

“I will try new foods, but not eat too much of one thing”

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Choose My Plate



"We're finding that portion size can influence intake as much as taste. Large packages and containers can lead to overeating foods we do not even find appealing."

~ Brian Wansink, PhD, John Dyson Endowed Chair in the Applied Economics and Management Department at Cornell University, and author of "Mindless Eating"



Beware of the cost of extra calories

100 extra calories per day

10 extra pounds per year!



Portion distortion over the years

Food portion sizes have changed in 20 years.

Slides marked by this icon are adapted from "Portion Distortion" by the National Heart, Lung and Blood Institute at <http://hin.nhlbi.nih.gov/portion>

Guess the calorie difference!

20 Years Ago



3-inch diameter

Today



6-inch diameter

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Guess the calorie difference!

140 calories



350 calories



210 more calories

8

Guess the calorie difference!

20 Years Ago



Today



9
