

THE TRUTH ABOUT  
**PASTA**



*One food, one love*

International Pasta Organisation  
2016 Pasta Communication Plan

Riccardo Felicetti

National Pasta Association Annual Meeting, Naples, March 14, 2016

# The anti-carb fad is now an international phenomenon



# Consumers are confused



# IPO launched an international communication plan in 2015

IPO made a call to the international pasta value chain to join forces and :

- take an action before it is too late
- speak loudly, and often, with one voice, reaffirming **THE TRUTH ABOUT PASTA** to fight misinformation and change global consumers' perception
- become Pasta Ambassadors and take every opportunity to tell the world that pasta is Good, Healthy, Eco-friendly, Affordable and Cool

# IPO launched an international communication plan in early 2015

- An umbrella campaign to provide inspiration, contents, tools and solid scientific opinions to support communication efforts of its members
- 25 Members, active in 18 different countries
- A powerful network, with a great potential in terms of global communication

# The Truth About Pasta

## Our Mission

Reaffirm The Truth About Pasta

## Our Objectives

Promote The Benefits Of Pasta Within A Healthy Diet  
Defend Pasta Against Unjustified Worldwide Attacks

## Our Plan

Develop And Communicate Messages To Address The Benefits Of Pasta Within A Healthy Diet  
Inform, Educate And Encourage Eating Pasta As Part Of A Healthy Lifestyle

## Our Targets

Global Consumers  
Key Opinion Leaders

**Ipo**  
The Truth About Pasta

Key Messages And Contents  
Scientific Panel  
Media Toolkits

**Media**

**Consumers**  
**Key Opinion Leaders**

**National Pasta**  
**Associations**

Pr And Media  
Programs

**Pasta Companies**  
**Stakeholders**

Brand Communication

# The Truth About Pasta

## Our Key Messages



## 5 Good Reasons to Love Pasta

1. Pasta is good for you & for the Earth
2. Pasta is a pillar of the Mediterranean Diet
3. Pasta is energy that keeps you fuller for longer
4. Pasta does not make you fat
5. Pasta is tasty & brings people together



# The Truth About Pasta Newsletter



- As part of “The Truth About Pasta” Program, IPO publishes a monthly IPO Newsletter called The Truth About Pasta
- It includes scientific updates, links to interviews and presentations, video, media updates, information in line with the key messages of the PR Campaign
- The newsletter is distributed electronically to stakeholders including members, suppliers, journalists, bloggers, health professionals and key opinion leaders. [www.pastaforall.info](http://www.pastaforall.info)
- Italian, Spanish and Portuguese editions also available and more languages can be added upon request
- [Archives: www.pastaforall.it](http://www.pastaforall.it)



# The Truth About Pasta Media Toolkit

This Media Toolkit serves several purposes:

- Provides consistent messaging
- Offers story ideas and support materials to reporters and bloggers.
- Materials are available online at [www.pastaforall.info](http://www.pastaforall.info) in English and Spanish.
- More languages to come

**5 GOOD REASONS TO LOVE PASTA**

**PASTA IS GOOD FOR YOU AND THE PLANET**  
Pasta is one of the least environmentally intensive foods to produce.  
Try a one-pot pasta to save energy, water and clean up time.

**PASTA: PILLAR OF MEDITERRANEAN DIET**  
Eat pasta for the health benefits of the scientifically proven Mediterranean Diet.  
Manage weight and lower risk of heart disease, certain cancers, diabetes and other chronic diseases.

**PASTA HELPS KEEP YOU FULL**  
Pasta is digested slowly, providing steady energy and a prolonged feeling of fullness.  
Pasta cooked "al dente" has a low Glycemic Index (GI) with a better impact on blood sugar.

**PASTA DOES NOT MAKE YOU FAT**  
Eat a healthy portion: 80g of uncooked pasta.  
Fill out your plate with fiber-filled vegetables, heart healthy olive oil and lean sources of protein like fish or beans.

**PASTA IS TASTY AND BRINGS PEOPLE TOGETHER**  
Pasta is simple, nutritious, accessible and convenient.  
Enjoy a delicious pasta meal surrounded by friends and family.

 I.P.O.  
International Pasta Organization

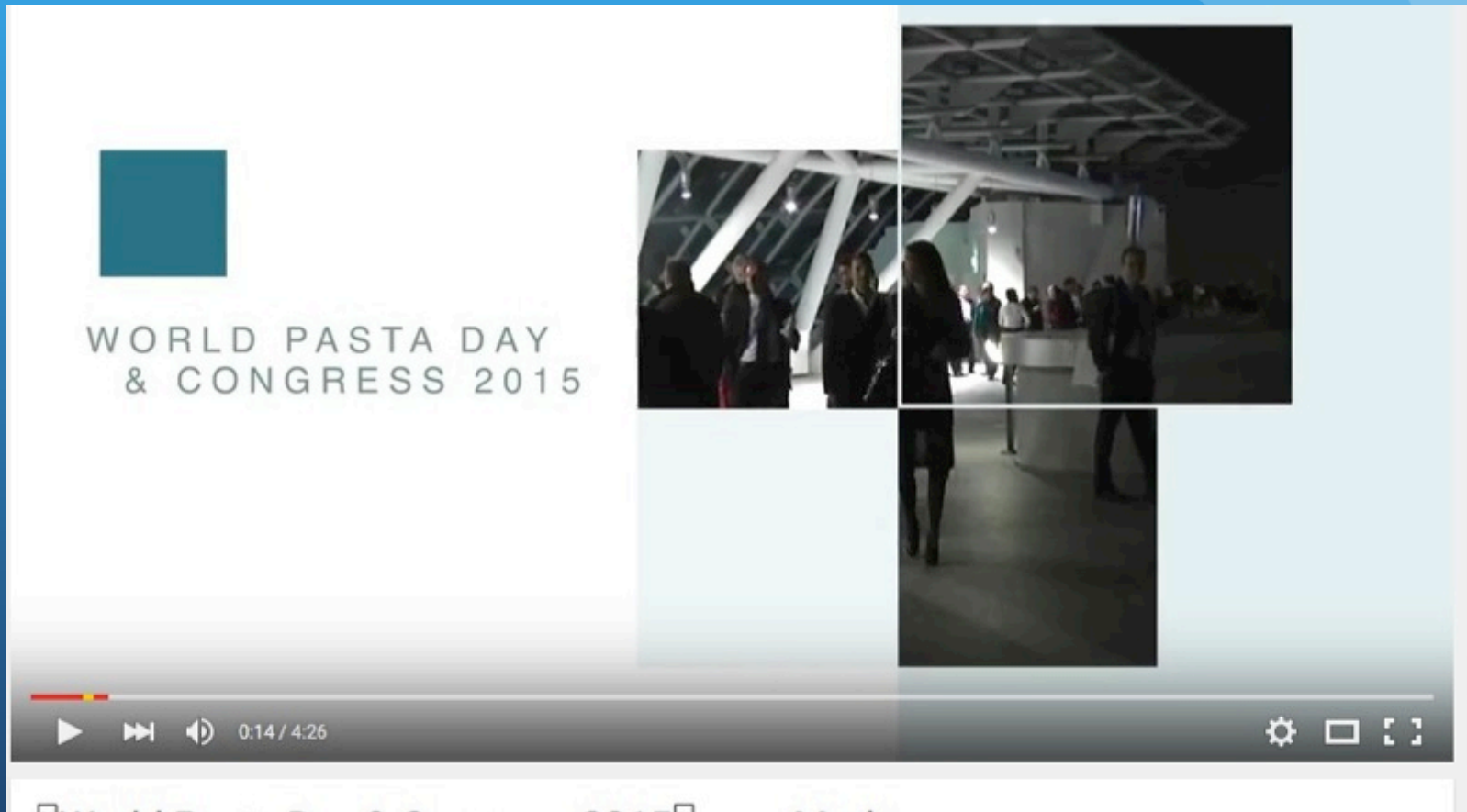
[www.pastaforall.info](http://www.pastaforall.info)

# The Truth About Pasta ToolKit

Associations and Companies are welcome to use this tools in their PR and Communication Programs and Media Relations:

- 5 Good Reasons To Love Pasta Fact Sheet
- Pasta Health Summary
- Pasta is Good for the Earth - A Sustainable Food
- Pasta FAQ in response to negative criticism of pasta debunking myths
- The Healthy Pasta Meal Scientific Consensus Statement (Oct 27)
- Webinar "Pasta: A Unique Grain Food"
- Tips about including pasta in healthy lifestyle and original pasta recipes from well-known Registered Dietitian Keri Gans available for reporter/bloggers
- Infographics
- Pasta Myths Busted
- News release templates
- **More to come .....**

# World Pasta Day & Congress 2015 Video Report



<https://youtu.be/SnNoxrXs9zE>

# 250 Journalists and Bloggers reached



11 USA Journalists

Food bloggers  
& Freelance



#Food

#nutrition

#charity

#Environment

#Sustainability

#market

#innovation



# World Pasta Day & Congress Media Report

**The Washington Post**

**YAHOO!**  
STYLE

LIVESTRONG.COM

**theguardian**

**THE HUFFINGTON POST**

**U.S. News** & WORLD REPORT

 **TODAY** Food

**VegKitchen**  
with Nava Atlas

**BuzzFeed** *Life*

**FOOD WORLD NEWS**

**MEATLESS MONDAY**

# Media Headline Highlights

## 5 Facts in Defense of Pasta

Scientists recognize health benefits of pasta



## 5 Pasta Myths Debunked

18 Foods With a "Bad" Rap That Are Actually Good for You

## Meatless Monday: World Pasta Congress Puts Pasta Back on the Table

Pasta key to healthy sustainable diet, says Italian celebrity chef

Massimo Bottura is teaming up with food experts to promote the health and environmental benefits of the Italian staple



Your grain-free diet isn't natural, good for you or good for the planet

Italy, don't turn your back on pasta - it's the best food on earth

## The Truth About Pasta

# World Pasta Day & Congress Media Report

## Social Media Buzz Around World Pasta Day

**David L. Katz, MD, MPH**  
Founder at True Health Coalition / GLIMMER Initiative

Yes- I like pasta!- <https://fnkd.in/vemixWa>

World Pasta Day & Congress 2015 Milan

**David Katz, MD**  
Founding Director, Yale University Prevention Research Center

World Pasta Day & Congress 2015 Milan  
YouTube • In lieu of attending (my loss!), a brief video from the event: <http://www.worldpastaday2015.org/world-pasta-day/>

24.2K TWEETS 842 FOLLOWING 959K FOLLOWERS 306 FAVORITES 3 LISTS

Like • Comment • Share • 41

**Mario Batali** @Mariobatali · Oct 25

happy world pasta day !! @jimmyfallon

62 RETWEETS 183 FAVORITES

**Bethenny Frankel**  
October 25 at 10:15am · 🌐

This is one of my favorite pasta recipes. If eating pasta is wrong, I don't want to be right. #worldpastaday

**thenny's Whole Wheat Fusilli with Tomato, Basil, Pine Nuts and Smoked Mozzarella**

delicious recipe makes an excellent dinner, but you can also make it ahead (or freeze it) and have the leftovers for lunch the next day. You can substitute brown...

HENNY.COM

Comment • Share

people like this. Most Relevant

**ELLE Magazine (US)** @ELLEmagazine · Oct 26

Ruby Rose wore a dress made out of spaghetti last night and you MUST see it: [on.elle.com/6014BQqBu](http://on.elle.com/6014BQqBu)

28 48

**Joy Bauer**  
October 25 at 12:20pm · 🌐

It's World Pasta Day! Celebrate with this indulgent Butternut Squash Mac & Cheese:

<http://www.joybauer.com/rec.../butternut-squash-mac-and-cheese>

**Butternut Squash Mac and Cheese**

Online portal for Joy Bauer's online program, books, products and nutrition advice  
JOYBAUER.COM

Like • Comment • Share

130 people like this. Most Relevant

101 shares



# Special Issue - World Pasta Day & Congress

November 2015



THE TRUTH ABOUT  
**PASTA**

One food, one love

WORLD  
PASTA DAY & CONGRESS

Join the event

MILAN, OCTOBER 25-27, 2015

**World Pasta Day & Congress**

Scientist Agree Pasta is Healthy for People and the Planet

November 2015

## Celebrating World Pasta Day



World Pasta Day brings smiles to faces year after year, and 2015 was no exception. In fact, at the MTV Europe Music Awards in Milan, Italy, co-host Ruby Rose even donned a **stunning spaghetti dress** in celebration of World Pasta Day.

The event kicked off on October 25 at Expo Milano (the world fair), with Chef Massimo Bottura (left), whose three Michelin starred Osteria Francescana in Modena is recognized as the second best restaurant in the world, who teamed up with food experts to promote the health and environmental benefits of a sensibly-sized portion of pasta as a sustainable and healthy meal.



He was echoed by many other experts who demonstrated to participants that pasta is "good for the body and for the soul." Francine Segan (left), Food Historian, took the audience on a virtual inspiring journey across the wonders of the pasta culinary universe showing how pasta can transform all types of meals and cuisines.



According to Dr. Kantha Shelke (left), of Corvus Blue LLC, in Chicago, "Pasta is a simple comforting traditional food that has weathered centuries to reign as the perfect food for modern times with compelling attributes that few foods can match." These attributes include "its slowly digestible (low-glycemic) complex carbohydrates and plant-based protein."



World Pasta Day activities also emphasized pasta's role in nurturing a healthy planet. Duncan Williamson (left) of the World Wildlife Foundation, highlighted healthy pasta meals as a sustainable, plant-based choice, and explained that...

**"Traditional ways of eating are more sustainable and less expensive."**

In a win for sensible, scientifically-proven diets, the messages of the Fifth World Pasta Congress are reverberating throughout the media. **Food World News** reports that "Pasta is a healthy carb," while a headline from **The Guardian** reads, "Pasta key to healthy sustainable diet, says Italian celebrity chef." **The Washington Post** titles "Your grain-free diet isn't natural, good for you or good for the planet".



# “The Truth About Pasta”

## Global Public Relations Program 2016

- In 2015, the Truth About Pasta campaign helped to debunk myths about pasta and communicate important health messages related to pasta
- Important to keep the momentum going in 2016, with a global public relations plan that supports local IPO member activities.
- IPO members can amplify these messages and reaffirm The Truth About Pasta by informing, educating and encouraging eating pasta as part of a healthy lifestyle.

# Elements of the 2016 Program

- Dissemination of the Healthy Pasta Meal Scientific Consensus Statement (World Pasta Congress 2015)
- New Pasta Brochure
- Monthly Newsletter
- TED Ed Lessons
- Consumer Global Survey
- Media Relations
- Pasta Toolkit

# Truth About Pasta Events 2016

- Truth About Pasta Events for Dissemination of the Scientific Consensus and Cooking demo/tasting events, introducing a well-known chef to provide pasta tips and health information to be held in various countries
- Partnership with interested local Pasta Associations/PR agencies/National Experts and Media
- When: On the occasion of national major industry events or important occasions

# Truth About Pasta Media Events 2016

- IPO and Oldways to present the results of the Scientific Consensus
- Engage country experts members of the Scientific Advisory Committee and other key opinion leaders
- Media outreach activity in cooperation with local PR Agencies

# Truth About Pasta - Events 2016

- USA, 14 March 2016 National Pasta Association Annual Meeting
- IPO Board, UNAFPA & Semouliers AGM, Rome 27 May 2016
- Brazil, August 2016 - Olympic Games - ABIMAPI
- World Pasta Day 2016 - Moscow, 25 October

# Monthly Newsletter

As part of “The Truth About Pasta” Public Relations Program, IPO will continue to publish its Newsletter to stakeholders including members, journalists, health professionals and opinion leaders.

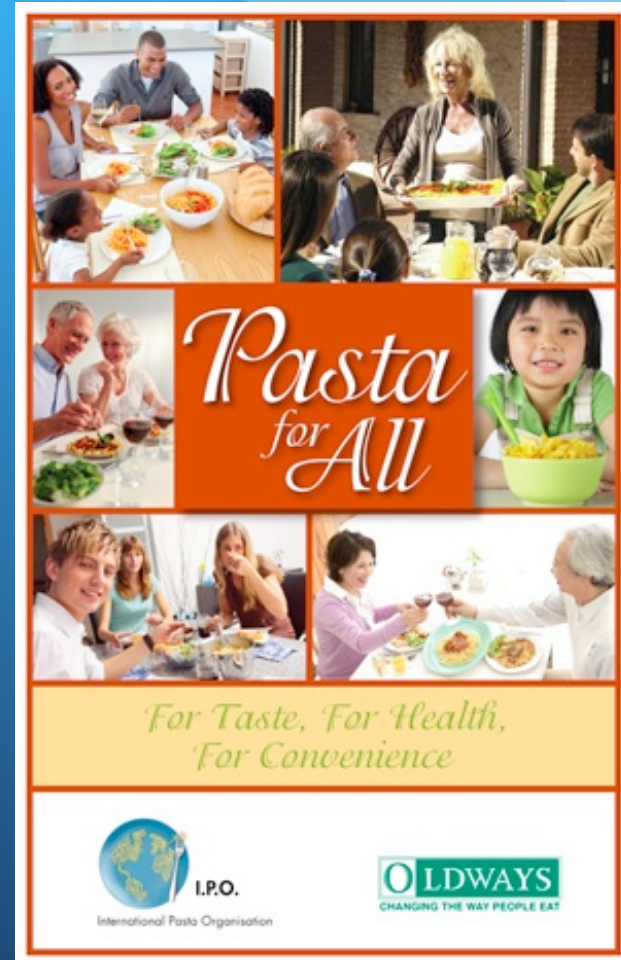
- includes scientific updates/links to interviews and presentations, media updates
- dovetails with the focus of the PR Campaign, The Truth About Pasta - 5 Good Reasons to Eat Pasta and the 2015 Scientific Consensus Statement



# Update of the 2011 IPO Brochure Pasta for All



- New Scientific Consensus Statement
- New scientific references
- New look
- Available in English
- Possible translation into French, Spanish, Brazilian Portuguese and other languages



[http://www.internationalpasta.org/resources/extra/PastaForAll\\_2014.pdf](http://www.internationalpasta.org/resources/extra/PastaForAll_2014.pdf)



# Why Pasta is Good for Your Health

LESSON CREATED BY **FRANCESCA RONCA** USING **TEDEd**  
VIDEO FROM **International Pasta Organisation** YOUTUBE CHANNEL

## Let's Begin...

Pasta is one of the most popular, affordable, delicious and simply nutritious dishes in the world. It is enjoyed by young and old from all walks of life and a myriad of cultures. A darling of the most sophisticated international chefs, it is as likely to be found in family pantries around the world as it is on the cover of glossy gourmet magazines. And yes, Pasta is also Good for your Health.



Watch

Think

Dig Deeper

Discuss

...And Finally



# On Line Consumer Survey: Consumption And Attitudes About Pasta

- An online survey documenting the world's love affair with pasta in various countries.
- Similar to the Oxfam study several years ago that found pasta the most popular food in the world
- Great media hook and/or marketing tool
- Each IPO member country will be able to use the data collected

# Pasta Tool Kit 2016

- Timing: Start updating content in March 2016.
- Develop/update key pieces which appeal to an international audience.
- Work with an RD behind the scenes to ensure all health information is accurate.
- IPO members may adapt/translate pieces for use in their countries.

# New tools 2016

Review all existing documents and update as needed (i.e., add new health studies, outline place of pasta in U.S. Dietary Guidelines, etc.).

Create new pieces with global appeal:

- Pasta Survey Findings (new Oldways survey).
- Sports & Pasta Fact Sheet (use as Olympics tie-in).
- Adapt infographics from INC materials (WPD 2015) into fact sheets such as: 10 Myths About Pasta, Global Trends, Six World Capitals of Pasta, Top 10 Pasta Producing Countries.
- Infographics: Create standalone graphics from 5 Good Reasons (useful for social media). Customize two select existing infographics.
- Highlight Ted-Ed pasta videos on website and in press materials.

# International Pasta B-roll

- Broadcast media looks for visuals and often does not have the time or money to send crews out to secure new footage.
- IPO to prepare a minute-long b-roll package that is broadcast quality.
- Provide link to downloadable video to TV stations in press materials.
- IPO will post all versions on YouTube/web site.
- B-roll (no audio) will contain footage of cooking, serving and eating pasta.
- IPO members to submit broadcast quality footage for consideration and edit into a one-minute package.
- B-roll package can be customized for IPO members



# Global Media Program

Timing: April - December 2016

In conjunction with IPO member agencies/PR teams, IPO will create Quarterly Media Packages for distribution globally.

Quarterly themes may include:

- Consensus Statement: Repackage Consensus Statement findings around timely news hook based on local country conversations.
- Olympics (Aug. 5-21, 2016): Pursue angle such as: Channel your inner Olympian. Tie to pasta and sports, focusing on key messages such as pasta being a food that helps sustain energy. Highlight pasta recipes from around the world.
- World Pasta Day (Oct. 25, 2016): Introduce new materials that support the 5 Good Reasons to Love Pasta. Include findings from new Oldways survey.
- Sustainability: Reinforce that pasta is one of the most environmentally friendly foods to produce. Outline sustainability initiatives in IPO member countries

# Quarterly Media Package

Around each Quarterly Media Package, IPO will:

- Arrange quarterly call with IPO member PR firms/in-house teams to learn more about what is happening in local markets and brainstorm ideas for preparation of relevant media materials/angles.
- Develop news release/alert.
- Provide template release for IPO members as well as a list of available resources to supplement outreach for each topic such as video from WPD 2015, b-roll, local scientist quote (from existing materials), fact sheet, recipes and more.
- Integrate existing Tool Kit materials and develop new ones as needed.
- Develop media list for top global wire services/news outlets.
- Distribute to top media outlets around the world.
- Ensure consistent messaging on web site (<http://www.pastaforall.info>) and social media.

# Thanks to our network !

2015 marked a turnaround in the International Pasta Organisation activity.

We have been able to engage a large group of stakeholders

This was made possible thanks to all the Organizations and Companies who supported us, not only financially, but also by sharing ideas, materials and human resources

A special thank goes to:

ABIMA (Brazil) - AIDEPI (Italy) - BARILLA (Italy) - CEREALIS (Portugal) - AEFPA (Spain) - GALLO (Spain) - SIFPAF (France) - LA MODERNA (Mexico) - TMSD (Turkey) - LA ROSEBLANCHE (Tunisia) - MOLINOS MODERNOS (Guatemala) - UIFRA (Argentina) - NPA (USA) - UNAFPA (EU)

and, of course, to our Project Leader, Luca Virginio (Barilla) and all Members of the Scientific Consensus Statement Panel for their important contribution.

We look forward to continue working together to restore and spread

**The Truth About Pasta**



# World Pasta Day 2016 Moscow, Russia



# Stop the bad rap, let's tell the world that pasta is **COOL** !



# The Truth About Pasta: Scientific Consensus Statement

**Sara Baer-Sinnott**  
**President, Oldways**



# The Truth About Pasta: Scientific Consensus Statement

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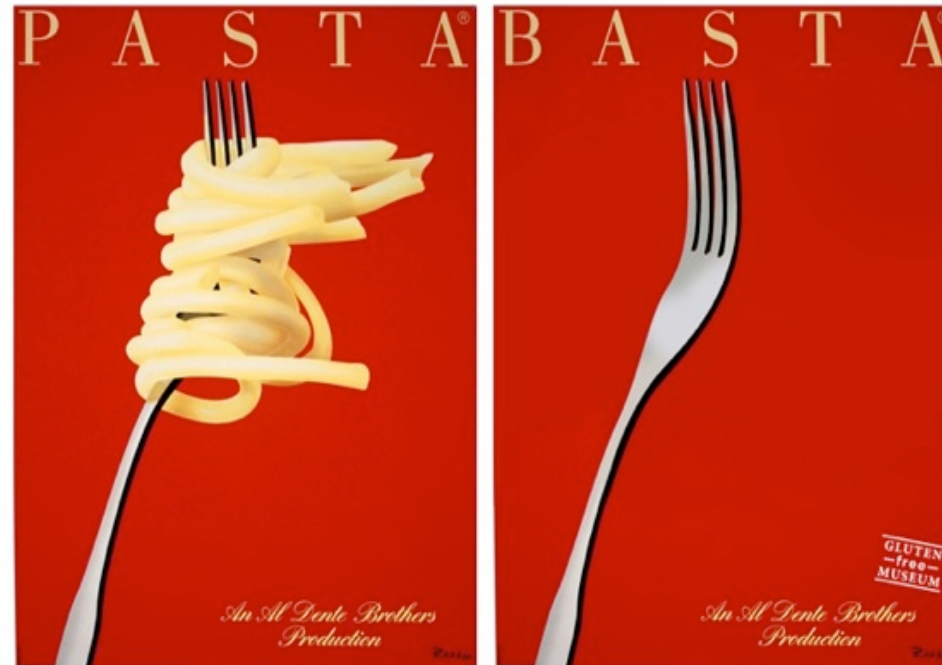
- Issue at hand: Confusion about Carbohydrates, Grains, Gluten
- History – Pasta Fights Back – The Healthy Pasta Meal  
Scientific Consensus Statement
- Today: Updated Scientific Consensus Statement

# Let the old ways be your guide to good health and well-being

- Oldways is a nonprofit food and nutrition education organization, with a mission to inspire good health through traditional diets and lifestyles.
- Oldways programs: (1) practical and positive and (2) grounded in science and tradition.
- Simply, we advocate for the healthful pleasures of real food.

# The Issue at Hand!

**There are misconceptions about the role of carbohydrates, including pasta, in a healthy diet.**



# Gluten Confusion Continues in the United States

**NEARLY EVERYONE EATS GLUTEN!**

**1 IN 2**  
people have no idea that  
**gluten is a natural  
protein found in wheat,  
barley, and rye**  
or that it helps bread rise.



Only **1 in 5** of  
those who avoid  
gluten has a  
**medically  
diagnosed  
problem  
with gluten.**

93% eat gluten some or all of the time. Of the 7% who completely avoid gluten, only 1 in 5 has a medically-diagnosed problem with gluten. *The bottom line: only 1.5% have a medical reason to avoid gluten completely -- a number very much in line with experts' estimates of celiac disease in the general population.*

Source: Oldways Whole Grains Council's **2015 Whole Grains Consumer Insights Survey**

# Gluten Confusion Continues in the United States

According to new data from the Oldways Whole Grains Council's **2015 Whole Grains Consumer Insights Survey**:

- Few fully understand gluten. While more than 1 in 3 correctly identify gluten as a protein found in wheat, barley and rye, and 1 in 5 know it makes dough rise, only 4% correctly selected both (and no other options). *Although 96% didn't know the complete answer, only 25% picked "Don't know."*
- *Other wrong answers chosen? "It's a dangerous carbohydrate." (8%)... "It's an unnatural substance found in genetically modified (GMO) grains." (11%)... and "It's a substance that makes you gain weight." (11%)*
- 21% incorrectly think gluten is in all grains. *In fact, gluten free doesn't mean grain free – even those following a gluten-free diet can enjoy grains such as amaranth, buckwheat, corn, millet, oats, quinoa, rice, sorghum, teff, and wild rice.*



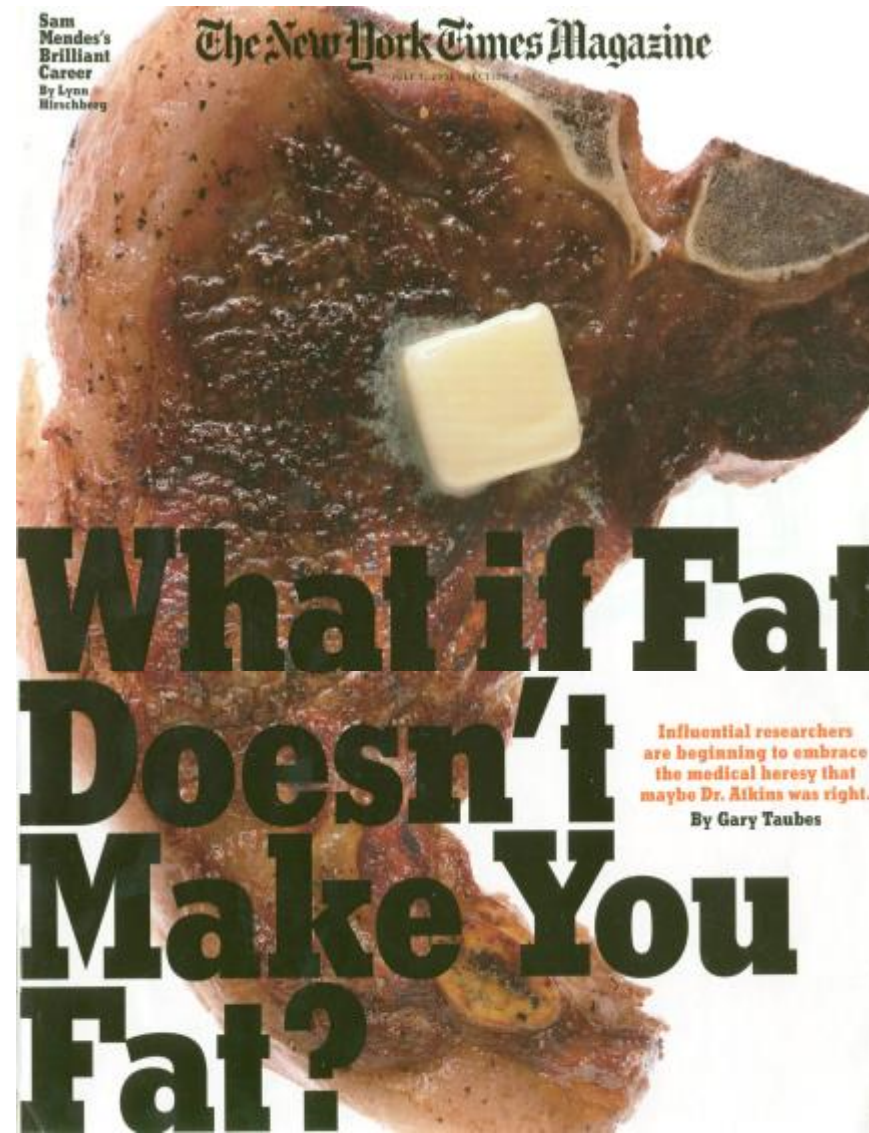
# History



July 2002

## Atkins Diet Returned

Confusion around fat,  
created more confusion about  
carbohydrates



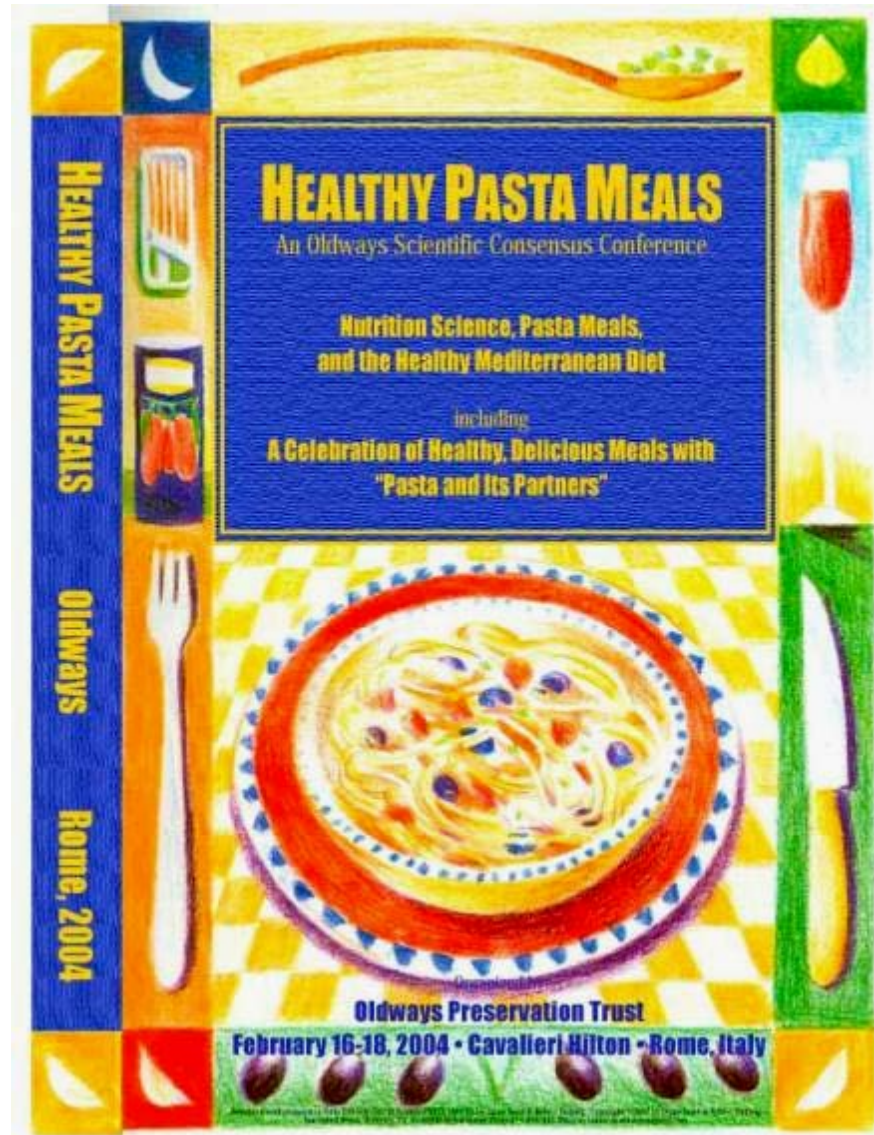
# Healthy Pasta Meal Scientific Consensus Conference

**Rome – February 2004**

**Organized by Oldways**

**First Consensus Statement  
with Chairs:**

**Gabriele Riccardi, David  
Jenkins, & Dun Gifford**



[ The Washington Post ]

**Recipes**

*Fried Squid With Chili-Garlic Mayonnaise*  
*Braised Squid With Tomatoes and Peas*  
*Halibut With Green Olive-Basil Relish*  
*Pasta With Garlic and Oil*  
*Orecchiette With Broccoli Raab*  
*Lemon and Pine Nut Tagliatelle*  
More recipes inside

# Food

**F**  
*On the Fridge*  
*Market Watch*  
*Wine/Foraging*

WEDNESDAY, MARCH 3, 2004

M3 PG. 6A

# Pasta Fights Back



*Spaghetti, Linguine,  
Tagliatelle et al.  
Take On the  
Low-Carb World*

By JUDITH WEINRAUB  
Washington Post Staff Writer

oor pasta.

With low-carb diets stalking the land, a distrust of all carbohydrates—especially bread, potatoes, rice and pasta—has taken hold.

Now pasta is fighting back.

And nutritionally it has every right to, accord-

## Spaghetti, rigatoni and linguine win a battle in the diet wars



Sandro Pace/The Associated Press

Michael Romano of New York's Union Square Cafe stirring sauce at the Rome conference.

By Elisabetta Povoledo

**ROME:** A conference promoting the health benefits of eating pasta has agreed that traditional Mediterranean eating patterns — which promote the consumption of carbohydrate-rich foods — are better than current Western dietary patterns, which are heavy on protein and saturated fats.

Scientists and nutritionists brought together by the Oldways Preservation and Exchange Trust, a Boston nutrition research and advocacy group, went a step further and identified foods that have a low glycemic index — a way of classifying food by how it is metabolized and how quickly it raises blood sugar — as possibly having “key roles” in preventing such chronic illnesses as obesity, diabetes, coronary heart disease and certain cancers.

Foods like spaghetti, linguine and rigatoni, for example. Titled “Healthy Pasta Meals,” the conference encouraged increased consumption of pasta — the cornerstone food of the traditional

eating patterns of people who live in the Mediterranean basin — because it has a low glycemic index.

Still, the scientific consensus statement issued at the end of the conference said that further research was required on the “long-term effects of low glycemic index diets.”

Oldways has long been a proponent of the Mediterranean diet, which also advocates ingesting fruits, vegetables, grains, olive oil and wine in moderation, but this was the first conference to focus on pasta, described in the final consensus statement as “the vehicle for ingredients of a healthy meal.”

“This is a rear-guard attack to defend the Mediterranean diet and things we think are good,” said Dr. John Foryet, director of the Behavioral Medicine Research Center at the Baylor College of Medicine in Houston.

“Traditional carbohydrate foods are in,” echoed Dr. David Jenkins, a nutrition expert at the University of Toronto’s medical school, during the closing session of the conference on Wednesday.

“Pasta has been resurrected.”

That’s good news for the conference sponsors, the Italian pasta maker Barilla, the American Italian Pasta Company, and the Consorzio Parmigiano-Reggiano, the Parmesan cheese lobby. The findings should especially please pasta makers and retailers operating in the United States, where sales have sagged in recent years as a result of the popularity of diets that advocate low carbohydrate consumption, like the Atkins diet or the South Beach diet.

“Here we’ve got a group of eminent scientists signing on to a statement against the low-carbohydrate hula hoop,” said K. Dun Gifford, president of Oldways.

Jenkins, from the University of Toronto, described the fight against low-carbohydrate diets in the United States as a losing battle, but feared new fronts opening up.

“We must stop that losing battle before it hits countries where the risk is losing their dietary heritage,” he said.

International Herald Tribune

International Herald Tribune

2004

# Brandweek

February 2004

## STRATEGY

### Pasta Makers Try Taking The Starch Out of Atkins

Possible plans include a logo labeling "good carbs." **By SONIA REYES**

**NOTING THAT THE POPULARITY** of the low-carb Atkins diet is eating into sales, the pasta industry is fighting back.

Industry advocates met in Rome last week to formulate a strategy for combating the belief that carbohydrates equal fat. One idea: Come up with a logo for "good carbs" that will counter the Atkins-endorsed triangle logo



Mangia this: AIF, which makes Muehlen's, null's tactics.

now on display in ads from Subway to T.G.I. Friday's and others.

The logo and a planned pr effort were just two tactics being explored at the Oldways Pasta Meal conference last week in Rome, where more than 150 pasta makers like Barilla and American Italian Pasta, scientists and other industry people convened. The meeting was arranged by Oldways Preservation Trust, a Boston food think tank that, along with the Harvard School of Public Health, was a

key architect of the Mediterranean diet in 1998, and is credited with sowing the seeds of trans-fat awareness in diets.

The effort is similar to that of the National Bread Leadership Council and the Tortilla Industry Association, both of which met recently to grapple with the Atkins-induced menace.

The popularity of low-carb diets like Atkins and the South Beach Diet has meant lean times for pasta purveyors. After steadily rising since 2000, pasta sales fell .1% last year to \$1.23 billion, per ACNielsen. To com-

bat the trend, the group is eager to reach a scientific consensus and hopes to clear up confusion over the role of good carbs in a diet.

"This is an environment where people are shying away from carbs. It's causing a mass hysteria," said Chris Speed, manager of food/nutrition strategies at Oldways. "It's not just a logo. Certainly, reaching consumers at point-of-sale is key. But we'll seek the endorsement of respected doctors, chefs and dieticians."

Kantha Shelke, founder of consulting firm Corvus Blue, Chicago, said actions like the National Pasta Association's pledge to commit almost \$1 million to its own pr effort this year are just the beginning. "Oldways takes a scholarly and scientific approach mixed with common sense that the industry can then leverage with consumers," said Shelke. "It will be compelling."

Charles Stuart Platkin, a syndicated nutrition advocate, liked the idea of a logo. "It takes consumers forever to decipher whether something is a good carb. A logo would be so convenient for consumers," Platkin said.

Barilla, a conference co-sponsor, is the No. 1 brand at grocers and the only brand posting double-digit growth: sales rose 14.8% to \$198 million for the year ending Jan. 25, per IRI, due in part to expanded distribution, new extensions and its successful "Choice of Italy" TV campaign, via Young & Rubicam, New York. But robust sales doesn't stop Sergio Pereira, vp-marketing at Barilla, from slamming Atkins. "It defies common sense. All those saturated fats [in the diet]," he said. "So many diseases stem from that. Why is pasta getting such a bad reputation?"

At the same time pasta makers are trash-talking Atkins, some realize they must also embrace it. American International Pasta, for instance, this week is shipping a line of low-carb pastas (it makes low-carb pastas for Atkins Nutritionals) backed by \$15 million in print/radio/outdoor ads, via Power Pact, Richmond, Va. Tag: "Pasta's never looked so good on you."

**"It defies common sense . . . Why is pasta getting such a bad reputation?"**

# Pasta Lovers Take a Stand in Rome (Where Else?)

By FRANK BRUNI

ROME  
**T**HERE comes a time when a besmirched, besieged food must step up to the plate and defend its honor, or at least its carbohydrate count.

Here in the land that has loved and cooked it best, pasta is about to make its stand.

For three days next week, physicians, chefs, pasta manufacturers and other pasta partisans will gather in Italy's capital for a full-boiled response to the advances of the low-carbohydrate Atkins diet, which threatens to put rigatoni on the run.

"We're not dancing anymore," said K. Dun Gifford, the president of Oldways Preservation and Exchange Trust, the Boston nutrition research and advocacy group that

nomically or financially, in the fate of fusilli. It is a telltale moment in the carbohydrate wars, a clear sign of just how tough it is these days to be a starch.

What with the Atkins and South Beach diets, Sugar Busters and Protein Power, the carbohydrate is viewed by many Americans as a positively menacing macronutrient, the evil root of all love handles.

"It's a frenzy," said Susan Toussaint, director of marketing for the American Italian Pasta Company of Kansas City, Mo., referring to the widespread shunning of carbohydrates in the United States.

Ms. Toussaint said that over the last 12 months, her company, a conference sponsor, had a roughly 5 percent drop in American grocery-store sales of its pasta.

She said that decline was typical of the pasta industry and that one reason was the indiscriminate vilification of all carbohy-

## — Penne are under fire from carb warriors. —

—  
begun kneeling to the low-carbohydrate gods, trends do tend to travel across the Atlantic.

"If people stop eating pasta, it's bad for us," said Renzo Rizzo, a senior executive at Barilla.

Rome was chosen as the conference site for the semiotic and theatrical garnishes it provides. What better setting in which to praise pasta — and to point out that Italians, who eat it regularly, are generally slimmer, and live longer, than Americans?

Mr. Gifford has drafted scientists from around the world to make pasta's case

blood sugar. Steep jolts are widely considered bad for health and weight. He said that pasta's dense, compact nature means that it is digested more slowly than other starches.

Dr. Jenkins plans to explain all of this at the conference, which begins on Monday at the Cavalieri Hilton outside Rome's historic center. Also on the agenda are discussions of everything from cooking to cardiovascular disease, from the properties of wheat to fad diets through the ages.

"There was a graham-cracker diet at the beginning of the 1900's," said Mr. Gifford, whose group promotes a style of eating known as the Mediterranean diet.

The Mediterranean diet exalts olive oil, recommends restraint around red meat and makes ample allowance for pasta, which Michael Romano, the executive chef at the Union Square Cafe in Manhattan, described as a safe harbor in a confused culinary

New York Times

February 2004

# Good LIVING

1 FOOD

## Get into shapes

Pasta varieties form foundation for great dishes

BY ROSEMARY BLACK  
DAILY NEWS FOOD EDITOR

**L**egions of carb-phobic Atkins disciples may never let a strand of percellati, a grain of orzo or a bite of farfalle pass their lips, but the rest of us know that pasta's healthy, cheap and fast to make. It's also endlessly versatile, thanks to the hundreds of shapes on the market.

Roberto Donna, the Piedmont, Italy-born owner of six restaurants and a spokesman for Barilla Pasta, which makes dozens of varieties, says, "It's fun to choose a shape that will transport the flavor of the sauce right to you." That way you can take advantage of the ease and comfort of pasta, but with something different — like pipette (little pipes) or radiatore (little radiators).

We can thank the inventiveness of Italians for the hundreds of different shapes and sizes of pasta. Two hundred years ago

FULL DURUM:  
A variety of pasta shapes at San Domenico NY





# 2010 IV World Pasta Congress - Rio

- Oldways collaborated with the International Pasta Organisation on its annual World Pasta Day celebration – specifically organizing the scientific sessions.
- Scientific Consensus Conference in 2010 to update the 2004 Pasta Consensus Statement.



## HEALTHY PASTA MEALS

### SCIENTIFIC CONSENSUS STATEMENT & SIGNATORIES

IV World Pasta Congress

Agreed in Rio de Janeiro, 26 October, 2010

#### Healthy Pasta Meal Scientific Consensus Statement

1. Scientific research increasingly supports the importance of total diet, rather than individual foods and nutrients.
2. Pasta is a key component of many of the world's traditional healthy eating patterns, such as the scientifically-proven Mediterranean Diet. Traditional dietary patterns confer greater health benefits than current Western dietary patterns.
3. Many clinical trials confirm that excess calories, and not carbohydrates, are responsible for obesity. Diets successful in promoting weight loss can emphasize a range of healthy carbohydrates, protein and fat. All these three macronutrients, in balance, are essential for designing a healthy, individualized diet anyone can follow for their whole life. Moreover, very low carb diets may not be safe, especially in the long term.

#### La Pasta Dichiarazione di Consenso

1. La ricerca scientifica sostiene sempre di più l'importanza del regime alimentare nel suo complesso, piuttosto che dei singoli alimenti e nutrienti.
2. La pasta è una componente chiave di molti modelli alimentari tradizionali, come ad esempio la Dieta Mediterranea, la cui validità è stata scientificamente provata. I modelli alimentari tradizionali conferiscono maggiori benefici per la salute rispetto agli attuali modelli occidentali.
3. Molti studi clinici confermano che non sono i carboidrati, bensì le calorie in eccesso, ad essere responsabili dell'obesità. Anche nel caso in cui si debba perdere peso una dieta a ridotto apporto calorico deve comunque prevedere, nel giusto rapporto, l'introduzione di carboidrati, proteine e grassi. Questi tre macronutrienti, ben bilanciati, sono essenziali per impostare un regime alimentare salutare e personalizzato che possa essere seguito per tutta la vita. Inoltre, le diete a ridotto contenuto di carboidrati potrebbero non essere salutari, soprattutto nel lungo periodo.

#### Refeições Saudáveis com Massas Alimentícias Declaração Científica de Consenso

1. Pesquisas científicas apoiam cada vez mais a importância da dieta como um todo ao invés de alimentos ou nutrientes individualmente considerados.
2. As refeições saudáveis com massas alimentícias são um componente chave de muitos padrões alimentares saudáveis em todo o mundo, como a Dieta Mediterrânea, já comprovada cientificamente. Os padrões alimentares tradicionais conferem mais benefícios para a saúde do que os atuais padrões ocidentais.
3. Muitos ensaios clínicos confirmam que é o excesso de calorias, e não de carboidratos, o responsável pela obesidade. As dietas com sucesso em promover a redução de peso baseiam-se em proporções variáveis, adequadas e saudáveis de carboidratos, gorduras e proteínas. Todos estes três macronutrientes em equilíbrio são essenciais para uma dieta individualizada e que pode ser seguida ao longo da vida. Além disso, dietas muito pobres em carboidratos podem não ser seguras a longo prazo.

#### La Pasta: un alimento saludable Consenso del Comité Científico

1. La investigación científica defiende la importancia de la dieta como un "todo", más que como los alimentos o los nutrientes individuales.
2. La pasta es un componente esencial de muchos estilos tradicionales de dieta saludable, tales como la científicamente demostrada Dieta Mediterránea. Los patrones de alimentación tradicionales aportan mayores beneficios de salud que la actual dieta occidental.
3. Muchos estudios científicos han confirmado que el exceso de calorías es responsable de la obesidad, y no los carbohidratos por sí mismos. Las dietas que son efectivas para la pérdida de peso promueven un rango saludable de carbohidratos, proteínas y grasas. Estos tres macronutrientes en equilibrio, son esenciales para el diseño de una dieta saludable e individualizada que pueda ser mantenida durante toda la vida. Más aún las dietas muy bajas en carbohidratos no son saludables, especialmente a largo plazo.

#### English (continued)

4. At a time when obesity and diabetes are rising around the world, pasta meals and other low-glycemic foods may help control blood sugar and weight especially in overweight people. Glycemic index is one of many factors that impact the healthfulness of foods.
5. Pasta is an affordable healthy choice available in almost all societies. Promoting the affordability and accessibility of pasta meals can help overcome the misperception that healthy foods are too expensive.
6. Healthy pasta meals are a delicious way to eat more vegetables, legumes and other healthy foods often underconsumed.
7. Pasta meals are enjoyed in cultural traditions worldwide, as they are versatile and easily adaptable to national / regional seasonal ingredients.
8. Doctors, nutritionists and other health professionals should recommend varied and balanced pasta meals for good health.

#### Italiano (continua)

4. In un'epoca in cui sono in aumento in tutto il mondo l'obesità ed il diabete, la pasta ed altri alimenti a basso indice glicemico potrebbero contribuire al controllo della glicemia e del peso, in particolare per le persone in sovrappeso. L'indice glicemico è uno dei molti fattori che caratterizzano gli alimenti dal punto di vista nutrizionale.
5. La pasta rappresenta una scelta alimentare economicamente accessibile e nutrizionalmente valida, per tutte le categorie sociali. Valorizzando l'economicità e l'accessibilità della pasta si può sfatare l'errata convinzione che i cibi sani siano anche troppo costosi.
6. Un piatto di pasta è un buon sistema per consumare più alimenti di origine vegetale, compresi i legumi ed altri cibi salutari spesso poco consumati.
7. La pasta è presente nelle abitudini alimentari di tutto il mondo, grazie alla sua versatilità e alla facilità con la quale essa si abbina ad ingredienti stagionali tipici delle varie regioni e nazioni.
8. I medici, i nutrizionisti e gli altri operatori sanitari dovrebbero raccomandare il consumo di piatti vari e bilanciati a base di pasta per una sana e corretta alimentazione.

#### Português (continuação)

4. Num momento em que a obesidade e diabetes aumentam em todo o mundo, as refeições com massas alimentícias e outros alimentos de baixo índice glicémico podem ajudar a controlar a glicemia e o peso corporal, especialmente em indivíduos com sobrepeso ou obesidade. O índice glicémico é um dos vários fatores que influenciam a saudabilidade dos alimentos.
5. As massas alimentícias constituem uma alternativa saudável e econômica em quase todas as sociedades. Promover a acessibilidade e o baixo custo das massas alimentícias pode ajudar a combater o preconceito de que alimentos saudáveis são demasiadamente caros.
6. As refeições saudáveis com massas alimentícias são uma deliciosa maneira de se incluir ou aumentar o consumo de vegetais, leguminosas e outros alimentos considerados saudáveis e que não são consumidos em quantidades e ou frequência suficiente.
7. As refeições saudáveis com massas alimentícias são apreciadas em várias culturas no mundo inteiro, uma vez que são versáteis e facilmente adaptáveis a ingredientes locais ou sazonais.
8. Médicos, nutricionistas e outros profissionais de saúde devem recomendar refeições saudáveis com massas alimentícias que sejam variadas e balanceadas.

#### Español (continúa)

4. En estos tiempos en que la obesidad y la diabetes están aumentando en todo el mundo, las pastas y otros alimentos de bajo índice glicémico pueden ayudar a controlar los niveles de azúcar en sangre y el peso, especialmente en personas con sobrepeso. El índice glicémico es uno de los muchos factores que hacen saludable a los alimentos.
5. La pasta es una elección saludable que está disponible y accesible en casi todas las sociedades. Promover la disponibilidad y el acceso a las pastas puede ayudar a superar la percepción errónea acerca de que los alimentos saludables son muy caros.
6. La pasta es una forma deliciosa para consumir más vegetales, leguminosas y otros alimentos saludables que generalmente son de bajo consumo.
7. Las pastas se disfruta en la cultura tradicional mundial ya que es un alimento versátil y fácilmente combinable con todo tipo de ingredientes propios de cada país o región.
8. Es aconsejable que médicos, nutricionistas y otros profesionales de la salud recomienden una dieta variada y equilibrada que incluya pasta.

#### Signatories of the Scientific Consensus Statement

##### Consensus Committee Members

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# 2011 FENS in Madrid



Presented the 2010 Scientific Consensus Statement on the Healthy Pasta Meal.

THE SCIENTIFIC CONSENSUS ABOUT


*The Healthy Pasta Meal*

Symposium Session at the 11th Nutrition Conference  
Federation of European Nutrition Societies Conference


Friday, October 28, 2011  
Madrid Convention Centre • Madrid, Spain



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# 2015: Update of the Healthy Pasta Meal Scientific Consensus Statement

- More than ten years since the first 2004 Conference in Rome
- Five years since the 2010 Conference in Rio di Janeiro
- There are many misconceptions about the role of carbohydrates, including pasta, in a healthy diet.
- It is necessary to reconfirm pasta's role in a healthy, balanced diet and to reaffirm the science behind the **key messages** about the healthy pasta meal



# Scientific Delegates

<b>Argentina:</b>	Sergio Britos, University of Buenos Aires
<b>Brazil:</b>	Mauro Fisberg, Federal University of San Paulo Alessandra Luglio, Nutritionist
<b>France:</b>	Joel Abecassis, INRA Michel De Lorgeril, Joseph Fourier University, Grenoble
<b>Greece:</b>	Antonia Trichopoulou, Hellenic Health Foundation and University of Athens
<b>Italy:</b>	Gabriele Riccardi, Federico II University, Naples Furio Brighenti, University of Parma Luca Piretta, Sapienza University, Rome Pietro Migliaccio and Maria Strumendo, SISA Michelangelo Giampietro, University of Rome, Modena and Reggio Emilia Giancarlo Logroscino, University of Bari Andrea Poli, Nutrition Foundation of Italy
<b>Mexico:</b>	Hector Bourges, National Institute for Medical Sciences and Nutrition
<b>Portugal:</b>	Nuno Borges, University of Porto and University of Minho
<b>Spain:</b>	Marta Garaulet, University of Murcia
<b>United States:</b>	Joanne Slavin, University of Minnesota Kantha Shelke, Corvus Blue

# 2015 Scientific Consensus Statement on the Healthy Pasta Meal

- Translated into Italian, French, Portuguese and Spanish
- Presented Statement in Milan to the V World Pasta Congress on Tuesday, October 27, 2015
- Presented to the media and distributed in the US and other countries.

**HEALTHY PASTA MEALS**

A SCIENTIFIC  
CONSENSUS CONFERENCE

IN CONJUNCTION WITH

**WORLD**  
PASTA DAY & CONGRESS

ORGANIZED BY  
OLDWAYS  
INTERNATIONAL PASTA ORGANISATION  
AIDEPI

OCTOBER 25-27, 2015 • MILAN, ITALY

**SCIENTIFIC PROGRAM**

IN SPECIAL PARTNERSHIP WITH

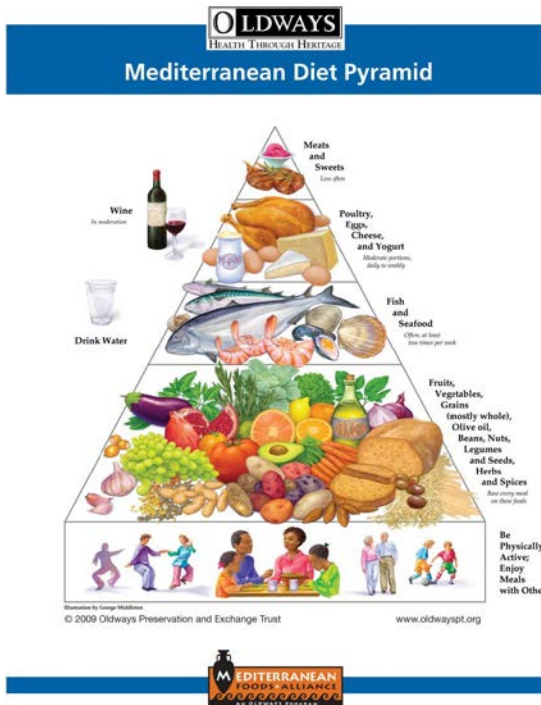
**AIDEPI** **IFO** **OLDWAYS** **IFA** **FIERA MILANO**

# TOTAL DIET



- 1. Scientific research increasingly supports the importance of total diet, rather than individual foods.**

# PASTA & MEDITERRANEAN DIET



2. Pasta is a key component of many of the world's traditional healthy eating patterns, such as the scientifically-proven Mediterranean Diet. Most plant-based dietary patterns help prevent and slow progression of major chronic diseases and confer greater health benefits than current Western dietary patterns.



## CARBS NOT THE ENEMY!



3. **Many clinical trials confirm that excess calories, and not carbohydrates, are responsible for obesity. Diets successful in promoting weight loss can emphasize a range of healthy carbohydrates, protein and fat. All these three macronutrients, in balance, are essential for designing a healthy, individualized diet anyone can follow for their whole life. Moreover, very low carbohydrate diets may not be safe, especially in the long term.**

# SATIATING



- 4. Pasta is satiating and keeps you fuller longer. A pasta meal can be moderate in its calorie content, assuming the portion is correct and the dressing-topping is not calorie-rich.**

## LOW GI



5. At a time when obesity and diabetes have a high prevalence around the world, pasta meals and other low-glycemic foods may help control blood sugar and weight especially in overweight people. Glycemic index is a factor that impacts the healthfulness of carbohydrate-rich foods. There is a beneficial effect in the way pasta is made. The process of manufacturing reduces its glycemic response. Whole grain pasta, which provides more fiber, is also a good choice.

AFFORDABLE  
AND  
ACCESSIBLE



- 6. Pasta is an affordable, healthy choice available in almost all societies. Promoting the affordability and accessibility of pasta meals can help overcome the misperception that healthy foods are too expensive.**

## VEHICLE FOR HEALTHY FOOD



7. **Healthy pasta meals are a delicious way to eat more vegetables, legumes and other healthy foods often under-consumed. Pasta is a way to introduce other Mediterranean diet foods (other cultural traditions), especially for children and adolescents.**

CULTURAL  
TRADITIONS –  
PASTA LIKE A  
CANVAS



**8. Pasta meals are enjoyed in cultural traditions worldwide. As they are like a canvas, they are versatile and easily adaptable to national and regional seasonal ingredients.**

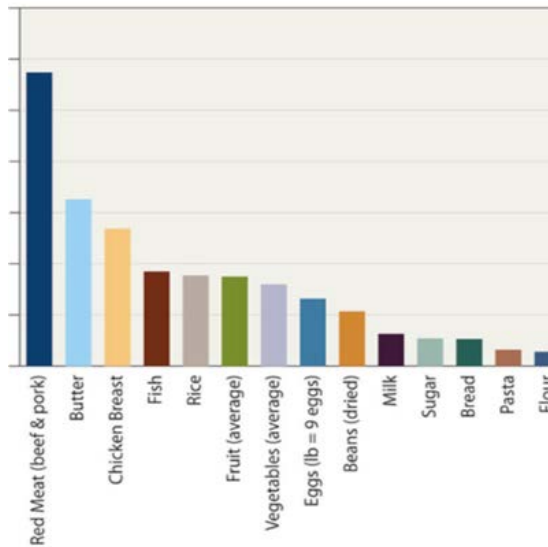
## GENERAL POPULATION & PASTA



9. The general population can eat pasta and should not choose a gluten-free product if not affected by a gluten-related disorder correctly diagnosed. For those with gluten sensitivities or allergies, or celiac disease, there are gluten-free alternatives.

# PASTA IS A SUSTAINABLE FOOD

Comparisons of Global Warming Emissions by Food Type (by Pound or Pint)



**10. Pasta is a simple plant-based food, and has a low environmental impact.**



## PASTA AND SPORTS GO TOGETHER



11. Pasta consumption is suitable for people who do physical exercise and particularly in sports. Pasta, as with other cereal foods, provides carbohydrates and is also a source of protein. Pasta may be used alone or lightly seasoned before training or combined with other foods after training, in order to improve physical performance. High protein and low carbohydrate diets are discouraged in active people.

DOCTORS RDs  
TO EDUCATE  
ABOUT PASTA



**12. Doctors,  
nutritionists and  
other health  
professionals  
should educate the  
consumer to choose  
varied and balanced  
pasta meals for  
good health.**

Questions?

Thank you

