

## INDUSTRIAL APPLICATIONS FOR NUTRIENT DATA BASE

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Hoffman La Roche, Inc. believes that every American is entitled to receive on a daily basis 100% of the U.S. RDA for all essential nutrients. It further believes that this can be accomplished at a low cost through food in such a way that the public's nutritional needs are met. Sound dietary goals are becoming a matter of national policy and improved nutrition will be a major challenge for all during the 1980's.

In order to determine consumption patterns of essential nutrients, Roche monitors trends in the food and pharmaceutical industries through government surveys, independent studies, and dialogue with industry leaders. Survey data have shown inadequate consumption levels for up to 50% of the American public of one or more essential nutrients. Selective fortification, vitamin/mineral supplementation for special at-risk life situations, and sound menu planning are possible remedies to this problem.

A nutritional data bank system can supply valuable information that can be used by industry to:

- Determine nutrient content of certain fresh and processed foods.
- Supply guidelines for fortification.
- Plan and position new products.
- Encourage nutritional labeling by possibly eliminating some of the expense associated with baseline analytical work.
- Facilitate good menu planning in the institutional environment.

In time, when more food products are examined for an extensive list of nutrients, the industry may be able to use this information, along with consumption data, to develop products that can reduce problem areas in the population's nutritional profile.