

Agriculture Fact Book 2000



U.S. Department
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Agriculture Fact Book 2000

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Forest Service Recreation Information: <http://www.fs.fed.us/recreation/recreation.shtml>
Forest Service—2002 Winter Olympics: <http://www.fs.fed.us/r4/2002/>
U.S. National Arboretum: <http://www.ars-grin.gov/ars/Beltsville/na/>
USDA Plant Hardiness Zone Map: <http://www.ars-grin.gov/na/hardines.html>
National Agricultural Library: <http://www.nalusda.gov/>
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Foreword

by Dan Glickman, Secretary

The U.S. Department of Agriculture (USDA), called “The People’s Department” by President Abraham Lincoln when it was founded in 1862, touches the lives of every single American. You do not have to be a farmer or a rural resident to be a USDA customer. Everyone with an interest in good nutrition, food safety, and the health of the American landscape has a stake in our programs and activities.

Inside the *Agriculture Fact Book*, you will learn about the breadth of our mandate—about our stewardship of 192 million acres of national forest land; about our efforts to fight hunger at home and abroad; about our support for land-grant colleges and universities; about our battles against bugs, pests, and diseases that threaten American agriculture and ecosystems. You will learn more about programs that are already household names, like the Food Stamp Program. And, you can also get information about efforts like the Farmland Protection Program and our regulation of biotechnology products.

The book also provides a broad look at American agriculture and includes data on farm income, assets, production, commodities, and more. We also outline the demographic features of rural America. And because USDA has responsibilities for reporting on the consumption as well as the production end of agriculture, we devote an entire chapter to American eating habits.

We have designed this book to be user-friendly, with charts, graphs, and visuals that help better convey key points. The book also includes a helpful glossary and a calendar that explains the planting and harvesting schedules of different crops.

We also know that no one book can provide all the information one might need. So we have included the names, telephone numbers, fax numbers, and e-mail addresses of contacts for additional information. Throughout these pages, you will also find web site addresses where you will be able to tap an even deeper well of USDA information.

Whether you are a farmer, a dietitian, a scientist, a public servant, or just a curious citizen, the *Agriculture Fact Book* is an invaluable resource and handy reference guide. You can access a digital version of this publication—as well as a multitude of agricultural information—on USDA’s web site at <http://www.usda.gov>. I encourage you to use it and to contact us if you need more information.

1. U.S. Agriculture—Food Consumption in America

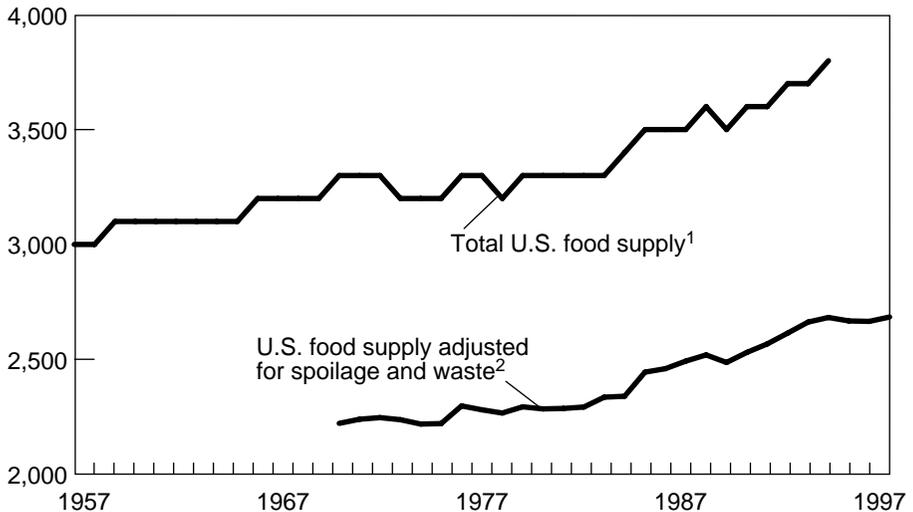
Americans at the beginning of the 21st century are consuming more food and several hundred more calories per person per day than did their counterparts in the late 1950's (when per capita calorie consumption was at the lowest level in this century), or even in the 1970's. The aggregate food supply in 1994 (the latest year for which nutrient data from USDA's Center for Nutrition Policy and Promotion are available) provided 3,800 calories per person per day, 500 calories above the 1983 level and 800 calories above the record low in 1957 and 1958.

Of that 3,800 calories, USDA's Economic Research Service (ERS) estimates that roughly 1,100 calories were lost to spoilage, plate waste, and cooking and other losses, putting dietary intake of calories in 1994 at just under 2,700 calories per person per day. ERS data suggest that average daily calorie intake increased 14.7

Figure 1-1

Calories from the per capita U.S. food supply, adjusted for spoilage and waste, increased 21 percent between 1970 and 1994

Calories per person per day



¹Rounded to the nearest hundred

²Not calculated for years before 1970.

Source: USDA's Center for Nutrition Policy and Promotion; USDA's Economic Research Service

percent, or about 340 calories, between 1984 and 1994, and remained stable between 1994 and 1997. Of that 14.7-percent increase, grains (mainly refined grain products) contributed 6.2 percentage points; added fats and oils, 3.4 percentage points; added sugars, 3.4 percentage points; fruits and vegetables, 1.4 percentage points; and meats and dairy products together, 0.3 percentage point.

Some of the observed increase in caloric intake may be associated with the increase in eating out. Data from USDA's food intake surveys show that the food-away-from-home sector provided 34 percent of total food energy consumption in 1995, up from 19 percent in 1977-78. The data also suggest that, when eating out, people either eat more or eat higher calorie foods—or both—and that this tendency appears to be increasing.

A variety of factors are responsible for the changes in U.S. consumption patterns in the last 50 years, including changes in relative prices, increases in real (adjusted for inflation) disposable income, and more food assistance for the poor. New products, particularly more convenient ones, also contribute to shifts in consumption, along with more imports, growth in the away-from-home food market, expanded advertising programs, and increases in nutrient-enrichment standards and food fortification. Sociodemographic trends also driving changes in food choices include smaller households, more two-earner households, more single-parent households, an aging population, and increased ethnic diversity.

ERS estimates per capita food and nutrient supplies based on food disappearance data. These data are used as a proxy to estimate human consumption. The data reported in tables 1-1 through 1-6 are unadjusted for spoilage and waste, so they may overstate what is actually eaten. The data are used more appropriately as indicators of trends in consumption over time.

■ **Meat Consumption at Record High**

Now more than ever, America is a Nation of meat eaters. In 1999, total meat consumption (red meat, poultry, and fish) reached 197 pounds (boneless, trimmed-weight equivalent) per person, 64 pounds above average annual consumption in the 1950's (table 1-1). Each American consumed an average of 12 pounds more red meat than in the 1950's, 48 pounds more poultry, and 4 pounds more fish and shellfish. Rising consumer incomes, especially with the increase in two-income households, and meat prices in the 1990's that were often at 50-year lows, when adjusted for inflation, explain much of the increase in meat consumption. In addition, the meat industry has provided scores of new brand-name, value-added products processed for consumers' convenience, as well as a host of products for foodservice operators.

Table 1-1

In the 1990's, Americans consumed an average 57 pounds more meat per year than in the 1950's, and a third fewer eggs

Item	Annual averages						
	1950-59	1960-69	1970-79	1980-89	1990-99	1998	1999
	<i>Pounds per capita, boneless-trimmed weight</i>						
Total meats	133.0	161.8	177.1	182.9	190.7	195.3	197.2
Red meats	102.3	123.4	129.4	121.9	113.3	115.6	113.9
Beef	52.8	69.1	80.9	71.8	63.7	64.9	63.5
Pork	41.0	47.9	45.0	47.7	48.0	49.1	49.1
Veal and lamb	8.5	6.4	3.5	2.4	1.6	1.6	1.3
Poultry	19.8	27.7	35.2	46.8	62.6	65.0	68.4
Chicken	16.2	22.5	28.4	36.9	48.5	50.8	54.4
Turkey	3.5	5.1	6.8	9.9	14.1	14.2	14.1
Fish and shellfish	10.9	10.7	12.5	14.2	14.8	14.8	14.8
	<i>Number per capita</i>						
Eggs	373	320	285	257	238	244	249

Note: Totals may not add due to rounding; 1999 projection as of July 1999.

Source: USDA's Economic Research Service.

Nutritional concern about fat and cholesterol has encouraged the production of leaner animals (beginning in the late 1950's), the closer trimming of outside fat on retail cuts of meat (beginning in 1986), the marketing of a host of lower fat ground and processed meat products, and consumer substitution of poultry for red meats since the late 1970's—significantly lowering the meat, poultry, and fish group's contribution to total fat and saturated fat in the food supply. Despite near record-high per capita consumption of total meat in 1994, the proportion of fat in the U.S. food supply from meat, poultry, and fish declined from 32 percent in the 1950's to 25 percent in 1994. Similarly, the proportion of saturated fat contributed by meat, poultry, and fish fell from 33 percent in the 1950's to 26 percent in 1994.

Between 1950 and 1989, annual consumption of eggs steadily declined nearly 4 eggs per person per year, from 390 eggs to 237. This long-term decline in per capita egg consumption leveled off in the early 1990's. From a record low of 234 eggs per person per year in 1990-91, egg consumption rose to 244 eggs in 1998, and is projected to rise to 249 eggs in 1999. The record high for U.S. per capita consumption was 403 eggs in 1945. Much of the decline in egg consumption since 1950 was due to changing lifestyles (for example, less time for breakfast preparation in the morning as large numbers of women joined the paid labor force) and the perceived ill effects of cholesterol intake associated with egg consumption.

■ Eating Out Cuts Milk, Boosts Cheese Consumption...

In 1998, Americans drank an average of 35 percent less milk and ate nearly 3 2/3 times as much cheese (excluding cottage, pot, and baker's cheese) as in the 1950's (table 1-2).

Consumption of beverage milk declined from an annual average of 36 gallons per person in the 1950's to 24 gallons in 1998. Consumption of soft drinks, fruit drinks and ades, and flavored teas may be displacing beverage milk in the diet. Big increases in eating away from home, especially at fast-food places, and in consumption of salty snack foods favored soft drink consumption.

The beverage milk trend is toward lower fat milk. Whole milk represented 92 percent of all beverage milk (plain, flavored, and buttermilk) in the 1950's, but its share dropped to 35 percent in 1998.

Average annual consumption of cheese (excluding full-skim American and cottage, pot, and baker's cheeses) increased 269 percent between the 1950's and 1998, from 7.7 pounds per person to 28.4 pounds. Lifestyles that emphasize convenience foods were probably major forces behind the higher consumption. In fact, two-thirds of our cheese now comes in commercially manufactured and

Table 1-2

Americans are drinking less milk, eating more cheese and frozen dairy products

Item	Unit	Per capita annual averages					
		1950-59	1960-69	1970-79	1980-89	1990-98	1998
All dairy products ¹	lb	700	619	548	575	577	591
Cheese ²	lb	7.7	9.5	14.4	21.5	26.7	28.4
Cottage cheese	lb	3.9	4.7	4.9	4.1	2.9	2.7
Frozen dairy products	lb	22.8	27.4	27.8	27.4	29.1	29.1
Ice cream	lb	18.0	18.3	17.7	17.7	16.1	16.1
Lowfat ice cream	lb	2.7	6.3	7.6	7.3	7.5	7.5
Sherbet	lb	1.3	1.5	1.5	1.3	1.3	1.3
Other	lb	1.0	1.5	1.0	1.2	4.3	4.3
Nonfat dry milk	lb	4.9	5.9	4.1	2.4	3.1	3.4
Dry whey	lb	.2	.6	2.1	3.3	3.6	3.4
Condensed and evaporated milks	lb	21.4	15.7	9.4	7.5	7.6	6.6
Cream products	2 pt	18.0	13.3	10.1	12.8	15.6	17.3
Yogurt	2 pt	0.1	0.7	3.2	6.5	8.5	9.3
Beverage milk	gal	36.2	32.5	29.8	26.5	24.7	23.7
Whole	gal	33.3	28.8	21.7	14.3	9.2	8.3
Lower fat	gal	2.9	3.7	8.1	12.2	15.5	15.4

Note: Totals may not add due to rounding.

¹Milk-equivalent, milkfat basis; includes butter. Individual items are on a product-weight basis.

²Natural equivalent of cheese and cheese products; excludes full-skim American, cottage, pot, and baker's cheese.

Source: USDA's Economic Research Service.

prepared foods (including foodservice), such as pizza, tacos, nachos, salad bars, fast-food sandwiches, bagel spreads, sauces for baked potatoes and other vegetables, and packaged snack foods. Advertising and new products—such as reduced-fat cheeses and resealable bags of shredded cheeses, including cheese blends tailored for use in Italian and Mexican recipes—also boosted consumption.

...and Swells Use of Baking and Frying Fats

Americans' mid-1990's push to cut dietary fat is apparent in the recent per capita food supply data, which show a modest decline in the use of added fats and oils since 1993. Annual per capita consumption of added fats and oils declined about 7 percent between 1993 and 1997, from a record-high 70.2 pounds (fat-content basis) per person to 65.6 pounds. (The decline in calories from added fats since 1993 has been more than offset by a rise in calories from grain products and added sugars.) However, average use of added fats and oils in 1997 remained 47 percent above the 1950's (table 1-3). Added fats and oils include those used directly by consumers, such as butter on bread, as well as shortenings and oils used in commercially prepared cookies, pastries, and fried foods. All fat naturally present in foods, such as in milk and meat, are excluded.

Americans in 1997 consumed, on average, three times more salad and cooking oils than they did in the 1950's, and nearly twice as much shortening. Average use of table spreads declined by 25 percent during the same period.

In the 1950's, the fats and oils group (composed of added fats and oils) contributed the most fat to the food supply (41 percent), followed by the meat, poultry, and fish group (32 percent). By 1994, the fats and oils group's contribution to total fat had jumped 11 percentage points to 52 percent, probably due to the much

Table 1-3

Rising salad/cooking oils and shortening use boosted consumption of added fats by 47 percent between 1950-59 and 1997

<i>Item</i>	<i>Annual averages</i>					
	<i>1950-59</i>	<i>1960-69</i>	<i>1970-79</i>	<i>1980-89</i>	<i>1990-97</i>	<i>1997</i>
	<i>Pounds per capita¹</i>					
Total added fats and oils	44.6	47.9	53.6	61.1	66.6	65.6
Salad and cooking oils ²	9.8	13.9	20.2	25.0	28.0	29.8
Baking and frying fats	21.3	20.8	20.7	23.8	26.9	25.6
Shortening	10.9	14.6	17.4	20.5	22.7	20.9
Lard and beef tallow ³	10.4	6.2	3.3	3.4	4.1	4.7
Table spreads	17.0	16.5	15.9	15.3	14.5	12.8
Butter	9.0	6.6	4.7	4.6	4.5	4.2
Margarine	8.0	9.9	11.2	10.7	10.1	8.6

Note: Totals may not add due to rounding.

¹Total added fats and oils is on a fat-content basis. Individual items are on a product-weight basis.

²Includes a small amount of specialty fats used mainly in confectionery products and nondairy creamers.

³Direct use; excludes use in margarine or shortening.

Source: USDA's Economic Research Service.

higher consumption of fried foods in foodservice outlets, the huge increase in consumption of high-fat snack foods, and the increased use of salad dressings. Margarine, salad dressings and mayonnaise, cakes and other sweet baked goods, and oils continue to appear in the top 10 foods for fat contribution, according to recent USDA food intake surveys, which indicates the ongoing prevalence of discretionary fats in Americans' diets.

In the last two decades, Americans have been more successful in reducing the fat density in home foods than in away-from-home foods, according to food intake surveys. In 1977-78, both home and away-from-home foods provided slightly more than 41 percent of their calories from fat. By 1987-88, the fat density of home foods had declined to 36.4 percent of total calories from fat, compared with 38.7 for away-from-home foods. Since then, the fat density of home foods declined steadily to 31.5 percent of calories from fat, but fat from away-from-home foods declined only slightly to 37.6 percent of calories.

■ **Fruit and Vegetable Consumption Continues To Rise**

Americans in 1997 consumed more than a fifth (22 percent) more fruit and vegetables than did their counterparts in the 1970's (table 1-4).

Restaurant salad bars became popular in the late 1970's. Most supermarket chain stores added salad bars in 1982-84. Fresh-cut fruits and vegetables, prepackaged salads, locally grown items, and exotic produce—as well as hundreds of new varieties and processed products—have been introduced or expanded since the early 1980's. Supermarket produce departments carry over 400 produce items today, up from 250 in the late 1980's and 150 in the mid-1970's. Also, the number of ethnic, gourmet, and natural foodstores, which highlight fresh produce, continues to rise. Because many exotic and specialty fruits and vegetables introduced to mainstream markets in the last decade are not yet included in ERS' database, the actual increase in fruit and vegetable consumption is probably higher than the data indicate. For example, imports of chayote, jicamas, dasheens, and cassava, if included, would add nearly a pound to per capita vegetable consumption in 1998.

Total fruit consumption in 1997 was 19 percent above average annual fruit consumption in the 1970's. Fresh fruit consumption (up 34 percent during the same period) outpaced processed fruit consumption (up 10 percent). Noncitrus fruits accounted for all of the growth in fresh fruit consumption.

Total vegetable consumption in 1997 was 23 percent above average annual vegetable consumption in the 1970's. As in the case of fruit, fresh vegetable use (up 26 percent during the same period) outpaced processed vegetable use (up 21 percent). The introduction of pre-cut and packaged value-added products and increasing health consciousness among consumers boosted average fresh broccoli consumption by a

Table 1-4

Per capita consumption of fruit and vegetables increased 22 percent between 1970-79 and 1997

Item	Annual averages			1997
	1970-79	1980-89	1990-97	
Pounds per capita, fresh-weight equivalent				
Total fruit and vegetables	584.5	622.9	682.4	710.8
Total fruit	246.7	271.2	281.0	294.7
Fresh fruit	99.5	113.2	123.9	133.2
Citrus	27.2	24.2	24.0	26.8
Noncitrus	72.3	89.0	99.9	106.4
Processed fruit	147.2	158.1	157.1	161.5
Frozen fruit, noncitrus	3.3	3.3	3.7	3.5
Dried fruit, noncitrus	9.8	12.0	12.0	10.8
Canned fruit, noncitrus	24.5	21.2	20.3	20.5
Fruit juices	109.0	121.2	120.8	126.1
Total vegetables	337.8	351.7	401.5	416.0
Fresh vegetables	146.9	155.8	174.7	185.6
Potatoes	52.5	48.5	49.1	47.9
Other	94.4	107.3	125.6	137.7
Processing vegetables	190.8	195.9	226.8	230.4
Vegetables for canning	101.0	99.0	110.0	105.9
Tomatoes	62.9	63.5	74.9	72.7
Other	38.2	35.4	35.1	33.2
Vegetables for freezing	52.1	61.1	76.3	81.5
Potatoes	36.1	42.8	54.3	59.0
Other	16.0	18.2	22.0	22.5
Dehydrated vegetables and chips	30.8	29.5	32.5	34.5
Pulses	7.0	6.6	8.0	8.5

Source: USDA's Economic Research Service.

third between 1995 and 1998 and average fresh carrot consumption by more than a fifth. Highly publicized medical research linking compounds in broccoli with strong anti-cancer activity in the body has added a powerful incentive to consumption.

The popularity of pizza and other ethnic foods in the 1990's boosted average consumption of canned tomato products, but consumption of other canned vegetables declined 13 percent between the 1970's and 1997. The popularity of french fries, eaten mainly in fast-food eateries, spawned a 63-percent increase in average consumption of frozen potatoes during the same period; consumption of other frozen vegetables rose 41 percent.

■ Consumers Eat Enough Grain Foods But Not Whole Grains

Per capita use of flour and cereal products reached 200 pounds in 1997 from an annual average of 155 pounds in the 1950's and 138 pounds in the 1970's, when grain consumption was at a record low (table 1-5). The expansion in supplies reflects ample grain stocks; strong consumer demand for variety breads, other instore bakery items, and grain-based snack foods; and increasing fast-food sales of products made with buns, doughs, and tortillas.

Many consumers' diets now meet the Food Guide Pyramid serving recommendation for grain products. The Pyramid recommends 9 daily servings of grain products for a 2,200-calorie diet. The food supply, adjusted for waste in the home and throughout the marketing system, provided an average of 10 daily servings of grain in 1997.

However, most people's diets fall well short of the recommended several daily servings of whole grain products. In 1992, the latest year for which data are available, whole-wheat flour accounted for less than 2 percent of total wheat flour—or one-tenth of a slice of bread per person per day. The mean daily intake of foods made from whole grains was one serving in USDA's *1996 Continuing Survey of Food Intakes by Individuals*. According to the survey, only 7 percent of Americans ate the recommended three or more servings of whole-grain foods a day.

Since July 1999, companies that produce grain products rich in whole grains and low in fat can advertise that their products may reduce the risk of heart disease and certain cancers. This health claim, approved by the U.S. Food and Drug Administration (FDA), is restricted to foods that contain at least 51 percent whole grains by weight and list a whole grain as the first ingredient. Each serving of the food must provide a minimum of 16 grams of whole grain and have less than 3 grams of fat.

Beginning January 1, 1998, FDA has required that all enriched grain foods—including ready-to-eat breakfast cereals, pasta, bread, rolls, flour, cakes, and cookies—be fortified with folic acid (the synthetic form of folate, a B-vitamin). Folic acid fortification of grain foods should reduce the risk of neural tube birth defects like

Table 1-5

Consumption of grain products has been rising in the last 2 decades

Item	Annual averages					
	1950-59	1960-69	1970-79	1980-89	1990-97	1997
Pounds per capita						
Total grain products ¹	155.4	144.8	138.2	157.5	191.0	200.1
Wheat flour	125.7	114.0	113.6	122.8	142.5	149.7
Corn products	15.4	15.0	11.0	17.3	22.4	23.1
Rice	5.4	7.2	7.3	11.5	18.2	19.5

¹Includes oat products, barley products, and rye flour not shown separately.
Source: USDA's Economic Research Service.

spina bifida, and may protect adults from heart disease and reduce the chances of cervical cancer in women. Folate is found naturally in legumes; liver; many vegetables, especially green leafy ones like spinach; citrus fruits and juices; whole-grain products; and eggs.

A study conducted by Tufts University researchers and published in the May 13, 1999, issue of the *New England Journal of Medicine* showed that since FDA's folic acid fortification regulation, the levels of folic acid in the bloodstream of study participants have nearly doubled. In addition, the number of people with insufficient folic acid levels declined from 22 percent to less than 2 percent.

■ Consumption of Caloric Sweeteners Hits Record High

Americans have become conspicuous consumers of sugar and sweet-tasting foods and beverages. Per capita consumption of caloric sweeteners (dry-weight basis)—mainly sucrose (table sugar made from cane and beets) and corn sweeteners (notably high-fructose corn syrup, or HFCS)—increased 45 pounds, or 41 percent, between 1950-59 and 1997 (table 1-6). In 1997, each American consumed a record average 154 pounds of caloric sweeteners. That amounted to more than two-fifths of a pound—or 53 teaspoonfuls—of added sugars per person per day in 1997. Of that 53 teaspoons, ERS estimates that Americans wasted or otherwise lost 20 teaspoons, putting added sugars intake at about 33 teaspoons per person per day.

USDA recommends that the average person on a 2,000-calorie daily diet include no more than 40 grams of added sugars. That's about 10 teaspoons, or the amount of sugar in a 12-ounce soft drink. Sugar—including sucrose, corn sweeteners, honey, maple syrup, and molasses—is ubiquitous and often hidden. In a sense, sugar is the number one food additive. It turns up in some unlikely places, such as pizza, bread,

Table 1-6

America's sweet tooth increased 41 percent between 1950-59 and 1997

<i>Item</i>	<i>Annual averages</i>					<i>1997</i>
	<i>1950-59</i>	<i>1960-69</i>	<i>1970-79</i>	<i>1980-89</i>	<i>1990-97</i>	
	<i>Pounds per capita, dry weight</i>					
Total caloric sweeteners	109.6	114.4	123.7	126.5	145.3	154.1
Cane and beet sugar	96.7	98.0	96.0	68.4	65.1	66.5
Corn sweeteners	11.0	14.9	26.3	56.8	78.9	86.2
High fructose corn syrup	.0	.0	5.5	37.3	55.5	62.4
Glucose	7.4	10.9	16.6	16.0	19.4	19.9
Dextrose	3.5	4.1	4.3	3.5	3.9	3.8
Other caloric sweeteners	2.0	1.5	1.3	1.3	1.4	1.4

Note: Totals may not add due to rounding.

¹Edible syrups (sugarcane, sorgo, maple, and refiner's), edible molasses, and honey.

Source: USDA's Economic Research Service.

hot dogs, boxed mixed rice, soup, crackers, spaghetti sauce, lunch meat, canned vegetables, fruit drinks, flavored yogurt, ketchup, salad dressing, mayonnaise, and some peanut butter. Carbonated sodas provided more than a fifth (22 percent) of the refined and added sugars in the 1994 American food supply.

■ Food Expenditures and Prices

What does it cost Americans to eat what they eat? Total food expenditures, which include imports, fishery products, and food originating on farms, were \$788.6 billion in 1999, an increase of 4.9 percent over those in 1998. Average per capita food spending came to \$2,891 per capita, 4.0 percent above the 1998 average. Away-from-home meals and snacks captured 48 percent of the U.S. food dollar in 1999, up from 44 percent in 1989 and 39 percent in 1979.

While personal food expenditures rose 4.9 percent, disposable personal income increased 5.6 percent from 1998 to 1999. U.S. consumers in 1999 spent 10.4 percent of their disposable personal income (after taxes) on food. This figure compares with 11.2 percent in 1989, 13.3 percent in 1979, and 13.7 percent in 1969.

In the United States, retail food prices (including meals served in restaurants) rose 31.2 percent over the last 10 years (1989-99). Prices of food eaten away from home increased 29.6 percent, while retail foodstore prices increased 32.2 percent. Prices of goods and services, excluding food, in the Consumer Price Index climbed 35.0 percent over the same 10 years. Transportation was up 26.6 percent; housing, 33.3 percent; medical care, 67.8 percent; and apparel, 10.7 percent.

■ How Much of the Cost of Food Services and Distribution Goes to Farmers?

The estimated bill for marketing domestic farm foods—which does not include imported foods—was \$498 billion in 1999. This amount covered all charges for transporting, processing, and distributing foods that originated on U.S. farms. It represented 80 percent of the \$618 billion consumers spent for these foods. The remaining 20 percent, or \$121 billion, represents the gross return paid to farmers.

The cost of marketing farm foods has increased considerably over the years, mainly because of rising costs of labor, transportation, food packaging materials, and other inputs used in marketing, and also because of the growing volume of food and the increase in services provided with the food.

In 1989, the cost of marketing farm foods amounted to \$316 billion. In the decade after that, the cost of marketing rose about 58 percent. In 1999, the marketing bill rose 7.0 percent. These rising costs have been the principal factor affecting the rise in consumer food expenditures. From 1989 to 1999, consumer expenditures for farm foods rose \$199 billion. Roughly 92 percent of this increase resulted from an increase in the marketing bill.