P121 (continued)

Conclusions and Implications: The new USDA focus on reducing plate waste will make plate waste analysis important on a large-scale basis. This research suggests that using the quarter serving estimate method can be used quickly, widely, and inexpensively to approximate how much has been eaten when weighing is not possible.

Funding: None.

P122 Do Lifestyle Benefits Trump Nutritional Benefits When Adopting New Foods? The Case of Tofu in America

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Objective: What influences whether new or expectant mothers will adopt an unfamiliar healthy new food into their family’s eating patterns?

Theory, Prior Research, Rationale: Building on food neophobia research, this study investigates how American women came to adopt tofu. It also investigates the strategies that nutritionists and health practitioners can use to facilitate healthier cooking habits among clients.

Study Design, Setting, Participants, and Intervention: In-depth laddering interviews were conducted with 83 young non-vegetarian women and new mothers who were enthusiastic lovers of tofu. Following this, a questionnaire was designed and 502 women ranging from 20 to 35 years old were surveyed through the internet.

Outcome, Measures and Analysis: Ratings of various motivations for adopting healthy foods – specifically tofu – were regressed on the frequency of one’s eating of tofu at restaurants and at home.

Results: A key finding was that nutritional value was not a motivating reason why people adopted tofu into their diets – it explained only 4% of the variance in usage. Instead, tofu was adopted because it was seen as low calorie, high protein, convenient, and easily adaptable into current cooking routines. In addition, it was seen as light, filling and as giving them energy. In total, these explained most of the variance in usage (R² = .83).

Conclusions and Implications: When encouraging future nutritional gatekeepers to change cooking habits, it may be best to not focus on nutrition. Instead, it may be more motivating to focus on what the product does for a person’s lifestyle. For instance, the focus on a product’s light, filling, convenient, and energy-giving nature was more persuading than its health benefits.

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P123 Sustainable Food Systems: Effectiveness of Theory-based Curriculum for Emerging Nutrition Professionals

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Objective: Effective community food and nutrition interventions require a working knowledge of systems thinking; thus these concepts must be embedded in curricula for nutrition and dietetic professionals. Little information is available regarding the impact of integrating a theory- and competency-based curriculum for teaching principles of sustainable food systems (SFS) to dietetic interns. Together, directors from three New England dietetic internship programs developed a curriculum for exploring the principles of a sustainable food system based on certain constructs of the Theory of Planned Behavior within the context of the socio-ecological model. Directors sought to determine effectiveness of pre-symposium readings, and a day-long didactic/experiential symposium on attitudes, self-efficacy and behavioral intentions related to SFS.

Study Design, Setting, Participants, and Intervention: Institutional Review Board approval was secured. Interns (n=31) completed three identical 20-item surveys: 1 pre- (prior to assigned readings and symposium); 2 post-surveys (immediately after symposium and 6-months later).

Outcome, Measures and Analysis: Paired t-test analysis of surveys.

Results: Indicate significant (p<0.001) positive shift in certain attitudes, self-efficacy and behavioral intentions related to the principles of SFS that persisted for 6 months following the symposium (e.g. confidence related to knowledge of ability to promote principles of SFS in professional practice); other measures that showed a significant positive change immediately following the symposium were not sustained 6 months out (e.g. importance of supporting SFS when making food choices and advising clients in their future).

Conclusions and Implications: The model appears effective for teaching dietetic interns about the principles of SFS and influencing behaviors, however additional efforts to strengthen certain attitudes and behavioral intentions are warranted.

Funding: None.

P124 Breast-feeding/Formula Feeding among WIC Toddlers from Three Ethnic Groups and Association with Adiposity Levels

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Objective: This study is to investigate the putative protective effects of breastfeeding on age-appropriate body weight gain among African American, Hispanic and White toddlers.

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