

## COMPILATION OF RESEARCH STUDIES REGARDING PORTION SIZES

It's unanimous! Every study regarding portion size comes to the same conclusion:

*Typical food portions have increased and when given larger portions, we EAT MORE!*

In most cases, people don't even realize they are eating larger portions. We have become so accustomed to the large portions being served in restaurants, that when we try to reduce our portions, to what really is appropriate, we feel like we're being deprived.

The following is a summary of some of the studies relating to portion sizes.

### Cornell University

The researchers held an ice cream social and observed whether extra-large bowls caused the attendees to have more ice cream. The results published in the American Journal of Preventive Medicine, show that doubling the size of a person's bowl increased the amount of ice cream consumed by 30%!

### Penn State University

In this study, conducted at a local restaurant, on different days the size of the baked ziti portion was varied between a standard portion and a larger serving containing 50% more. The price for the meal remained the same and it was accompanied by a pesto-stuffed tomato and a roll. Customers' food intake was measured and they were also asked to rate their satisfaction with the meal and portion size.

The results showed that the customers who were served the larger portion of ziti ate nearly all of it and even ate a larger amount of the accompaniments as well. However, the survey responses showed all patrons thought the portion served was appropriate.

In another study on campus, men were given macaroni and cheese to eat. Two different portion sizes were tested, one a modest 16 ounces and the other a jumbo portion of 25 ounces. When given the smaller portion, the men ate a reasonable portion of only 10 ounces. However, with the larger portion, they ate consistently more. They didn't eat the entire portion but did eat at least 15 ounces, a full 5 ounces more than when given the smaller portion.

### University of Illinois

Students participated in a taste test of tomato soup. Some of the student's bowls were rigged with hidden tubes to keep supplying the bowl with soup. These students ate 40% more soup.

In another study, movie goers were given stale, two-week old popcorn. Half of the moviegoers got a regular-sized container and half got jumbo buckets. The movie goers reported that the popcorn tasted terrible, but those with the jumbo buckets ate 33% more anyway, even though they didn't like what they were eating.

### University of North Carolina at Chapel Hill

Published in the Journal of the American Medical Association in January 2003, their study confirmed that portion size has grown significantly over the past two decades. Their study not only concluded this about fast food restaurants but also said the "portion distortion" is affecting the amount of food consumed during a meal at home and also in conventional restaurants.

### Summa Health System

The journal, Obesity Research, published the results of a 24 month study led by Summa Healthy System that followed 329 patients with BMI indices greater than 27. They found that the greatest weight loss in the group was related to **portion control**. Lead researcher, Everett E. Logue, Ph.D. said "Although we saw similar patterns of weight loss related to reduced dietary fat consumption, increased fruit and vegetable consumption, increased physical activity and increased planned exercise, the target behavior that induced the greatest weight loss was portion control."

### Conclusion

It's clear that larger portions lead to increased caloric intake. Individuals need to be aware of the size portion they are eating and develop strategies, such as eating off a smaller plate, to overcome the temptation to eat more than the appropriate amount. Since portion control can have such a huge impact on a person's ability to be successful losing weight, it is the first behavior that is covered in our Total Transformation in 12 Months program.