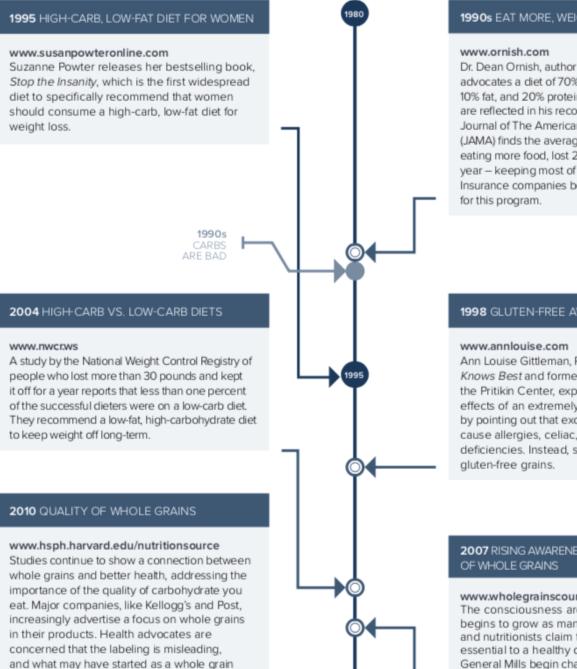
1980s HIGH-CARBS TO LOWER RISK OF HEALTH PROBLEMS AND INCREASE WEIGHT LOSS

www.drmcdougall.com

Dr. John McDougall writes The McDougall Plan, claiming this diet will reverse health problems and promote weight loss due to its low-fat, low protein, and high-carbohydrate content of 75-85%.

1980s + 1990s "FAT-FREE" DIET (FAT IS BAD)

WWW.FINELYNOURISHED.COM



2010

FUTURE

1990s EAT MORE, WEIGH LESS

Dr. Dean Ornish, author of Eat More, Weigh Less, advocates a diet of 70% complex carbohydrates, 10% fat, and 20% protein. Macrobiotic principles are reflected in his recommendations. The Journal of The American Medical Association (JAMA) finds the average Ornish patient, while eating more food, lost 24 pounds in the first year – keeping most of that off five years later. Insurance companies begin paying client costs

1998 GLUTEN-FREE AWARENESS

Ann Louise Gittleman, PhD, author of Your Body Knows Best and former head nutritionist of the Pritikin Center, exposes detrimental health effects of an extremely high-carbohydrate diet by pointing out that excess gluten in grains may cause allergies, celiac, candida, and mineral deficiencies. Instead, she advocates eating

2007 RISING AWARENESS OF THE BENEFITS

www.wholegrainscouncil.org

The consciousness around whole grains begins to grow as many doctors, authors and nutritionists claim that whole grains are essential to a healthy diet. Companies like General Mills begin changing their ingredients and advertising to focus on whole grains.

PRESENT 'FAD DIETS' (MEAT IS GOOD AGAIN

has been processed and combined with a

long ingredient list of sugars and additives.