



COLOR OF FOOD

 WholisticMatters®



Phytonutrients and Color

WHAT ARE PHYTONUTRIENTS?

Phytonutrients are natural, plant-derived compounds that support life and offer protection – innately in plants but for plant-eating humans as well. For example, a 2014 meta-analysis found that the more vegetables eaten, the lower the risk of all-cause mortality (Wang 2014).

WHY CARE ABOUT PHYTONUTRIENTS?

The human body needs phytonutrients in a different way than it needs nutrients like protein, vitamins, and minerals. Phytonutrients are uniquely able to satisfy free radicals circulating in the body looking for electrons. By providing electrons, phytonutrients prevent free radicals from taking electrons from proteins or other nutrients, a “theft” that leads to oxidative stress.

HOW ARE PHYTONUTRIENTS AND FOOD COLOR CONNECTED?

Different plant colors are associated with the beneficial protection of phytonutrients, and encouraging diversity of plant-based colors in a given meal can be a great method for improving diet choices.



WHAT HEALTH BENEFITS DO PHYTONUTRIENTS AND COLOR PROVIDE?

The colors of food have long been associated with improving health conditions. Green foods help improve diabetes and immunity, protect against cancer, and enhance gene expression. Red foods align with the cardiovascular system by protecting the heart and blood vessels. Red is also responsible for building muscle mass and skin protection. White foods, even though not as 'colorful', still yield a tremendous amount of immune system support by decreasing allergies, reducing inflammation, helping to maintain weight, and lowering cholesterol. Purple improves memory, protects again cancer, improves the gut, and keeps a healthy heart. Yellow or orange foods additionally protect the gut, protect our eyes and skin, fight cancer, and improve immunity.



MAJOR PHYTONUTRIENTS	POTENTIAL HEALTH ASSOCIATIONS
Flavones	Additive nutraceutical support via anti-inflammatory response and anti-microbial benefits; potential support of healthy metabolic function
Lignans	Soluble and insoluble fiber help support the immune system; often an antioxidant role and help with balancing metabolic and hormonal systems
Avenanthramides	Bitter characteristics that can influence select cell transporters in the gut modulating glucose response and appearance
Quercetin	Reduction in inflammatory responses for a wide range of health issues
Catechins	Maintain metabolic processes; improved wellness associated with longevity and cardiovascular health
Ellagic Acid	Can play a role in antioxidant and anti-mutagenic response considered health protective
Stilbenes	Anti-inflammatory response with benefits supporting longevity
Curcumin	Antioxidant and immune modulator affecting initiation of inflammation response; associated with digestive health, cardiovascular and metabolic systems functional repair
Myrosinase	Helps convert select compounds to active healthy forms of metabolites
Phenolic acids/Polyphenols	Antioxidant activity promoting systems important to vascular health
Glucosinolates	Shown to support cardiovascular system and detoxification processes with antioxidant activity
Carotenoids	Antioxidant process support; reduced risk of macular degeneration
Chlorophyll	Anti-inflammatory-like responses, antioxidant, and anti-bacterial activity

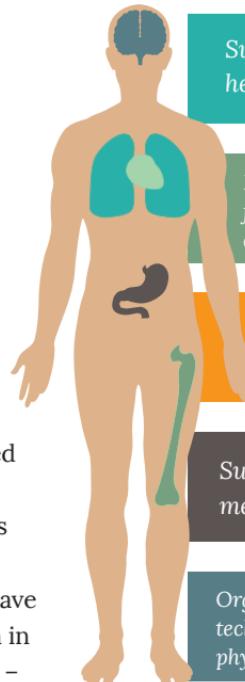
WHAT IS GAE? A WAY TO CAPTURE TOTAL PHENOLICS

Scientists can quantify “total phenolics” between different plants by measuring Gallic Acid Equivalence (GAE), which can be used to compare the amounts of phytonutrients and the total phenolic compound content of different foods. Phenolics are a group of phytonutrients that include phenolic acids, stilbenes, flavonoids, and condensed tannins. Phenolics are universally present in plant-derived foods and have been long-linked to the health properties of a plant-based diet.

WHAT IS THE WHOLE FOOD ADVANTAGE?

The idea of the “whole food advantage” describes the concept that bioactive phytonutrients consumed from whole foods produce stronger health benefits than when the phytonutrient is isolated and consumed alone (Lila and Raskin 2005, Lila 2007). This idea also includes the notion that some phytonutrients in foods have a synergistic effect when eaten together. Plants have a predominant color that we see, but they also have additional phytonutrients associated with colors seen in other plants. This is part of the whole food advantage – multiple phytonutrients associated with multiple health benefits in just one plant.

The Whole Food Advantage



Supports balance immune modulation for healthy inflammation response.

Increased intake of vegetables and fruits in whole food nutrition influences individual epigenetic expression of our health potential.

Benefits of nutrients food matrix enhances bioavailability by up to 60%.

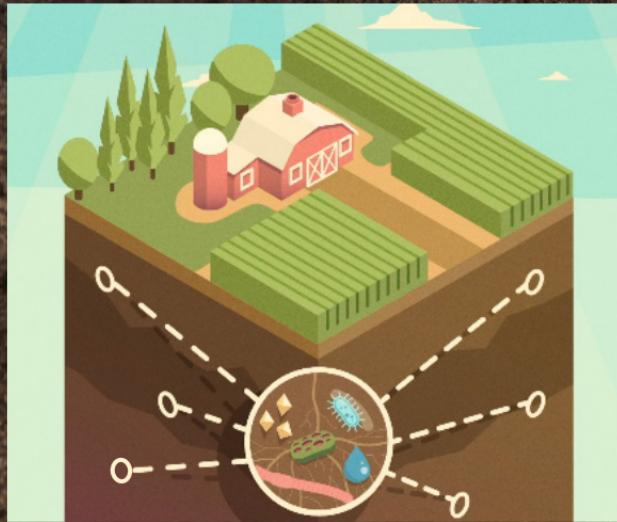
Supports the gut microflora and a healthy metabolic fingerprint of the gut.

Organic and adaptive regenerative farming techniques delivers nutrient dense source of key phytonutrients and helps balance healthy lifestyles.

Organic and Sustainable Farming

HOW DOES ORGANIC AND SUSTAINABLE FARMING PLAY A ROLE?

Organic and sustainable farms start with a foundation of healthy soil. Healthy soil contains rich biodiversity such as bacteria, fungi, minerals, and other organic matter. This biodiversity promotes water retention, erosion resistance, and yields more nutrient-dense crops.



Specialty Crops

WHAT ARE SPECIALTY CROPS?

The U.S. Department of Agriculture's (USDA) Specialty Crop Block Grant Program (SCBGP) defines “specialty crops” as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops. However, the USDA differentiates specialty crops from federally supported commodity crops like grains, corn, soybeans, cotton, rice, and barley.

Reference: “What is a Specialty Crop?” United States Department of Agriculture Agricultural Marketing Service, <https://www.ams.usda.gov/services/grants/scbfp/specialty-crop>.

Less than one percent of the 2014 Farm Bill funded allocations (about \$956 billion over 10 years) went to supporting farms growing specialty crops, while five percent of the Bill went to supporting commodity programs. This funding largely aimed to protect commodity crop farms from changing prices in products like corn, wheat, soybean, and dairy.

Reference: “The \$956 billion farm bill, in one graph.” Brad Plumer, The Washington Post, January 29, 2014. https://www.washingtonpost.com/news/wonk/wp/2014/01/28/the-950-billion-farm-bill-in-one-chart/?utm_term=.ddea4f5514a7.

Farm Bill

WHAT IS THE FARM BILL?

The Agriculture Improvement Act of 2018 – AKA the “Farm Bill” – was signed into law on December 20, 2018. This Act is part of the legal framework for agricultural policy that is reconsidered every five years. Considerations include farming, nutrition, conservation, rural development, research, and energy.

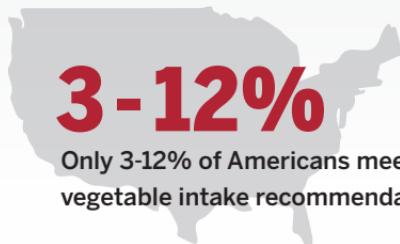
Reference: “Agricultural Act of 2014: Highlights and Implications.” USDA ERS - Food Environment Atlas, United States Department of Agriculture Economic Research Service, March 19, 2018, www.ers.usda.gov/agricultural-act-of-2014-highlights-and-implications/.



Phytonutrient Gap



10 servings of fruits and vegetables per day can add years to your life.



Only 3-12% of Americans meet fruit and vegetable intake recommendations^{8,9}.



The biggest gap is the blue/purple fruit and vegetable group, with only **12%** of people meeting the median intake of those phytonutrients.



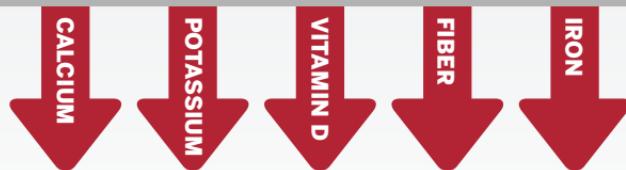
While the number of Americans consuming green fruits and vegetables is slightly higher, the percentage is still under **30%** of the recommended intake^{8,9}.

⁸National Center for Health Statistics (NCHS). 2008. National Health and Nutrition Examination Survey Data 2005-2006. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.

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Nutrient Gap

5 SHORTFALL NUTRIENTS



These 5 nutrients fall short in Americans and are of public health concern^{10,11}.



Potatoes account for more than **25%** of all vegetable consumption^{12,13}.



More than **80%** do not eat enough green vegetables^{12,13}.



More than **90%** do not eat enough orange and red vegetables^{12,13}.



Daily vegetable intake should be **2.5 cups**^{12,13}.



Daily fruit intake should be **2 cups**^{12,13}.



More than 90% of Americans do not meet this minimum^{12,13}.

¹⁰Papanikolaou, Y and Fulgoni, Victor L. Nutrients 2018; 10(5):534.

¹¹ Dietary Guidelines Advisory Committee. 2015. Scientific Report of the 2015 Dietary Guidelines Advisory Committee: Advisory Report to the Secretary of Health and Human Services and the Secretary of Agriculture. U.S. Department of Agriculture, Agricultural Research Service, Washington, DC.

¹² U.S. Department of Agriculture, Agricultural Research Service, Beltsville Human Nutrition Research Center, Food Surveys Research Group (Beltsville, MD) and U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics (Hyattsville, MD). What We Eat in America, NHANES 2007–2010.

Green



Foods

Alfalfa	Chard	Peas
Barley Grass	Collard Greens	Turnip Greens
Broccoli	Kale	Spinach
Brussel Sprouts	Kalette	
Cabbage	Lettuce	

Phytonutrients:

Chlorophyll

Lutein & Zeaxanthin

Isoflavones

Isothiocyanates

Phytocannabinoids

Myrosinase



Black



Foods

Alfalfa	Chickpeas	Oats
Barley	Cinnamon	Spanish Black
Black Beans	Cloves	Radish
Black Eyed Peas	Hemp	Sorghum

Phytonutrients:

Tannins

Saponins

Phytocannabinoids



White



Foods

Apples	Garlic	Radish
Barley	Mushrooms	Tofu
Beetroot	Oat	Watercress
Buckwheat Seed	Onion	

Phytonutrients:

Phenolic Acids

Flavanols

Allicin

Compounds



Yellow/Orange



Foods

Carrots	Peppers	Winter Squash
Citrus Fruit	Pineapple	Yellow Squash
Lemons	Sweet Potato	
Oranges	Tumeric	

Phytonutrients:

Beta Carotene

Beta Cryptoxanthin

Betaxanthins

Flavones

Curcumin

Bromelain

Flavanones



Purple



Foods

Acai	Cranberries	Red Cabbage
Aronia Berry	Currants	Red Wine
Blueberries	Eggplant	Whole Buckwheat
Cherries	Elderberry	Plant

Phytonutrients:

Anthocyanidins

Procyanidins

Stilbenes

Resveratrol



Red



Foods

Beets	Pink Grapefruit	Swiss Chard
Cherries	Pomegranates	Tomatoes
Chilies	Raspberries	Watermelon
Peppers	Strawberries	

Phytonutrients:

Lycopene

Nitrate

Betacyanins

Ellagic Acid

Capsaicin



Brown



Foods

Apricot	Green Banana	Potato
Beans	Lentils	Rye
Cocoa	Mushrooms	Tea
Figs	Nuts	
Flaxseed	Oats	

Phytonutrients:

Lignans

Beta Glucans

Theobromine

Resistant Starch

Other Fibers



About the Series

COLOR OF FOOD SERIES

This overview booklet is just one part of a multi-faceted series on the Color of Food. Understanding the significance of phytonutrient and nutrient gaps, the GAE connection, the whole food advantage, and the role of specialty crops and the Farm Bill provides the tools needed to make conscious decisions about our health and the health of the people around us.

Please check out other items in the Color of Food Series:

- *Featured Crops: Nutrient and Phytonutrient Profiles*
- *Adopting Nutritional Practices*
- *Fruits and Vegetables*



We are dedicated to advancing the latest insights and information available in nutrition therapy and clinical nutrition and to presenting only the most balanced, credible, and reliable clinical nutrition and science available.

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