WN *This issue*

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Editor's note. We begin this new-look *World Nutrition* with what should be an attractive appeal. Work for *WN* and change your life! *WN* is read attentively throughout the world, and some of its contributions, such as Philip James's monthly columns and *The Food System* series, are influencing international public policy-makers and opinion-formers. You may be surprised to know that *WN* is produced by a small team of volunteers. We need more.
We are looking for associate editors from all six continents, including Asia, the Arab world and Africa. We are looking for an Updates editor. We want two assistant editors to prepare copy and to stay in close touch with contributors. We want a couple of editorial team members who are aces at electronic technology. We want a production editor. We want young colleagues who have already taken the decision that development and amplification of ideas needs to be part of their lives' work. We want more, but that's enough for now! Interested? Write with your qualifications and reasons why please, to wn.theeditor@gmail.com, during this month of April.

The renewed World Nutrition
Onwards



Michael Pollan is on this month's WN cover. Here he is (left) giving a TED presentation and (right) in his office at the University of California (Berkeley)

Nutrition is the seed of life. In its manifestations as food and meals, and as nourishment of families and societies within the natural and physical world, nutrition keeps us alive, and much more; it is what makes us fully human. It is, in Tony McMichael's words, big picture stuff.

Here we report on this issue – and also its issues arising – in our editorial column. At 85 pages this month *WN* is a page short of the size of our previous biggest number, published in April last year. Here we publish 21 contributions from 18 contributors and five continents, whose knowledge and wisdom spans many aspects of nutrition and nourishment. Five contributors are new to *WN*. One – Michael Moss – is the author of *Salt Sugar Fat. How the Food Giants Hooked Us*, currently the number one best-seller in the US. Four – Michael Pollan, Joan Dye Gussow, Frederick Kirschenmann, and Orville Schell – appear in the context of Michael Pollan's new book *Cooked: a Natural History of Transformation,* published this month.

Basically the same

Our main development though, as you can see here and now, and as you will have seen if you accessed *WN* through the new home page of the Association, is to the organisation and structure of the journal. Please note 'development'. *World Nutrition* is not changing its basic nature and purpose.

This month's contributions are, we believe, a good expression of our statement of intent as made in the *WN* manifesto three years ago, published in May 2010 in its inaugural issue. We do not as a rule carry results of original research, which is the main vital and essential job of our sister journal *Public Heath Nutrition*. We do though, include plenty of analysis and comment on the significance of research findings, conclusions and judgements, and consequent policies and actions. *World Nutrition* is a journal of ideas. As we have declared: 'Debates, commentary, challenges to conventional wisdom – these are the kinds of contribution that *WN* will carry... It will also embrace the richness and variety of human experience and culture. It will pay attention to the points of view of societies and communities, in high-income as well as low-income regions and countries, that are impoverished or excluded, or that do not equate development with more cash, or whose ways of life are traditional'. As then, so now.

News on news

After the cover of *WN* and the 'This issue' editorial which you are reading here, every *WN* now begins with 'Updates', a new department. This is news about news: short communications that add new information and judgement to previous *WN* commentaries and other contributions. Updates will often be written by the authors of the contributions, and will be also invited from all readers. This month we update recent *WN* commentaries on addiction to ultra-processed products. Here and as reported in *Time* magazine, Michael Moss says of the USA: 'We are at a real tipping

point here. What I hear from people inside the food industry is that the food giants are scared to death right now. The pressure from the White House to fight obesity is increasing. The pressure from Wall Street on profits has never been greater. The pressure from consumers for better, healthier products has never been greater'.

'Updates' this month continues with Enrique Jacoby noting the new UN Year of Quinoa, following his 2012 *WN* commentaries with Patricia Murillo on Peruvian cuisine. This is another indication of how leaders in the Andean region, including the governments and public interest organisations of Peru and Bolivia, are now world leaders in protecting and promoting sustainable agriculture and rural livelihoods.

Then Claudio Schuftan – as illustrated below – confirms the news that food riots and wars are becoming more menacing since his 2011 *WN* commentary. Our updates make pdfs of the original commentaries and contributions immediately available.



January 2013. Zambia president Michael Sata, speaking after bread price rises, says that founding president Kenneth Kaunda was overthrown after food riots

Two monthly columnists previously accessed from the Association's home page, now appear within *WN*. After 'Updates', Philip James contributes his 'As I see it' column. This month he reports from Tel Aviv on WHO European strategy from 2014 to 2025 on prevention and control of chronic non-communicable diseases. He also outlines the unfolding drama of nutrition, food and agriculture policy in the World Health Organization European region – stretching from Greenland to Siberia! – in which he has for 30 years and more been a lead player.

Cooked: the book



This month: Joan Gussow, Fred Kirschenmann, Ricardo Uauy, Orville Schell, Marion Nestle, Barry Popkin, Geoffrey Cannon, Carlos Monteiro, appraise

Commentaries will continue to be the main features of WN, but from now on often will not be labelled with such a general overall title. Thus this month we carry two linked features on the occasion of Michael Pollan's new book *Cooked*. Both of these types of feature will appear occasionally in *WN*. The first, 'Appraisals', this month includes Joan Dye Gussow, Frederick Kirschenmann, Ricardo Uauy, Orville Schell, Marion Nestle, Barry Popkin, Geoffrey Cannon and Carlos Monteiro, all pictured above, on the quality and impact of the writing and testimony of Michael Pollan.

The second linked feature, 'Books', may take the form of reviews. This month it publishes the chapter-length introduction to Michael Pollan's new book. Why him? One reason is that he was identified a year ago in a poll of Association members, *Rio2012* speakers and *WN* writers as one of their most important influences. Another reason is that this month, he is closing in on 300,000 Twitter followers, and following Francis Moore Lappé clearly is the most influential global North public intellectual, writer, speaker and campaigner in our field.

Thus Ricardo Uauy says: 'His views are not limited to nutrition, food and health, but he has an interesting position on the ethics of food production and consumption, what drives our appetite and what are the limits we should place on these appetites. He places special emphasis on our responsibility as omnivores at the top of the food chain, to maintain a balance between our appetite and the needs of the ecosystem. We need to be more than just predators, we need to be aware of the past, present and future of our food supply and the implications this has for humankind – as he is'.

Also, there is his energy and quality. An introductory note says: 'This appraisal of Michael Pollan has the title "The American genius" for three reasons. This is because first, the term "genius" has a dual sense, of spirit of place and of powerful influence. Second and related, because the two continents of America, south as well as north, still despite so much woe, retain a feeling of limitless possibility, at least for those able to survive and live well. And the term is also used because in the usual sense of the term, which is "outstanding intellectual, creative and imaginative capacity and energy"– Michael Pollan surely is set fair'.

Dietetics as mother



Lives well led: The Emperor Huang Ti, Hippocrates, Pythagoras, Claudius Galenus (Galen), Muhammad Al-Razi (Rhazes), Johann Wolfgang Goethe

At the back of the journal we now carry Geoffrey Cannon's column, with its new general title of 'What do you think?' This responds to readers who note that he is opinionated. Indeed he is, and we want responses, rebuttals, refutations, please. He continues with his 'What I believe' series, this month saying that dietetics is the mother of nutrition. Thus he says: 'The Greek word δίαιτα (*díaita*) has the very much broader meaning of "way of life", within which food and drink and diet in any modern sense is one part. Originally, dietetics was the philosophy of the good life well led'.

He goes on to say: 'In Chinese, Greek, Roman, and Arab culture, and in European culture until the identification of nutrients as chemical entities, the teaching and practice of dietetics was generally similar. It included attention to work and sport, to rest (including sleep and dreams), to states of thought and emotions, to evacuations (including sexuality), and to relationship with society and the environment, as well as to food, drink and activity. Leading thinkers have… keen interest in how to protect, promote and maintain good health. Hippocrates identifies health as 'universal sympathy' or harmony, between the internal environment of ourselves and the external environment of nature…. Dietetics in this sense is no longer a mere practical application of nutrition. Instead, it is the master philosophy of living, of which food, nutrition and physical activity is one integral part, not to be separated from the other parts but to be understood holistically and systematically'. Chew on this!

What you think

Then there are our letters, now termed 'Feedback'. Perhaps we should be pleased that *WN* has overall published more letters in any period than any other journal we know that is concerned with public health or nutrition. But we have never been satisfied. Isabela Sattamini, now *WN* assistant editor with responsibility for letters, will ensure that we publish a bunch every month.



Claus Leitzmann (left). Then, Tony McMichael grappling with the Giessen Declaration and relaxing with fellow Giessen colleagues after work was done

This month feedback comes from Isabela introducing herself; from Claus Leitzmann, Colin Tudge and Tony McMichael on the *Giessen Declaration* concerning the New Nutrition; and from Barbara Burlingame on the prescience of Philip James. Claus writes: 'In addition to governments and other powerful players, it is people as purchasers and consumers, family and community members, and as citizens, who

have responsibility for the future of the planet. Every food purchase is a ballot for the quality of our life and that of our children and of future generations. If we do not act who will? Visions without actions remain illusions'.

In the picture above (left), the ever-friendly Claus is shown, and Tony (centre) is seen on the occasion of the Giessen meeting hammering out a draft on the environmental dimension of nutrition science. Tony is flanked (right) by IUNS presidents Mark Wahlqvist (2001-2005) and Ibrahim Elmadfa (2009-2013) together with the now Association president Barrie Margetts.

Our philosophy

The above, if you count them up, do indeed amount to a total of 18 contributors. The volunteers responsible for *WN* are moderately pleased. We have readers in over 80 countries in all continents. The projected 2013 total for pdf downloads is 90 gigabytes, and for page sessions is 750,000. There's impact!

Again, we affirm that the philosophy and purpose of *WN* is the same as expressed in our Manifesto. To quote further: 'The vision of *WN* is of nutrition as a social as well as a biological science, guided by ethical, ecological and evolutionary principles, and with economic, environmental and other dimensions... Nutrition does have a foundation in biochemistry, but is relevant and meaningful inasmuch as it recognises and promotes family, community and population health, and other public goods.

'The work of everybody concerned with the health, welfare and well-being of populations has social, cultural, economic, environmental and political contexts... Properly perceived, nutrition is public health nutrition. This implies understanding of associated disciplines, and engagement or alliances between actors at all levels in government, civil society, industry, the media, and other professions. It also implies acceptance that changes in the nutritional health of populations are usually not the result of actions for which nutrition professionals are responsible.

'The perennial crisis of undernutrition illustrates the need to see the big picture. Food and nutrition security is fundamental to human health, welfare, potential, and progress. So is regional, national, and local independence and self-determination, and that of communities and families'. Amen to all that.

What's needed

Since the beginning of *World Nutrition* three years ago, the journal, and the Association's website, have been put together in the north of Scotland, at first by Douglas Armstrong, and then ever since a memorably Arctic December 2010 in the Grampian region, by Martin Evans of *Pewter Internet Solutions*. On behalf of the Association, its members, and its new Executive Committee, thank you to Douglas

and Martin, and especially to Martin for tolerating flexible end-of-month deadlines, better ideas, midnight corrections, and a general tendency to push any envelope. The Association owes a lot in this three-year period to our founding web managers.

Now we are in a new period of our development. Thanks above all to Association information secretary Sabrina Ionata, we now have a new home page designed in Brasília by Gabriel Cardial, which is more interactive and which dramatically develops our social media facilities. *World Nutrition* also benefits: notably, our resource of previous issues, carrying commentaries and other contributions whose analysis and conclusions usually remain valuable now and for the future, is much more prominently positioned. The main limitation is that the direct editorial input method we are using means that current *WN* contributions are available, at least for a while, only in pdf format. We are working on this.

The future of *World Nutrition* is in our hands. This may include yours. In a year's time *WN* will be more developed. We will engage more colleagues as contributors, but what we need now are assistant and associate editors, plus a couple of electronic wizards. Our attractive appeal is at the beginning of 'this issue' above. Interested? Let us hear from you.

The editors

Status

This issue is reviewed by members of the editorial team. Readers may make use of the material here if acknowledgement is given to the Association, and *WN* is cited. Please cite as: Anon. The new *World Nutrition.* Onwards. [This issue]. *World Nutrition*, March 2013, **4**,4, 126-132. Obtainable at www.wphna.org.

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How to respond

Please address letters for publication to wn.letters@gmail.com. Letters should usually respond to or comment on contributions to *World Nutrition*. More general letters will also be considered. Usual length for main text of letters is between 100 and 850 words. Any references should usually be limited to up to 10. Letters are edited for length and style, may also be developed, and once edited are sent to the author for approval.