

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.

1920

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.

1960

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)

1995 HIGH-CARB, LOW-FAT DIET FOR WOMEN

www.susanpowteronline.com
Suzanne Powter releases her bestselling book, *Stop the Insanity*, which is the first widespread diet to specifically recommend that women should consume a high-carb, low-fat diet for weight loss.

2004 HIGH-CARB VS. LOW-CARB DIETS

www.nwcr.ws
A study by the National Weight Control Registry of people who lost more than 30 pounds and kept it off for a year reports that less than one percent of the successful dieters were on a low-carb diet. They recommend a low-fat, high-carbohydrate diet to keep weight off long-term.

2010 QUALITY OF WHOLE GRAINS

www.hsph.harvard.edu/nutritionsource
Studies continue to show a connection between whole grains and better health, addressing the importance of the quality of carbohydrate you eat. Major companies, like Kellogg's and Post, increasingly advertise a focus on whole grains in their products. Health advocates are concerned that the labeling is misleading, and what may have started as a whole grain has been processed and combined with a long ingredient list of sugars and additives.

1990s EAT MORE, WEIGH LESS

www.ornish.com
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 for this program.

1998 GLUTEN-FREE AWARENESS

www.annlouise.com
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 gluten-free grains.

2007 RISING AWARENESS OF THE BENEFITS OF WHOLE GRAINS

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.

