



# american nutrition

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2021 senior thesis

“

about half of Americans  
– **117 million** individuals –  
have one or more **preventable**  
chronic diseases, many of which are  
related to poor quality eating  
patterns and physical activity

”

– [health.gov](https://www.health.gov)

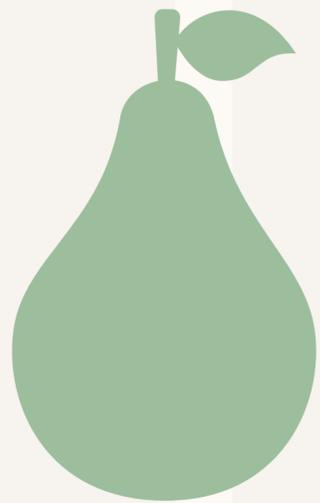


# thesis statement.

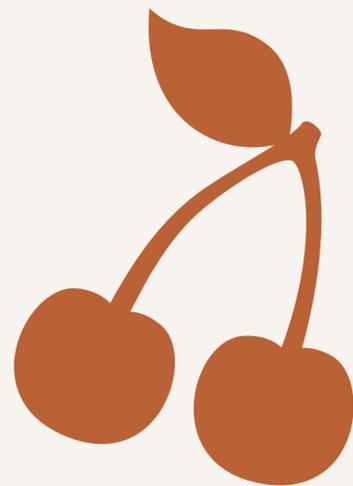
The lack of access to affordable, organic, healthy food options, especially for low income families, is a huge problem in America that is resulting in many health problems such as obesity, heart disease and some cancers.

There is also a big problem with access to knowledge of what nutritious, healthy foods are because the unhealthy diet trends and fads circulating on social media can be misleading resulting in poor eating habits.

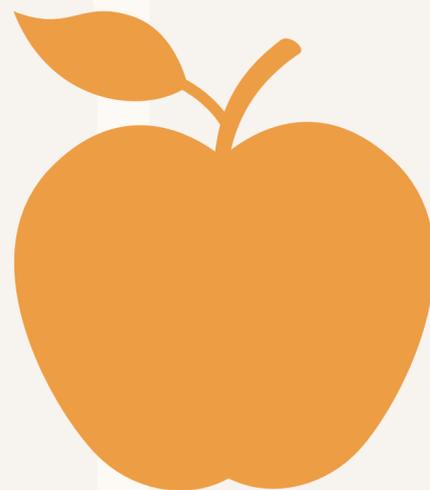
# discussion points.



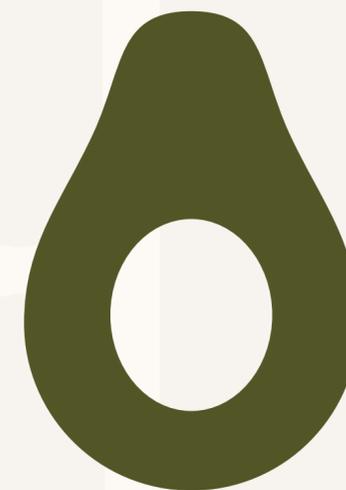
**obesity**



**cost**



**disease**



**farming**



**diet fads**

OBESITY

# what clinically constitutes obesity?

a **BMI** (Body Mass Index) of 30 and above

defined by the National Institutes of Health (the NIH)

$$\text{BMI} = \frac{\text{weight (kg)}}{\text{height (m)}^2}$$



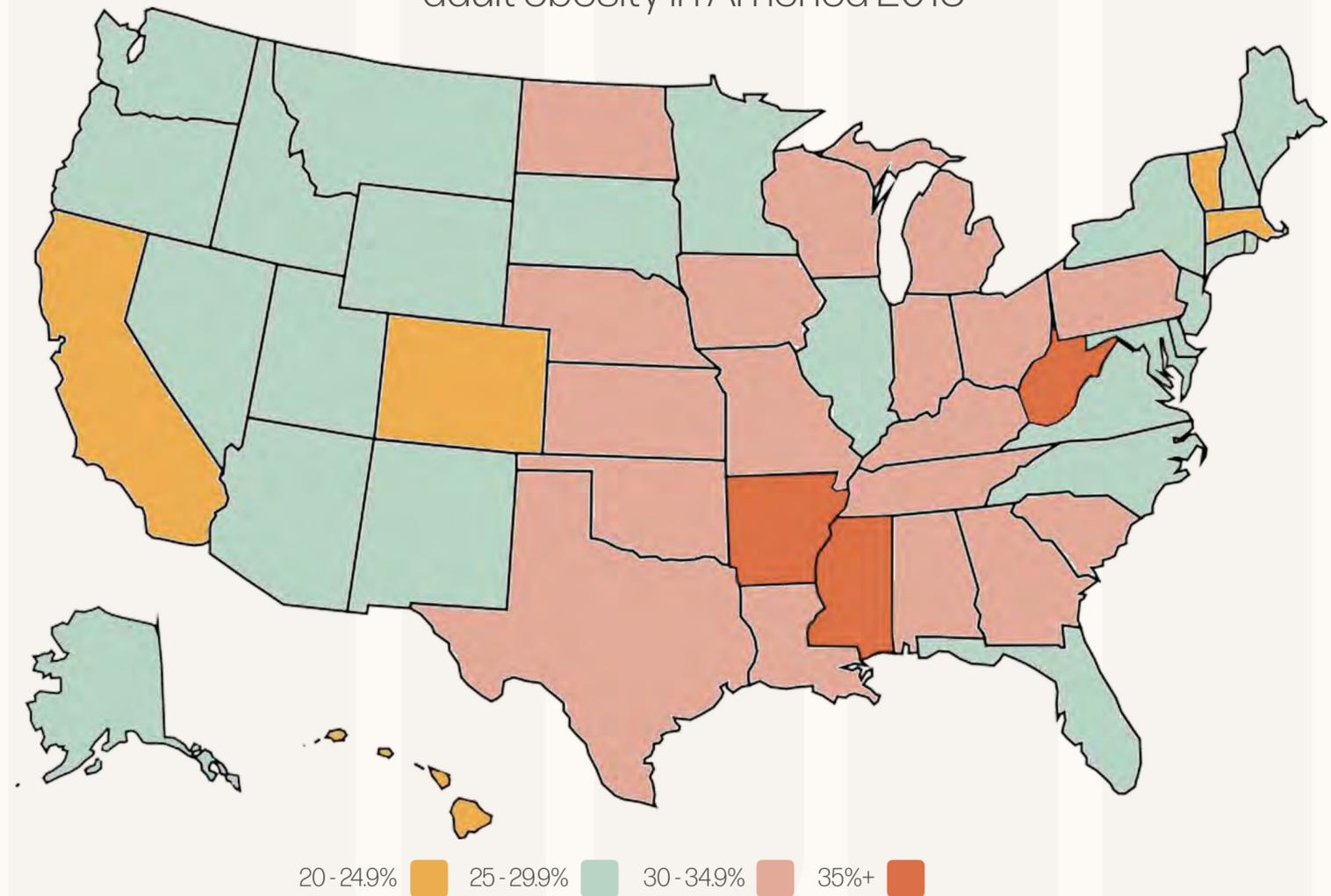
# obesity.

considered a chronic disease

## increased risk of:

high blood pressure  
diabetes  
**heart disease**  
stroke  
high cholesterol  
**many cancers**  
death

adult obesity in America 2018



# aside from the clinical studies...

although the BMI calculation is a good guide, there are problems with that number

"Traditionally, we define obesity by a certain cutoff on the BMI scale. But judging whether a person is obese based only on their size is old-fashioned and not terribly useful"

Scott Kahan, director of the National Center for Weight and Wellness



**pro-athlete with tons of muscle**  
has unrealistically high BMI, when body fat is actually very low

**"obese"**  
BMI 32



**teenager who is very inactive and eats unhealthy**  
has a normal BMI, when body fat is actually very high

**"healthy"**  
BMI 21



COST

# why is the healthy option more expensive?

... the number one excuse for not eating healthy



fresh fruits and vegetables are more expensive  
to farm than crops that will be processed

1

the US government doesn't subsidize leafy  
vegetable crops the same way it supports  
wheat, soy, and corn

2



# is the healthy option actually more expensive?

**“Chia-seed smoothies are an expensive luxury; basic nourishment – carrots, lentils, potatoes – is cheap as chips.”**

–medical x press



# harvard case study.

compared healthy diet patterns (diets rich in fruits, vegetables, fish, and nuts) to unhealthy diet patterns (diets rich in processed foods, meats, and refined grains)

on average, a days worth of eating “healthy” costs about *\$1.50 more per day* than eating “unhealthy”.



over the course of a year, this would increase food costs for one person by about *\$550 per year*.



# harvard case study.

eating healthy = \$1.50 more per day; \$550 more per year

for a family of 4, this would mean a difference of *\$2,200 per year*. this could mean a real burden for some families.

vs.

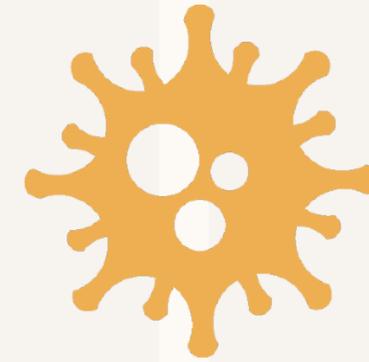
difference is smaller than we would expect. very small in comparison to the economic cost of diet-related chronic diseases.





# DISEASE

# disease risks.



**obesity**

**heart disease**

**stroke**

**high blood pressure**

**some cancers**

**diabetes**

**high cholesterol**

**digestive issues**

**early death**

**teeth & bone issues**



# heart disease.

heart disease is the number one cause of death in the United States

## how to prevent heart disease?

### eat a healthy diet

limit saturated fats,  
foods high in sodium, and  
added sugars

eat plenty of fresh  
fruit, vegetables, and  
whole grains

### exercise frequently

strengthens the heart  
and improves circulation

helps maintain a  
healthy weight and  
lowers blood pressure  
and cholesterol

### stay at a healthy weight

obesity can increase  
blood pressure,  
cholesterol, and  
triglyceride levels

increases risk  
of diabetes



# diabetes.

a disease in which your blood sugar levels are too high

## how to prevent diabetes?

### avoid too much sugar & refined carbs

can lead to high blood sugar and insulin levels, until the condition leads to type 2 diabetes

### exercise frequently

increases insulin sensitivity of cells, so less insulin is required to keep blood sugar levels normal

### drink water as primary beverage

controls blood sugar and insulin levels  
helps avoid beverages that are high in sugar preservatives

### stay at a healthy weight

carrying excess weight, particularly in abdominal area, increases likelihood of diabetes



# cancers.

besides quitting smoking, some of the most important things you can do to help reduce your cancer risk are:

## how to prevent some cancers?

### move more, sit less

exercise helps with weight control and improves hormone levels and the way your immune system works

limit sitting & laying down

### eat a healthy diet

diets rich in fibre can protect against bowel cancer

fruits & veggies can protect against cancers of the mouth, throat & digestive system

### stay at a healthy weight

excess weight causes the body to make and circulate more estrogen and insulin, hormones that stimulate cancer growth

### avoid or limit alcohol

there are many ways in which high alcohol intake can increase a person's risk of developing cancerous cells





# FARMING

# what does fresh mean?

“produce that hasn’t been lying  
around too long before we eat it.”

— Superlife by Darin Olien



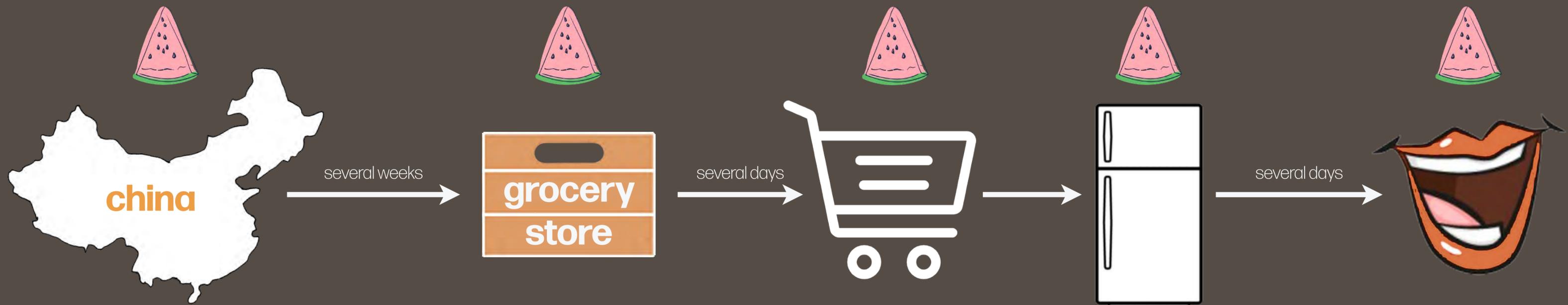
# freshness.

1

fully ripe fruits & veggies are more apt to bruise during picking and have shorter shelf lives, so they are often picked *pre-full ripeness* by commercial growers.

2

storage times, temperatures, and exposure all affect nutrient loss. the longer produce is *stored & shipped* at low temperatures, the more nutrients are lost.



# 1. produce ripeness.

**“vitamins, minerals, enzymes, and antioxidants need time to fully develop. if we pick produce when it’s underripe, we unplug it prematurely from its source of nutrition, the soil, thereby depriving it (and us) of its potential benefit.”**

— Superlife by Darin Olien



## 2. produce transportation.

**“within hours of picking, all the protective nutrients contained in fruit or vegetables begin to break down.”**

— Superlife by Darin Olien



# local farming.

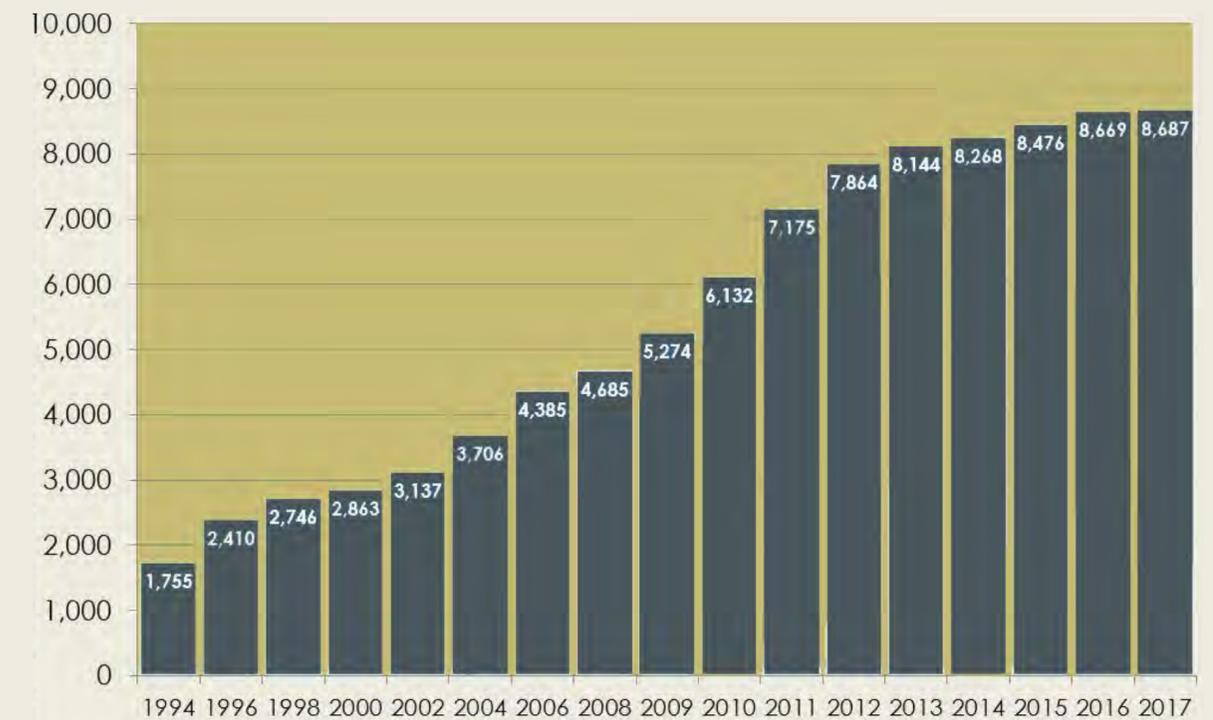
*/'lɒk(ə)l 'fɑːmiŋ/*

*noun*

food grown and harvested within 100 miles of you

it's clear that purchasing produce from local farms is crucial in order to receive the optimal nutrients from our fruits and vegetables and the number of farmers markets in the United States is on an increase!

## number of farmer's markets in the United States





# DIET FADS

# how to spot a fad diet.

- claims fast and easy weight loss
- eliminates certain food groups or “bad foods”
- highlights specific foods such as grapefruit, maple syrup, etc.
- doesn't require exercise
- says that certain foods need to be correctly combined for proper digestion



# why they don't work.

they become popular because they sometimes work for a short time: weight comes off initially, but the restrictions of fad diets are unhealthy and unrealistic to maintain, ultimately leading to failure.

## **fad diets often:**

**leave you tired, hungry and weak**

**result in binge eating which results in weight gain**

**can cause nutritional deficiencies that can lead to many serious health problems**

**affects mental health by causing stress, guilt, and anxiety over food**





# ...EXAMPLES



# ketogenic diet.

## claim:

lose weight quickly while never feeling hungry

## reality:

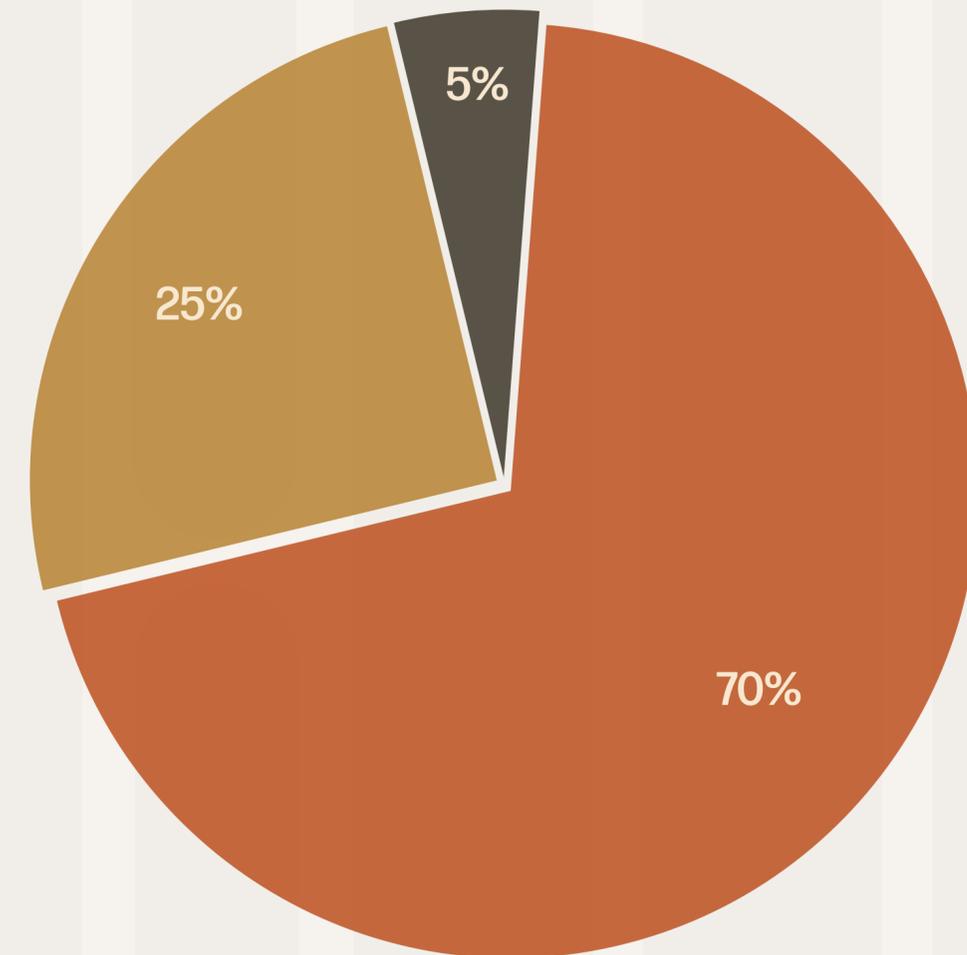
often no long term advantages on weight loss.  
carbohydrates are our body's main fuel source.  
our brain and our muscles cannot function optimally without carbs.

## health risks?

low blood pressure  
kidney stones  
constipation

nutrient deficiencies  
risk of heart disease  
digestive issues

a low-carb, high fat diet that forces the body to burn fat instead of carbohydrates



# protein.

*americans are obsessed with protein...*

marketing and modern culture tell  
us that high protein diets will make  
us strong and jacked

which may be true ... but also could  
be detrimental to our health and the  
longevity of our lives



# seulo sardinia, italy

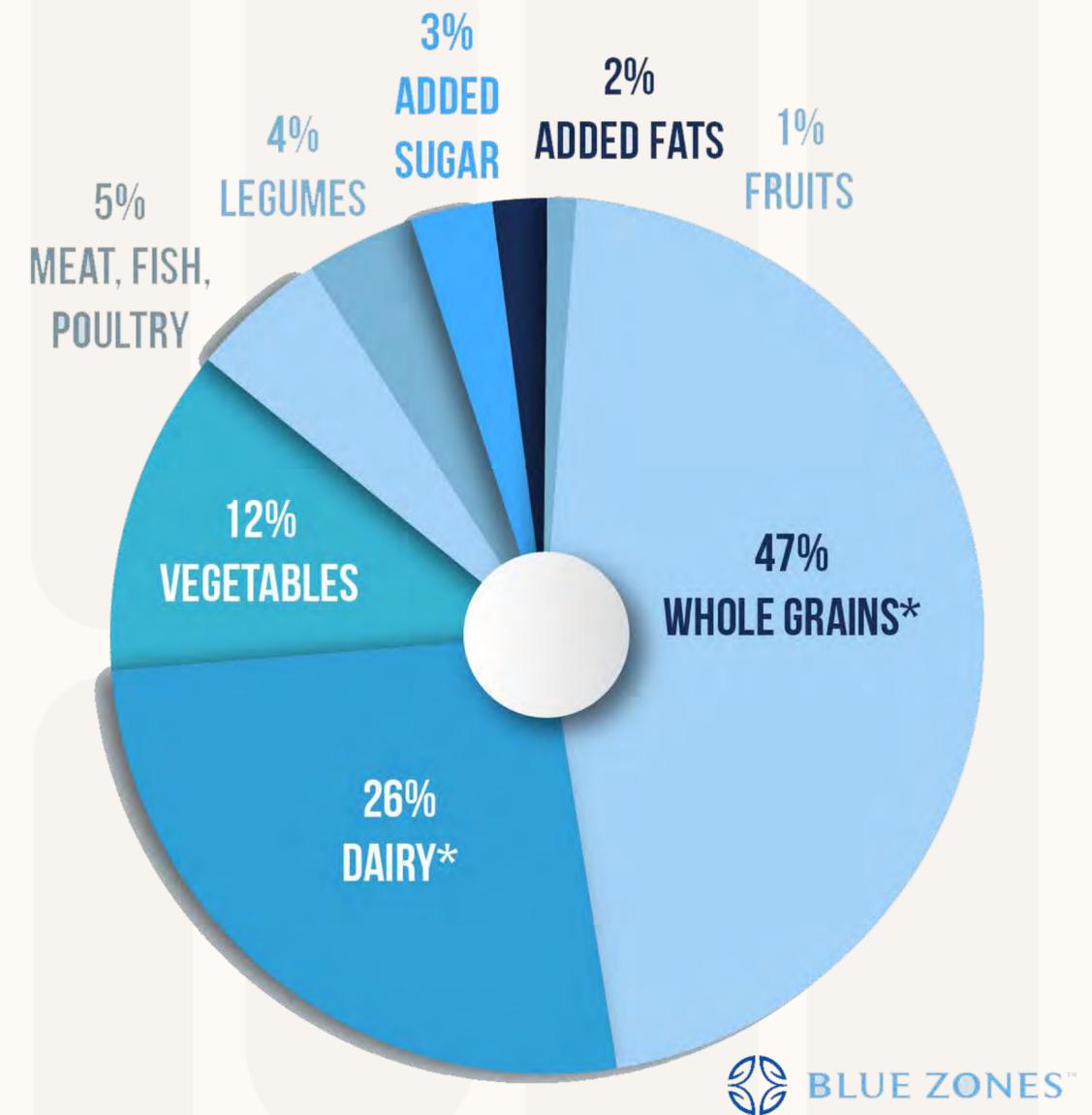
**blue zone**: one of 5 in the world with the highest concentration of centenarians

## what's different?

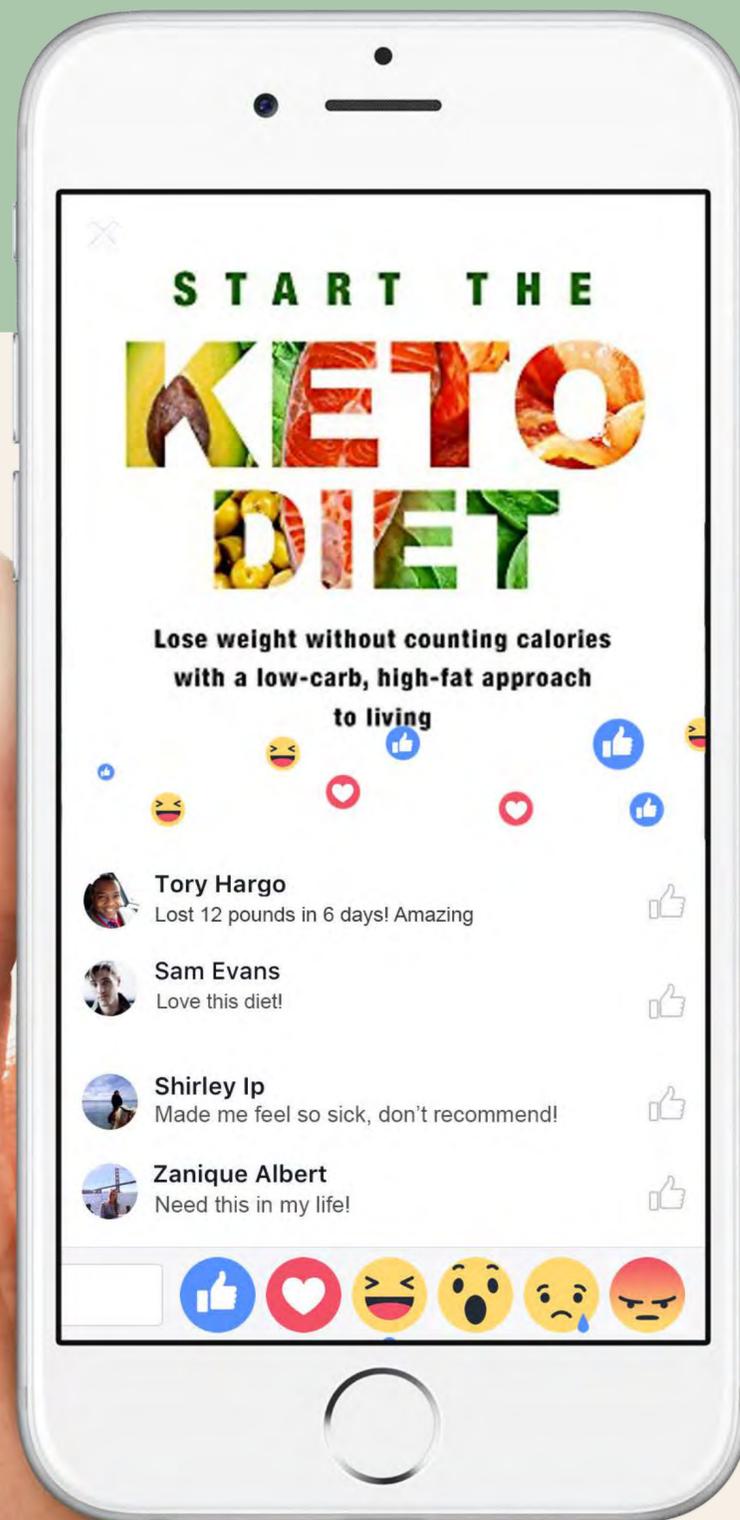
according to Dr. Gianni Pes (medical statistician) & Dr. Valter Longo (biochemist) who study nutrition and lifestyles associated with long life

- low protein diet
- lots of vegetables grown in backyards

higher risk of cancer & any age related disease in *high protein diets*



# so what?



we are living in the age of social media, where we are constantly subjected to unhealthy and dangerous diet trends. *there is misinformation everywhere.*

there are major problems with the farming industry.

there is the problem of cost for many families.

and americans are suffering because of it.

... where do we start?

# questions to answer ...

how can we *encourage* people to eat healthier?

how can we make it easy for people to *understand* what healthy foods are?

how can we show people that it can be *easy and fun* to eat healthy?

how can we cater to *individual health* needs?

how do we *inspire* people to live a healthy life?

**solution.**

VITA market

# VITA market :

- **educates on the importance of nutrition**
- **provides all the resources needed to aid in living a healthy life**
- **encourages community through events and pop up shops**
- **caters to individual health needs**

**branding.**

# branding.

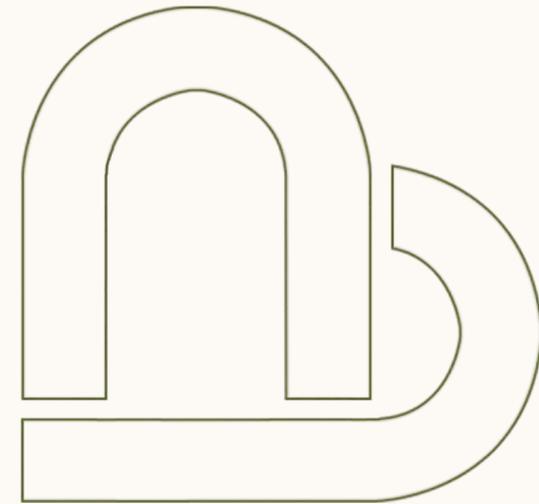
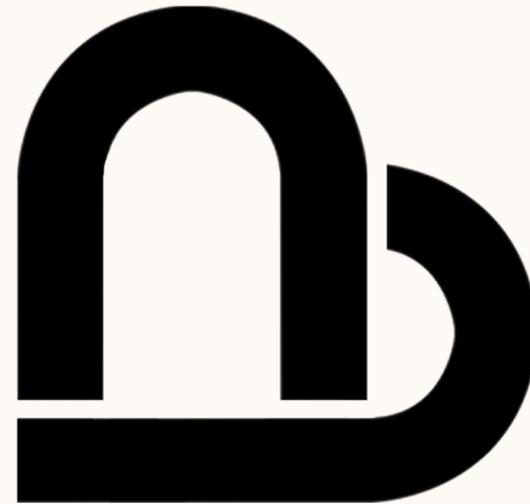
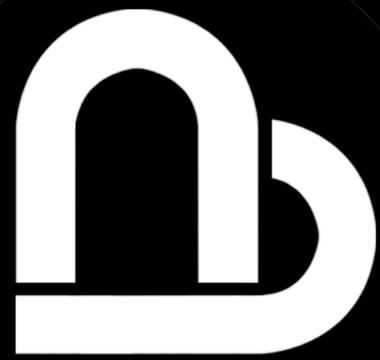


V I T A market  
& wellness center

V I T A market

V I T A market

# branding (logo).





# mood board.

tuscan

warm

neutral

curves

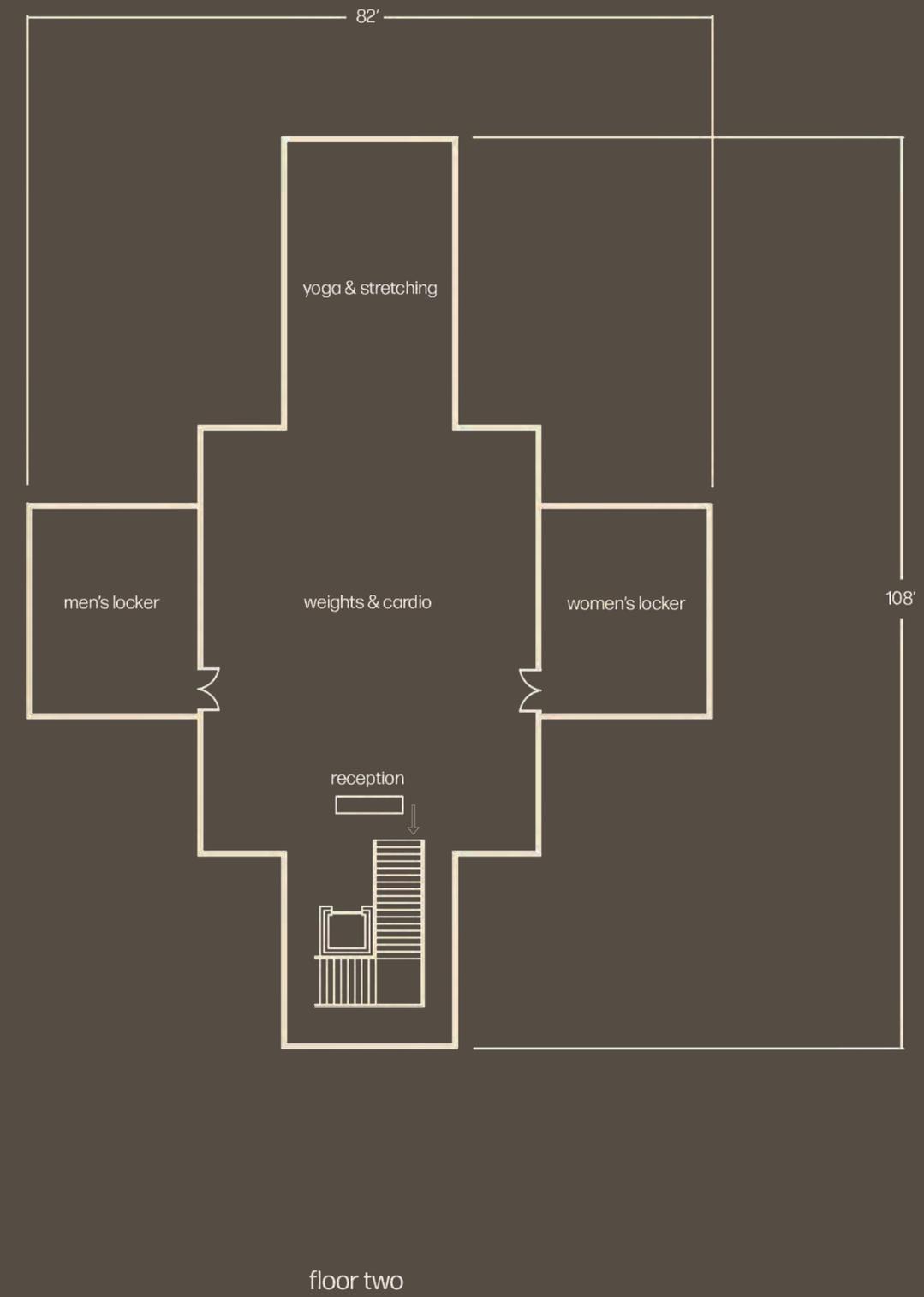
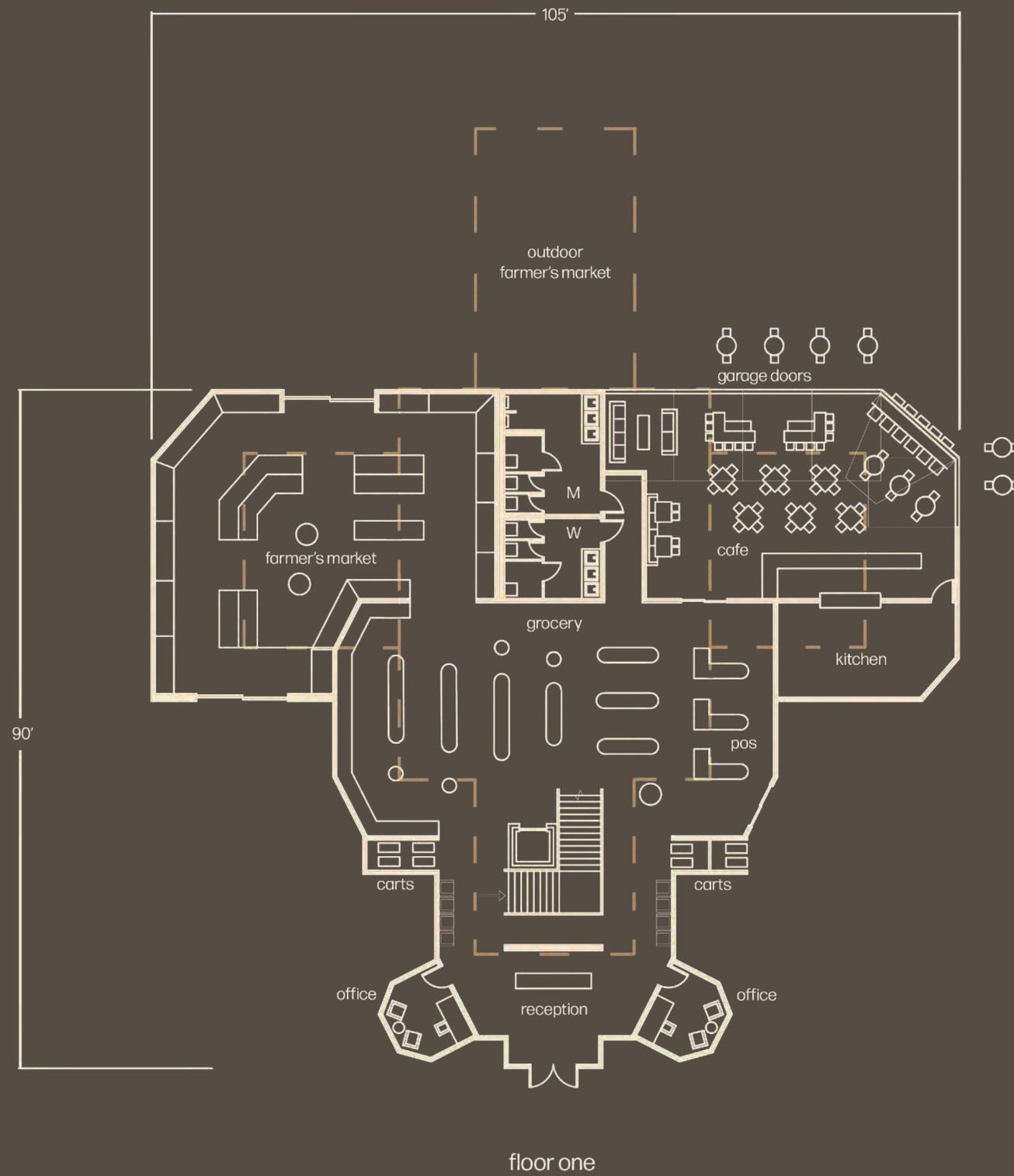
textural

inspiring

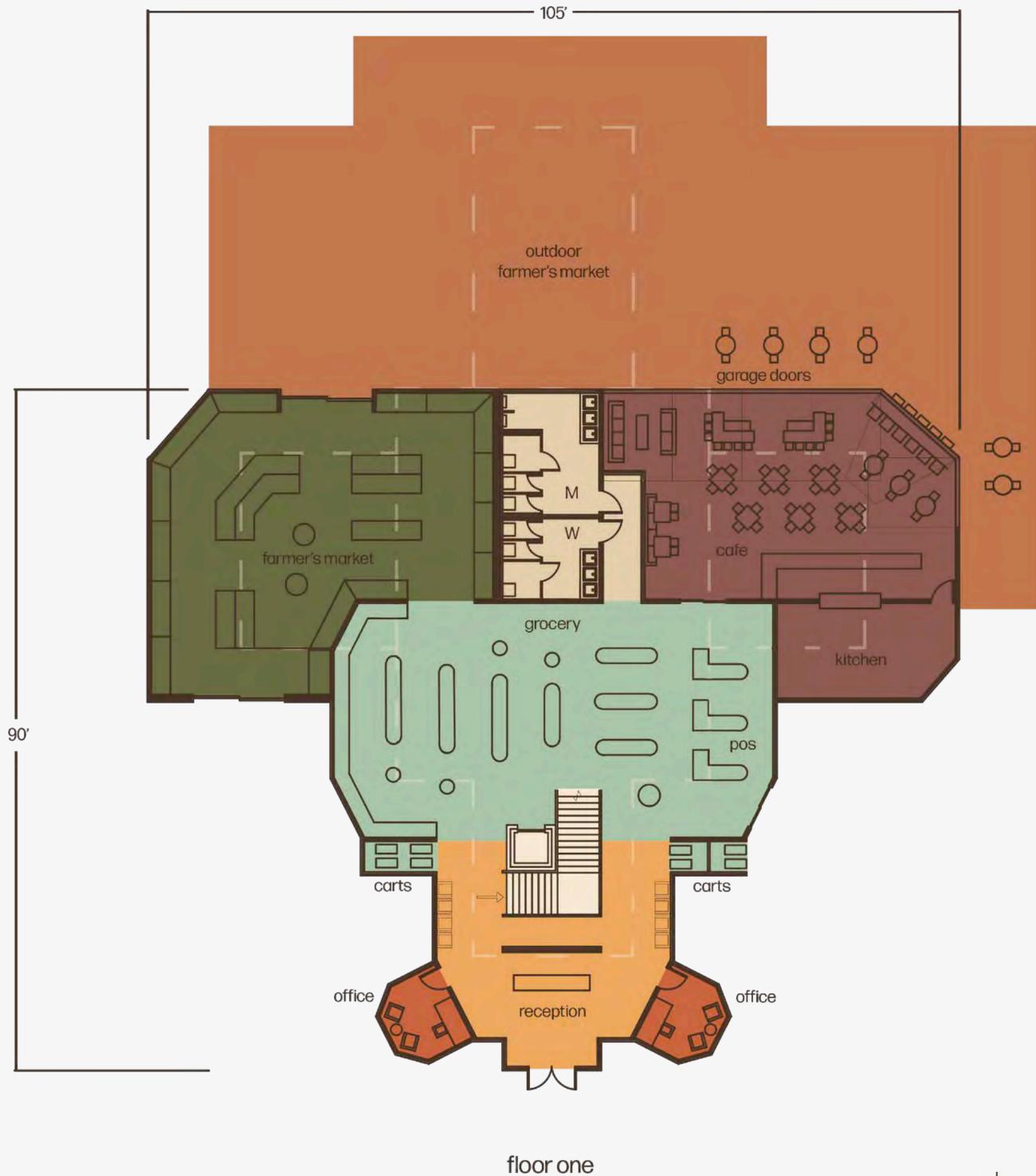
**design.**

# floor plan.

Vita market is a two story health and wellness center that houses a full gym, grocery store, farmers market, and cafe. This is a space where customers and members feel comfortable and inspired to become the best version of themselves with lots of encouragement from the community that surrounds them.



# guest journey.



## reception

guests enter, inquire about memberships and events, and wait for nutrition consultations

## offices

members receive one on one consultations with nutrition experts concerning personal health needs

## dry grocery

dedicated to dry health foods, a store where customers don't worry about what is and is not healthy

## cafe & kitchen

features varied seating, instagrammable spaces, an indoor / outdoor experience, and live recipe instruction

## restrooms

located in the rear center of the building for easy access for guests and workers utilizing all spaces

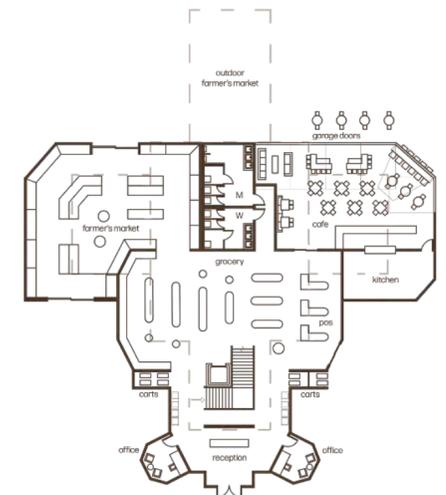
## farmer's market

filled with organic and affordable produce from local vita farms, open year round and features seasonal produce

## patio

a large outdoor patio space to enjoy meals from the cafe, shop at the outdoor farmers market, and participate in weekly events

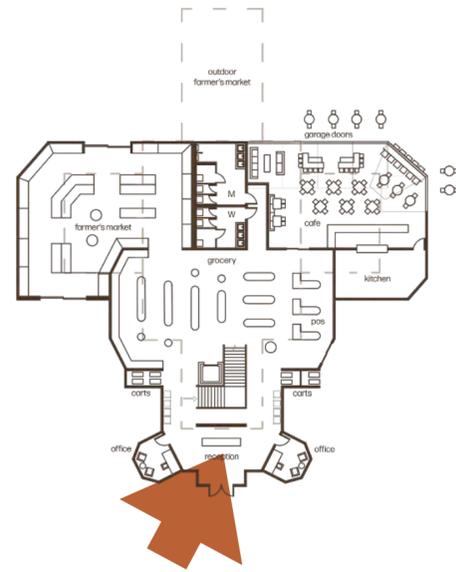
# exterior.





The architecture of this building took inspiration from Italian Architecture, in particular small cottages and gardens. It's fitting for Vita market because this space should be inviting, aesthetic and comfortable.

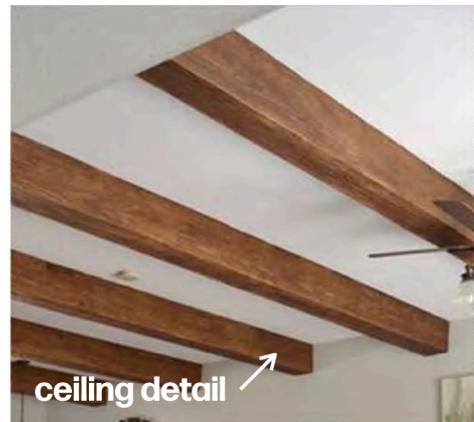
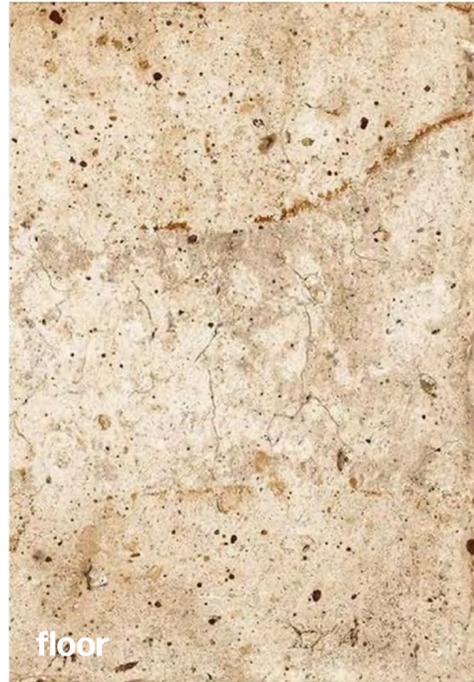
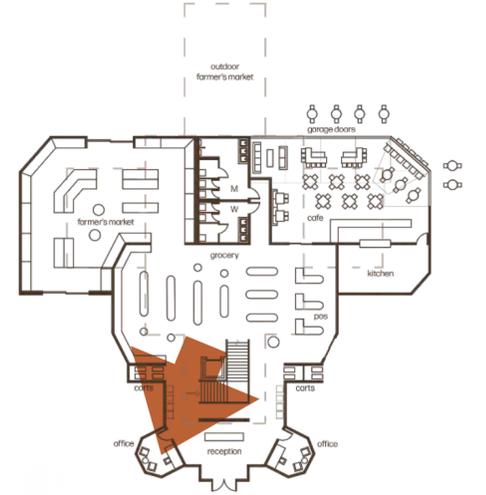
# reception.





The reception space is very warm and inviting. The front desk is where guests inquire about memberships, and ask questions about what Vita market is and the amenities we provide.

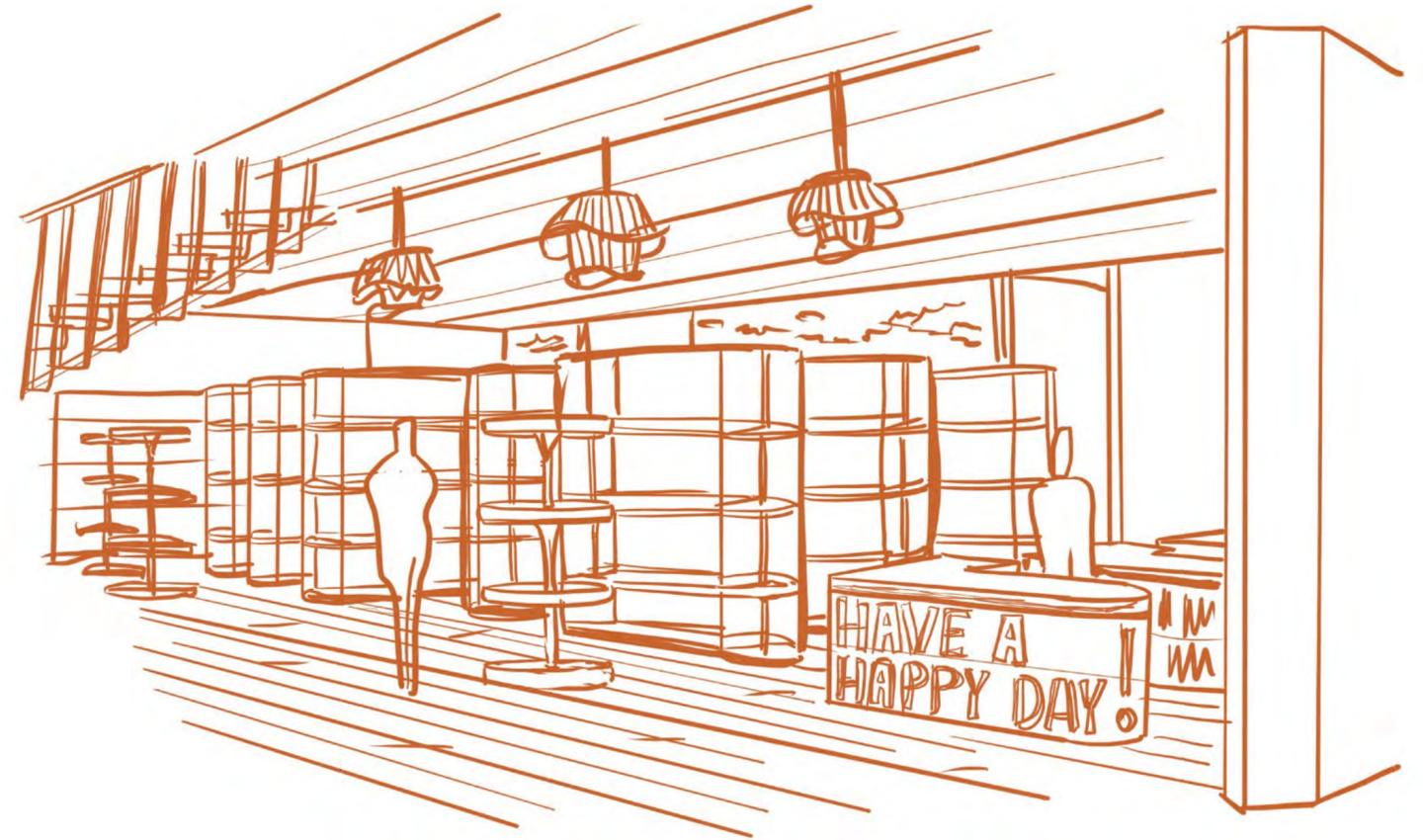
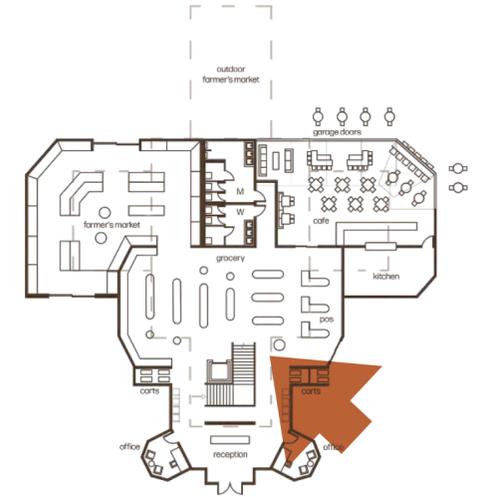
# nutrition consultation.





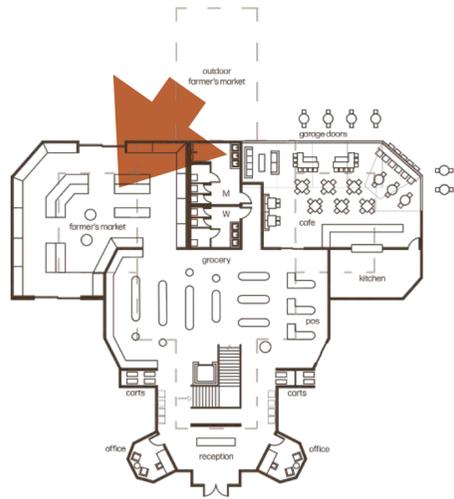
Vita provides a nutrition consultation service where members can book appointments with our dietitians and nutrition experts to receive diet and health information specific to their individual health needs. This is an example of what one of these offices might look like.

# dry grocery.

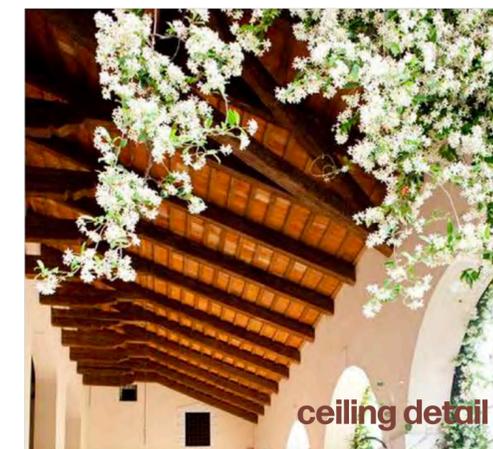




Vita's dry grocery store is meant to help customers feel at ease when shopping because they know that everything in the store is made with healthy organic ingredients.



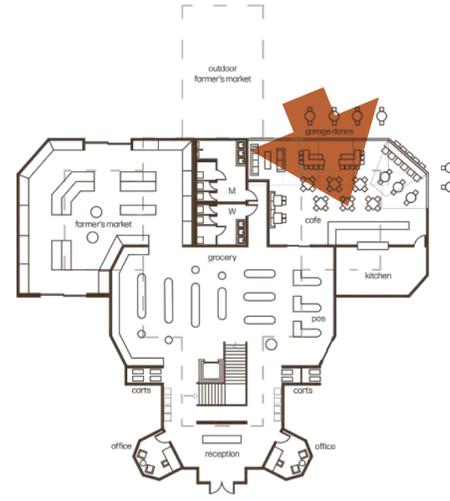
# farmer's market.





The farmer's market is packed with fresh fruits and vegetables that come straight from our local Vita farm so guests don't have to worry about our produce being fresh and grown sustainably.

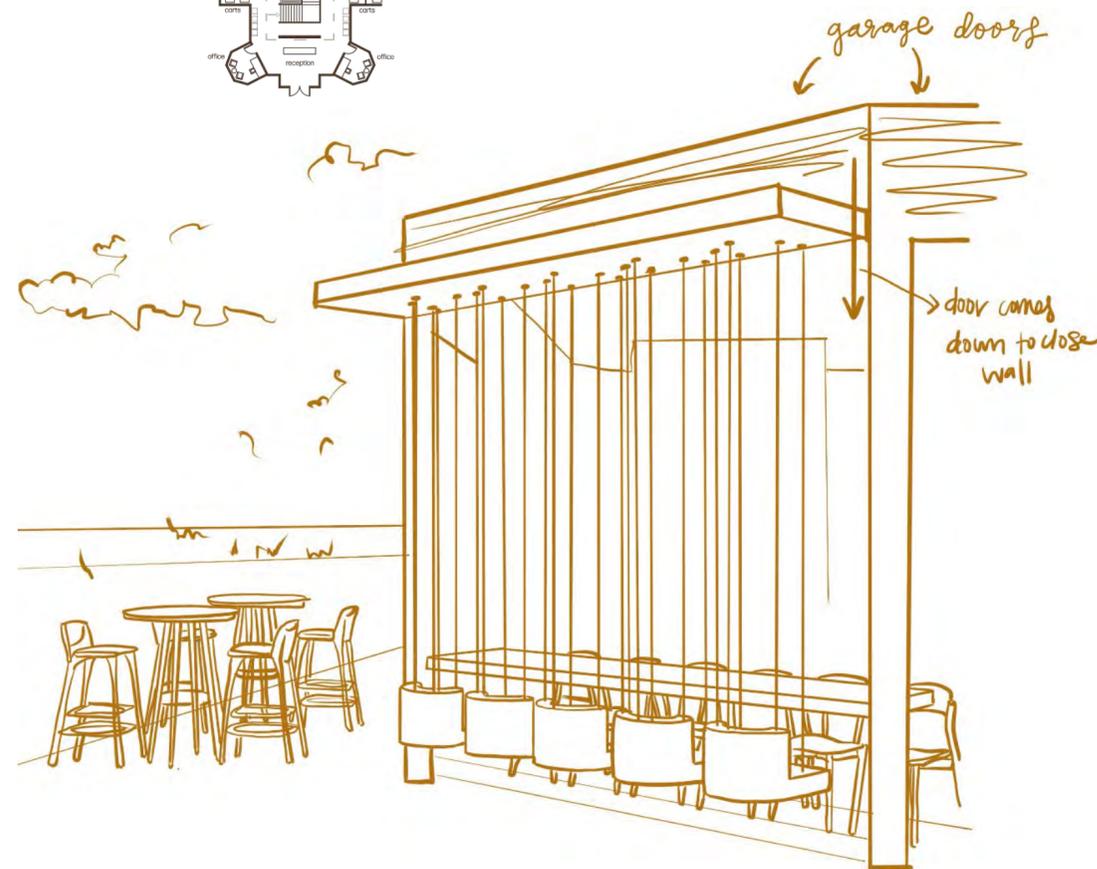
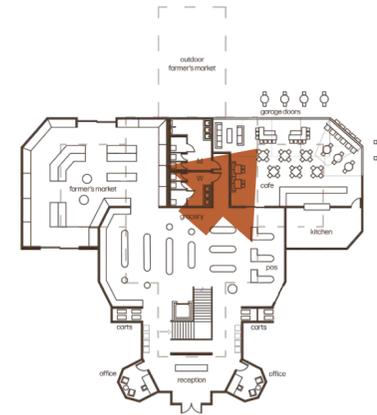
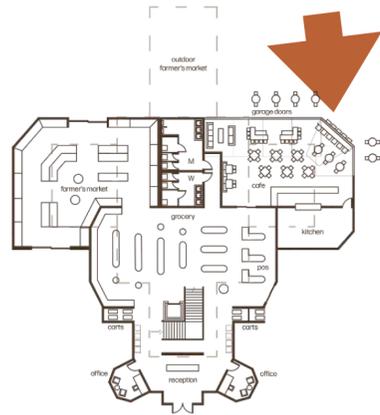
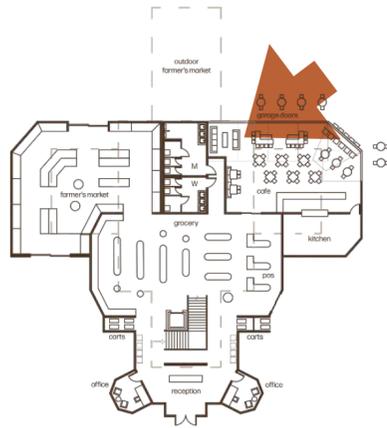
# cafe.





The Vita Cafe serves healthy meals and snacks all day. There is a variety of seating and fun places to sit for instagram moments.

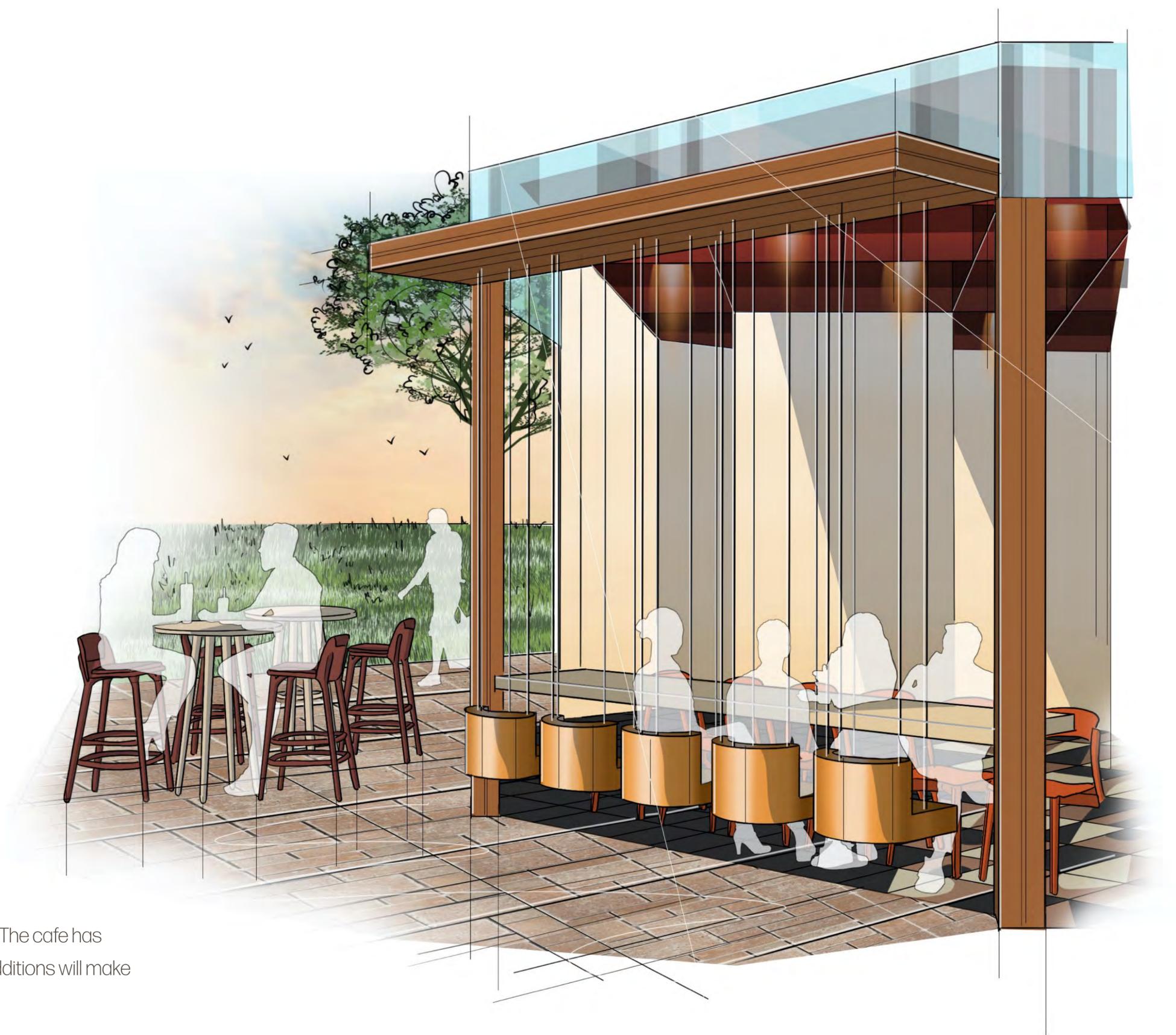
# cafe vignettes.





## cafe swing seating

This unique seating option is perfect for an instagrammable moment with friends. The encouraging painted wall quote is a perfect photo spot. These fun additions will make Vita a must see location while promoting a healthy and happy lifestyle.



## cafe swing seating

This unique seating option is perfect for an instagrammable moment with friends. The cafe has indoor outdoor glass garage doors to promote soaking up Vitamin D. These fun additions will make Vita a must see location while promoting a healthy and happy lifestyle.

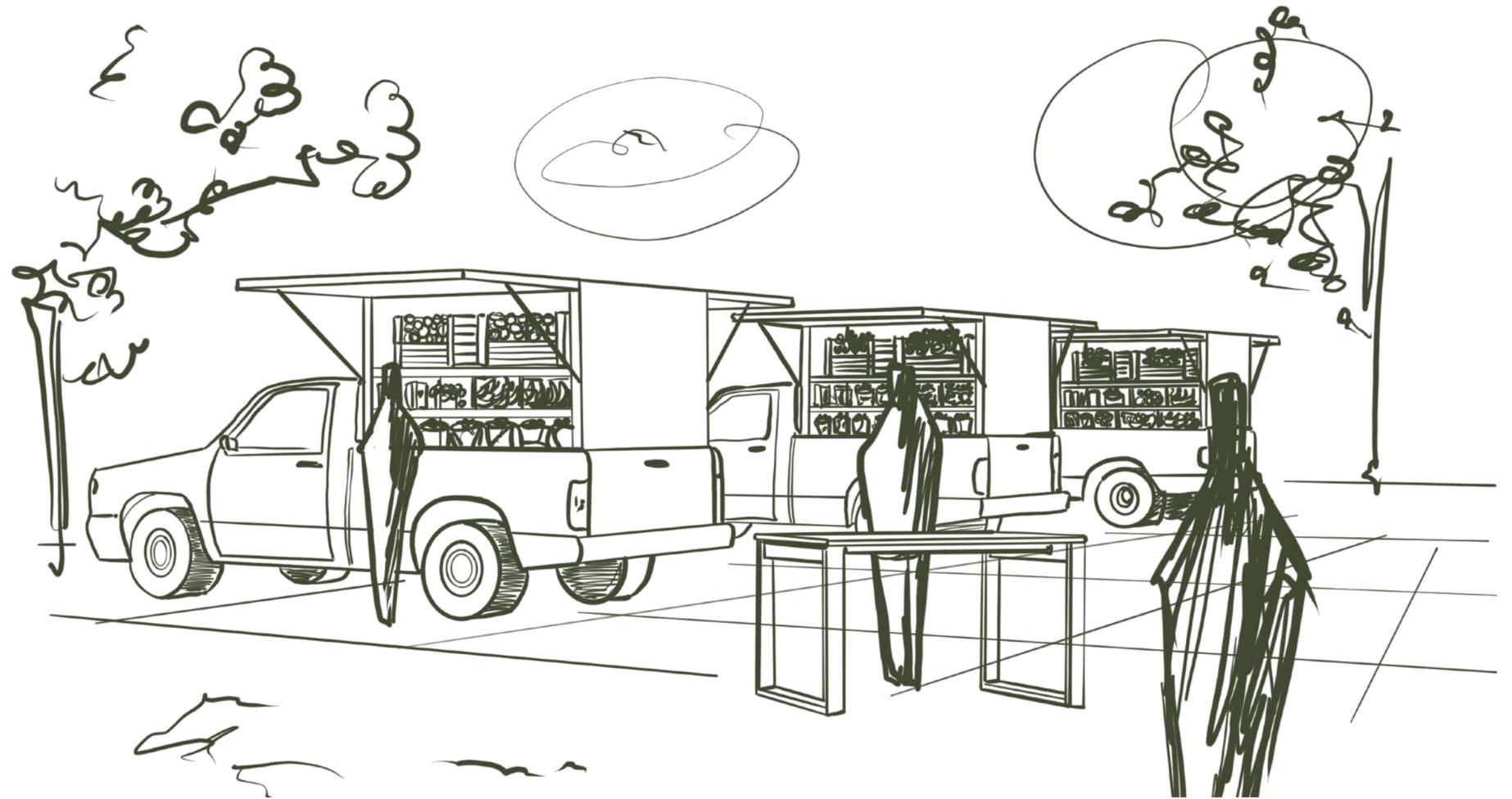


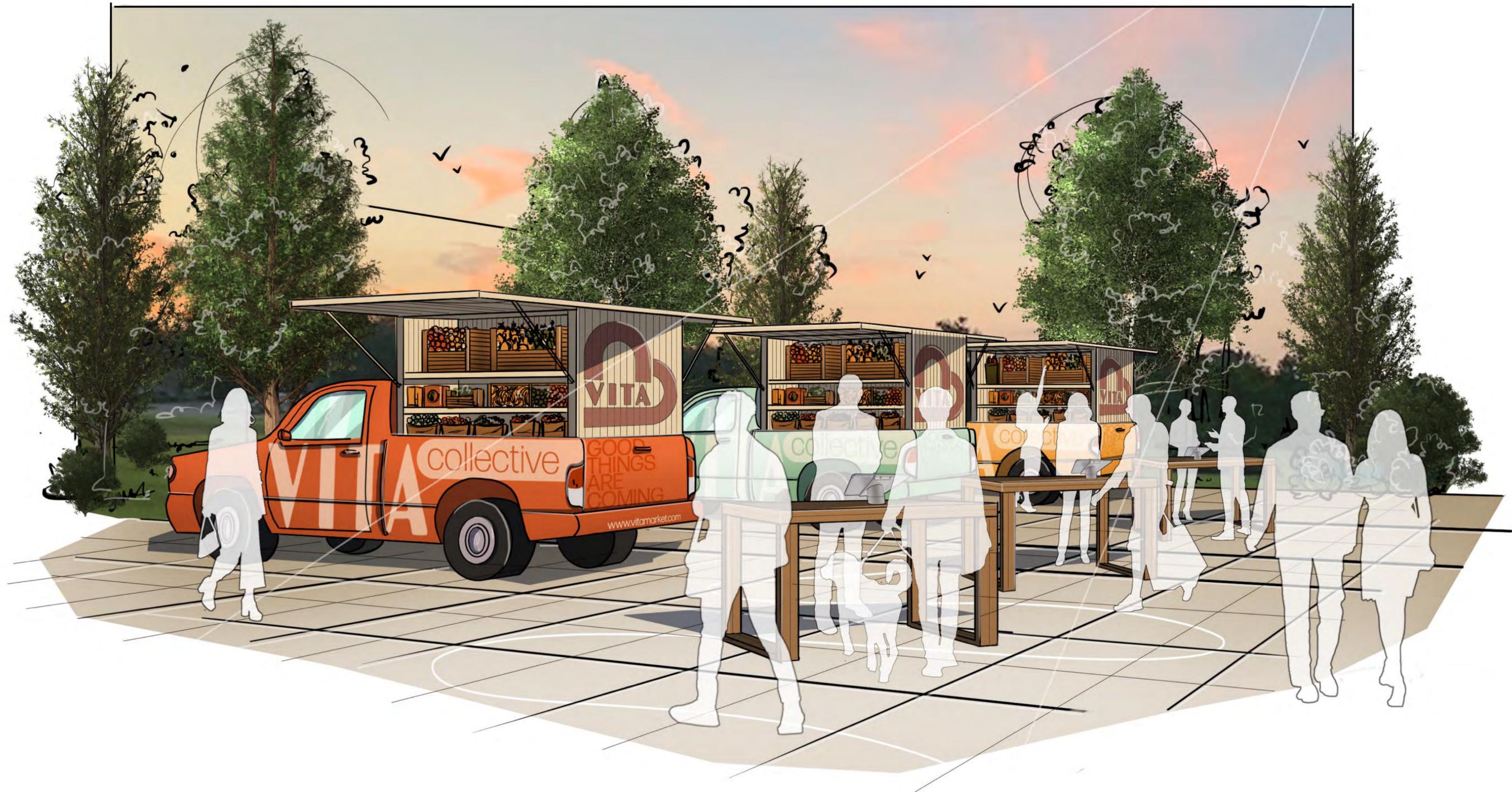
## live cooking instruction

This "hibachi" style seating area is where Vita chef's cook in front of you and teach you how to make them at home. This is a unique and fun way to learn new tips and recipes while having a nice meal with friends

# pop-up.

- travels to small cities
- sells fresh produce
- encourages customers to better their health





Vita branded pick up trucks travel to smaller cities on the weekends to promote Vita market, sell fresh produce and encourage people to live healthy and fulfilled lives by bettering their nutrition habits.

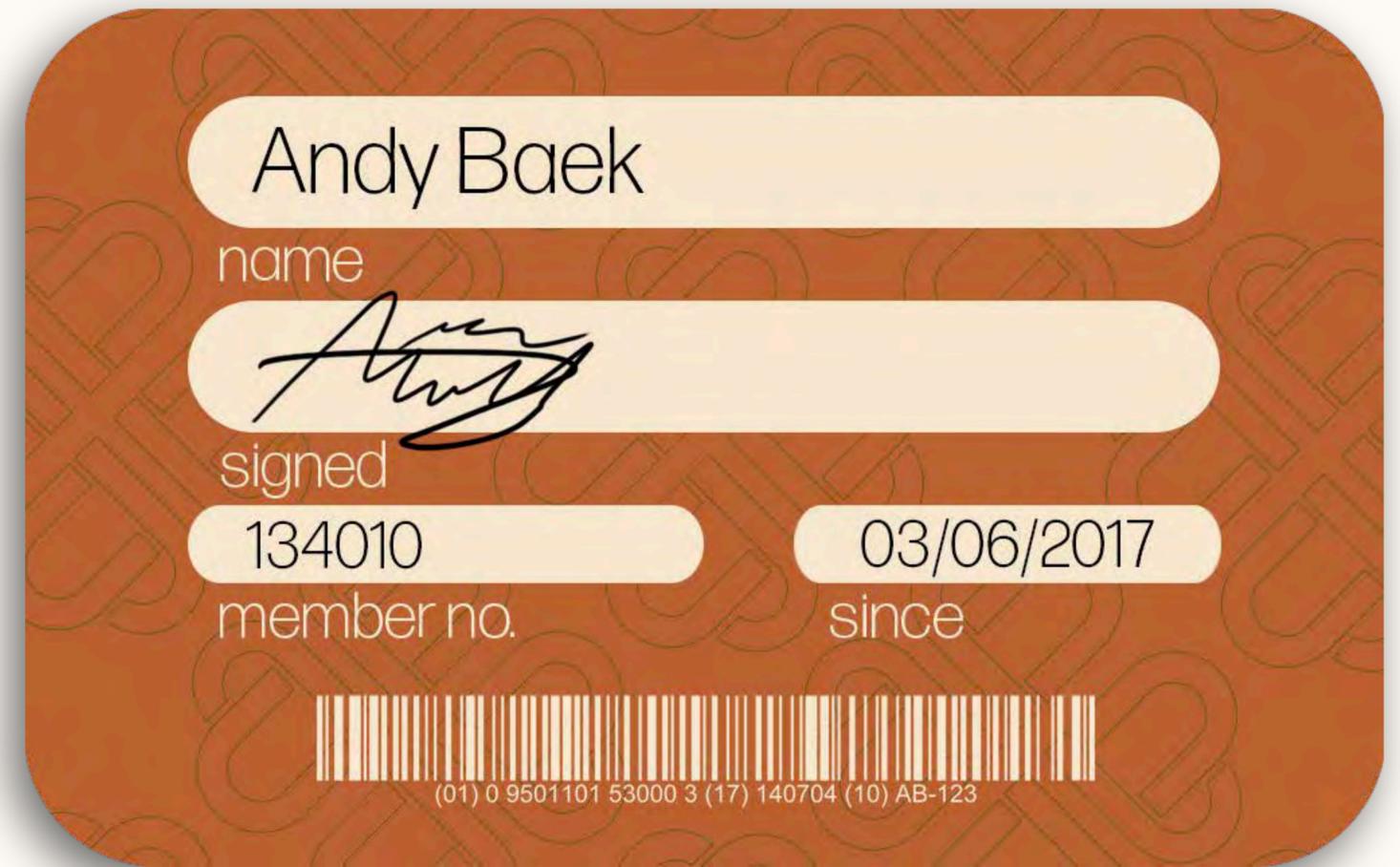
**additional  
branding.**

# merch & grocery bags.

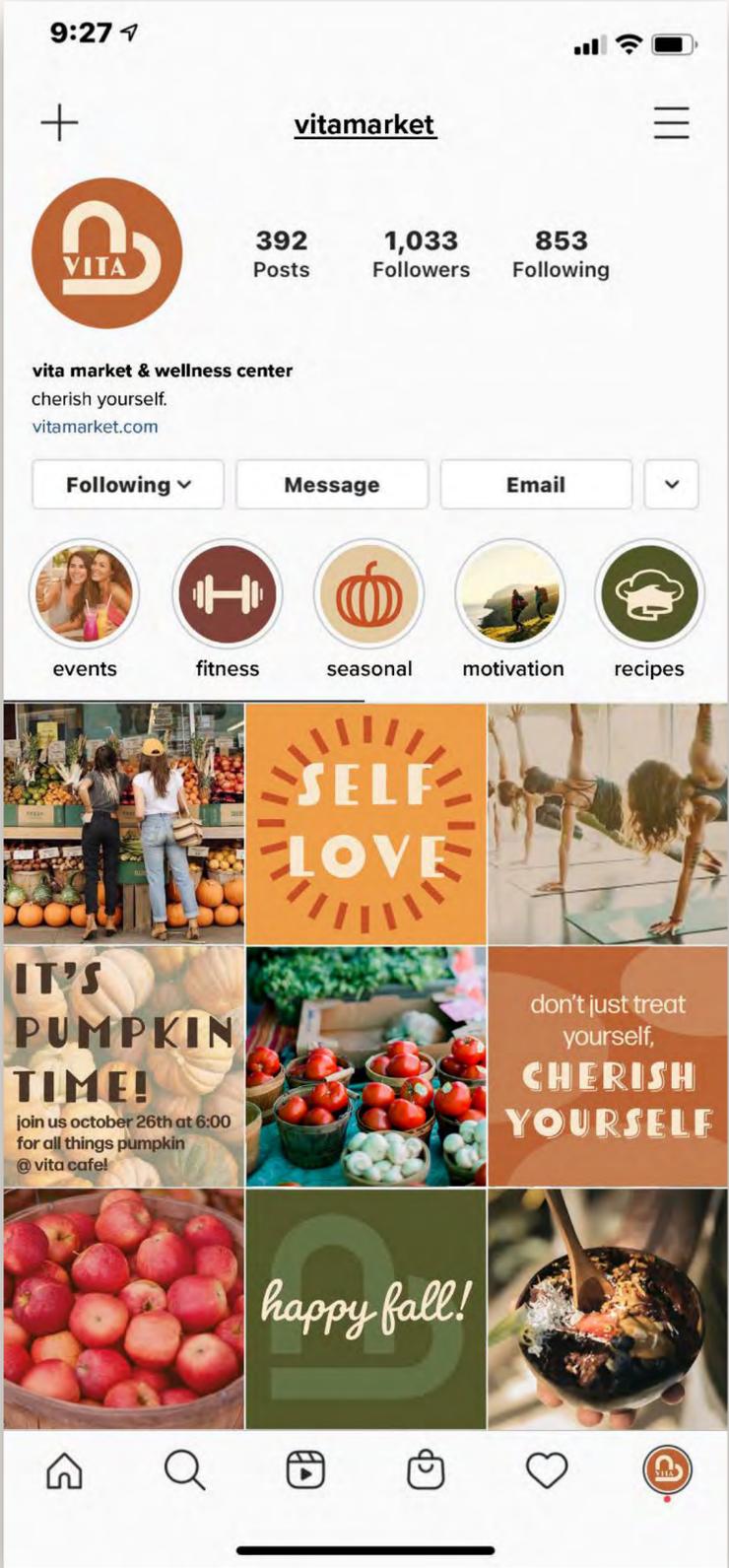


# vita club memberships.

a monthly payment plan grants access to the gym, perks and discounts, and access to the Vita Collective app.



# social mock up.



# the vita collective app.



a platform where Vita members:

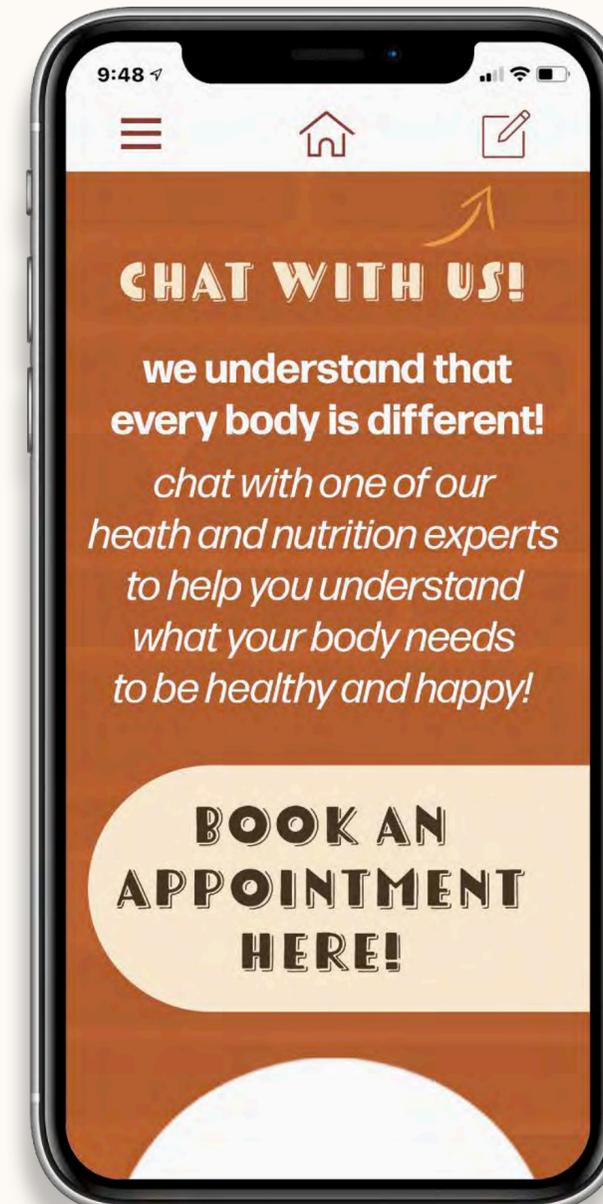
receive daily inspirational quotes

chat with nutritionists

receive simple daily & weekly “tasks”

get notified about upcoming events

# app design.





# summary.

America's health problems are becoming increasingly problematic resulting in widespread chronic disease and early death.

Vita Market is an example of a way to hopefully encourage people to give a healthy lifestyle a chance, and show them that it can be fun and simple.

Vita Market provides all the resources needed to start this lifestyle and maintain it so that we can live long and live happily.

# thank you!

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