

# opportunities for nutrition

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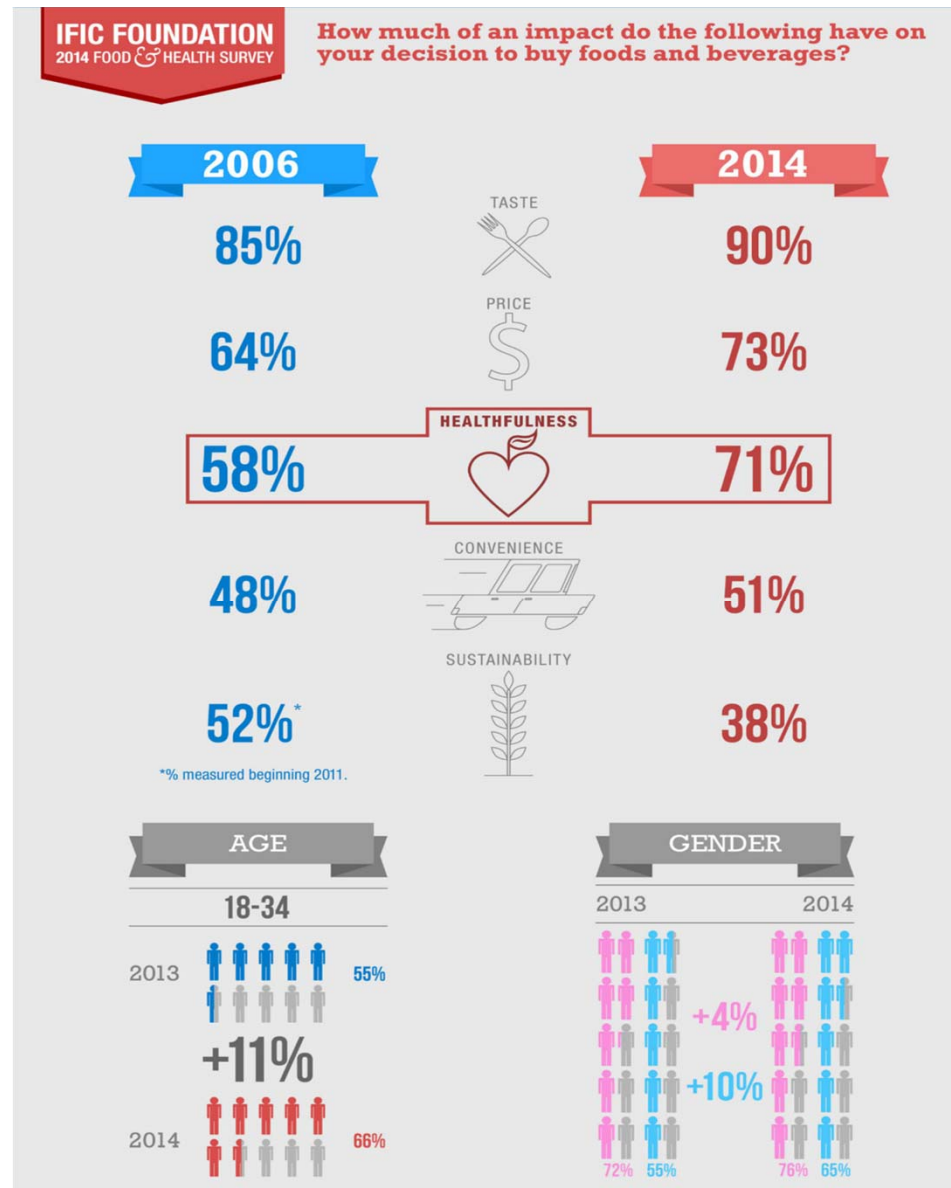


# consumer research

driving food & beverage decisions

- in 2014, **7 out of 10** Americans buy food and beverages based on **healthfulness**
- between 2013 & 2014, the most pronounced increase in impact on food and beverage purchases for healthfulness was in younger consumers and in men

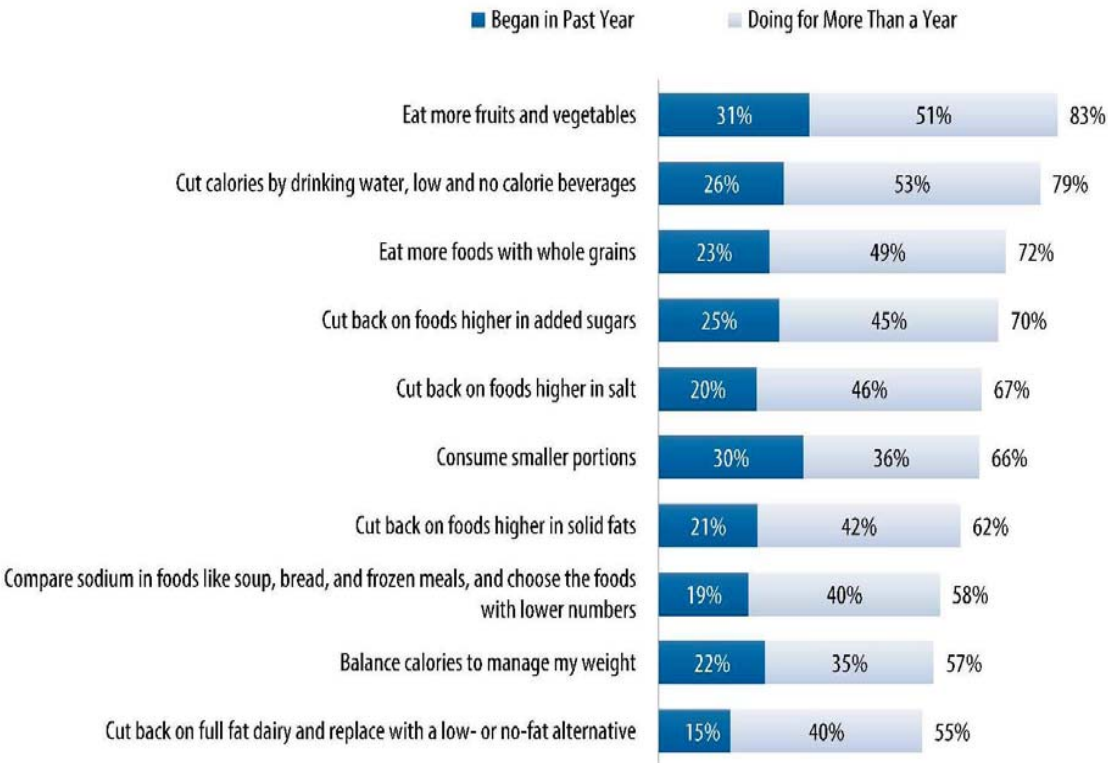
IFIC Foundation 2014 Food & Health Survey. For more information on the survey, please visit [foodinsight.org](http://foodinsight.org).



# consumer research

more than four out of five Americans have made an effort to eat more fruits and vegetables

Over the past year, which of the following, if any, have you made an effort to do?

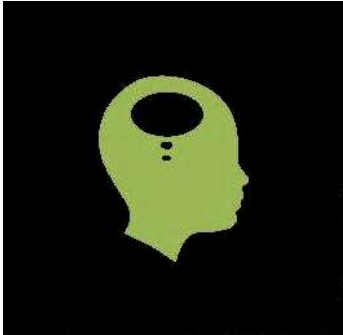


2014 n=1,005; Arrows indicate significant (.95 level) differences vs. 2013.

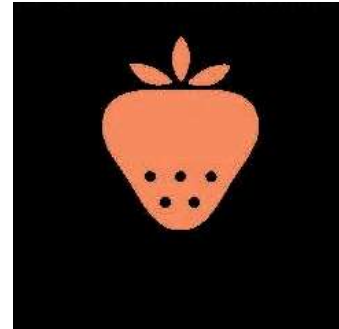
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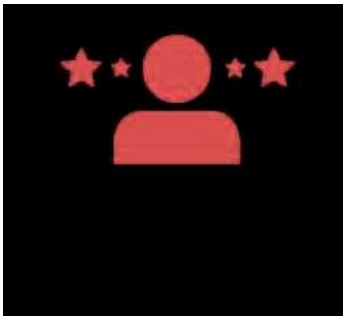
# consumer research



knowledge is king



food as medicine



healthy aspirations



not one size fits all

# produce research

## **OVERALL**

people who consume seven or more portions of vegetables and fruits per day have a 42% lower risk of dying from all causes, compared to those who eat less than one portion per day-and vegetables have the greatest effect.

## **HEART DISEASE**

Harvard-based Nurses' Health Study and Health Professionals Follow-up Study, included almost 110,000 men and women whose health and dietary habits were followed for 14 years. The higher the average daily intake of fruits and vegetables, the lower the chances of developing cardiovascular disease. Compared with those in the lowest category of fruit and vegetable intake (less than 1.5 servings a day), those who averaged 8 or more servings a day were 30 percent less likely to have had a heart attack or stroke.

# produce research

## **CANCER**

Relationship between produce consumption & cancer is mixed: more likely possibility is that some types of fruits and vegetables may protect against certain cancers. A massive report by the World Cancer Research Fund and the American Institute for Cancer Research suggests that non-starchy vegetables—such as lettuce and other leafy greens, broccoli, bok choy, cabbage, as well as garlic, onions, and the like—and fruits “probably” protect against several types of cancers, including those of the mouth, throat, voice box, esophagus, and stomach; fruit probably also protects against lung cancer.

## **OTHER**

Emerging research on eye health, gastro-intestinal health

# opportunities for nutrition: traditional nutrients

## nutrients to encourage

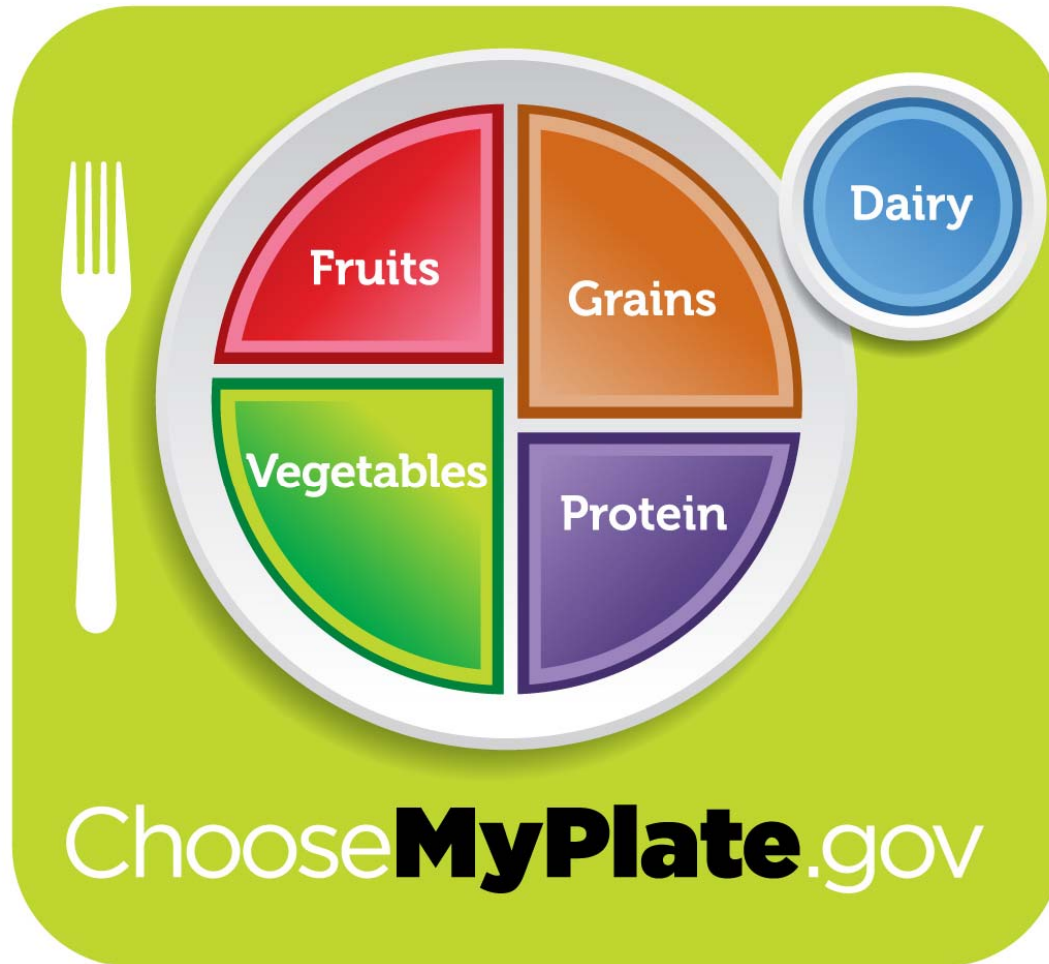
- fiber
- vitamins
- minerals-potassium
- water
- healthy fats

## nutrients to limit

- sodium
- saturated fat
- refined carbohydrate
- calories



opportunities for nutrition: plate composition



# opportunities for nutrition: dietary guideline recommendations

## 5-13 servings/ day

vegetables

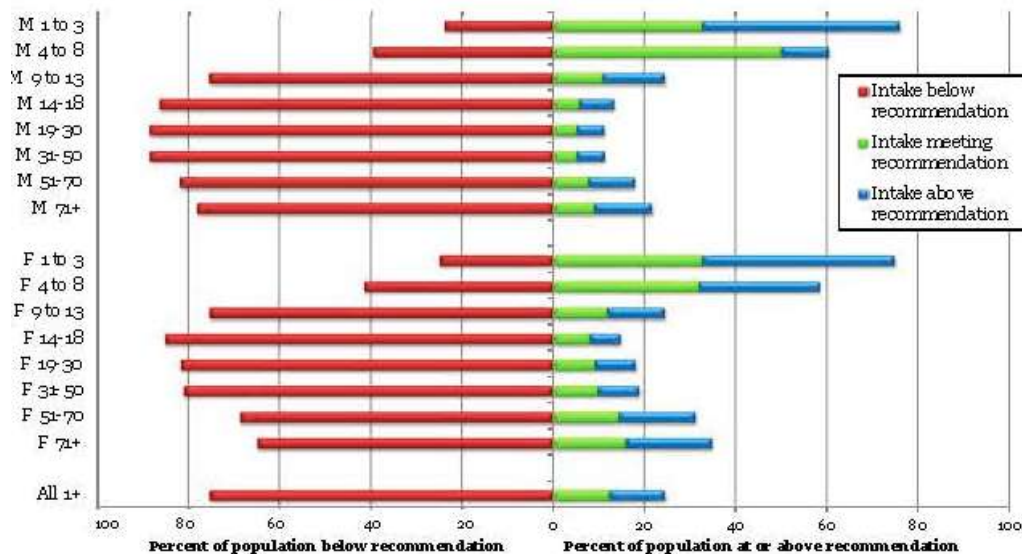
Daily recommendation*		
<b>Children</b>	2-3 years old	1 cup**
	4-8 years old	1½ cups**
<b>Girls</b>	9-13 years old	2 cups**
	14-18 years old	2½ cups**
<b>Boys</b>	9-13 years old	2½ cups**
	14-18 years old	3 cups**
<b>Women</b>	19-30 years old	2½ cups**
	31-50 years old	2½ cups**
	51+ years old	2 cups**
<b>Men</b>	19-30 years old	3 cups**
	31-50 years old	3 cups**
	51+ years old	2½ cups**

fruit

Daily recommendation*		
<b>Children</b>	2-3 years old	1 cup**
	4-8 years old	1 to 1 ½ cups**
<b>Girls</b>	9-13 years old	1 ½ cups**
	14-18 years old	1 ½ cups**
<b>Boys</b>	9-13 years old	1 ½ cups**
	14-18 years old	2 cups**
<b>Women</b>	19-30 years old	2 cups**
	31-50 years old	1 ½ cups**
	51+ years old	1 ½ cups**
<b>Men</b>	19-30 years old	2 cups**
	31-50 years old	2 cups**
	51+ years old	2 cups**

# opportunities for nutrition: a big gap

Total fruits: Estimated percentage of persons below, at, or above recommendation



NHANES 2007-10

Americans are not eating even half of the recommended amount of fruit & vegetables despite research outlining the health benefits

# emerging scientific research impacting produce consumption

## 2015 Dietary Guidelines for Americans

science committee meetings suggest we will see:

- recommendation to limit added sugars to <10% of calories
- promoting, for the first time, a diet higher in plant-based foods, such as vegetables, fruits, whole grains, legumes, nuts, and seeds and lower in animal based foods for less environmental impact
- suggesting policies and population based strategies for sodium reduction but stating there is inconsistent and insufficient evidence for lowering sodium intakes below 2300 mg/day



# opportunities for nutrition: phytonutrients & antioxidants

wide variety of compounds produced by plants that have multiple and synergistic positive impacts on health.....over 4000 have been identified!

**Lycopene:** cancer & heart health; tomatoes & pink grapefruit

**Lutein:** eye health; collards, kale, spinach

**Resveratrol:** heart health; grapes, red wine

**Anthocyanins:** blood vessel health; purple & red fruit and veggies



## opportunities for nutrition: other consumer driven attributes

free of gluten  
no additives or preservatives  
transparency  
clean ingredients

local  
organic  
non GMO



opportunities for nutrition

“It’s not nutrition unless it’s eaten”



# opportunities for nutrition: school meals





all ages baby toddler preschooler gradeschooler teen

## Welcome to KidsEatRight.org

Help your child grow healthy with science-based health and nutrition information, backed by the expertise of nutrition professionals.



### cook healthy

Involve your child in the cutting, mixing and preparation of all meals. Even a snack can be healthy.



### eat right

Sit down together as a family to enjoy a wonderful meal and the opportunity to share the day's experiences with one another.



### shop smart

To encourage a healthy lifestyle, get your children involved in selecting the food that will appear at the breakfast, lunch or dinner table.



★★★★★  
reviews (4)

### article of the week

#### Set an Extra Plate

It may sound counterintuitive, but if you'd like to help your child become a better eater invite one of their friends to dinner. [more »](#)

[more articles](#)



★★★★★  
reviews (3)

### hot tip

#### Vitamin D Deficiency in Kids

Vitamin D deficiency can lead to rickets or defective bone growth. Make sure your child is getting enough vitamin D each day by including milk with most meals. [more »](#)

[more tips](#)



### recipe of the week

#### Cauliflower No-Crust Quiche

Quiches can be loaded with extra calories from eggs, milk and cheese, not to mention the crust. But this quiche does away with the crust while maintaining the flavor. [more »](#)

### featured video

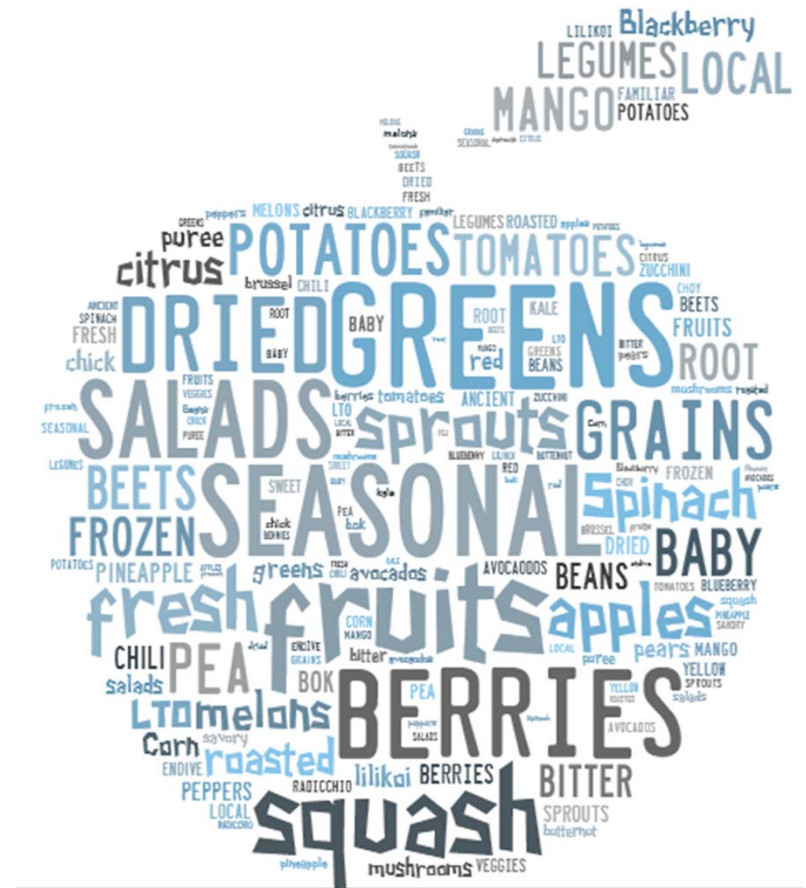


#### Celery Apple Pecan Chicken Salad

Grill some chicken this weekend and toss with homemade dressing to make this Celery Apple Pecan

## opportunities for nutrition: restaurants

The CIA's Healthy Menus Research and Development Collaborative is a working group of volume foodservice culinary and nutrition leaders and suppliers developing and implementing actionable and practical ingredient and menu solutions that meet the health and wellness needs of the foodservice industry and consumers.



# opportunities for nutrition: restaurants



## Using More Fruits & Vegetables

- 92% of Operator Members
- 61% of Industry Overall

**24%↑**  
between  
2010 & 2012



## Decreasing Sodium Levels

- 81% of Operator Members
- 45% of Industry Overall

**18%↓**  
between  
2011 & 2013



## Using More Whole Grains

- 78% of Operator Members
- 46% of Industry Overall

**34%↑**  
between  
2011 & 2013

## Effective methods to increase produce use

"Was able to add two new salads and implement a seasonal vegetable addition to the menu. We also added an upside down fruit cake and a fruit tart to the dessert menu."

"Offering unique side items from which guests can choose."

"Introduced a concept that centers around the use of fresh seasonal produce and whole grains while using sparingly to compliment entrees to balance nutritional attributes. Changing menus to coincide with the seasons to focus on fruits and vegetables that are at its peak of ripeness, flavor, abundance and favorable pricing."

"Increase variety and number of fruit and vegetables. Nutritional strategy by focusing the attention of our consumers on consuming more veggies/fruit. Implementing new platforms of sandwiches, breakfast items, salads, soups and sweet/savory desserts. Recipe innovation."

"Adding oatmeal and dried fruit to breakfast; offering more bakery LTO's with fruit; Breakfast Burrito LTO."

"Offering more vegetable dishes with animal protein, but the animal protein is a component of the dish, not the main ingredient."

"It has been about introducing more vegetable focused dishes and sides versus trying to argue against changing the standard of identity."

"Make it delicious First. The guest can not be forced."

# opportunities for nutrition: imperfect produce

System to utilize the non 'retail' Grade A fruits and vegetables that are more times than not thrown away or left un-harvested in the fields to waste away when they would be fine for cooking.



loose kale  
leaves



scarred  
lemons





mushroom  
pins



too small  
broccoli  
florets

# opportunities for nutrition

## menu & vending labeling regulations

	<b>Specials</b>	Cal.
	Beef Picadillo Ground beef with potatoes, peppers and spices	\$10.95 210
	Chicken Tinga Chicken thighs stewed in tomatillos, chipotle peppers, tomatoes, bacon, garlic	\$8.65 230
	Adobe Carnitas Shredded Pork with Cumin, Garlic, Orange Juice, and Honey	\$9.95 240
<b>Menus</b>		
	Guacamole	\$4.95 40
	Lime Salted Tortilla Chips Crispy Freshly Fried Corn Tortillas	\$5.99 290
	Black Beans Black beans with onion, bell pepper, garlic, and spices	\$4.95 100
	Lime Salt Salt flavored with Lime	\$3.95 0
<b>Add ons</b>		
	Beef and Refried Bean Burrito Rice, Beans, Lettuce, Cheese, Tomato, Olives, Salsa, and Sour Cream	\$9.95 870
	Chicken and Black Bean Burrito Rice, Beans, Lettuce, Cheese, Tomato, Olives, Salsa, and Sour Cream	\$8.95 860
	Beef Hard Taco with Refried Beans Beef, Beans, Lettuce, Cheese, and Salsa	\$5.95 190

## opportunities : personalized nutrition



nutrigenomics is  
emerging

82% say technology has  
improved how well they eat

44% use digital resources like  
blogs & Pinterest to discover  
new flavors, ingredients and  
cuisines

The Hartman Group, 2014

## technology will play a major role

- lookup nutrition information
- food and exercise diary linked with coaching
- learn how to prepare unfamiliar foods like vegetables!
- social media replacing “mom” teaching how to cook

## opportunities for nutrition: overcome barriers

- cost
- flavor
- convenience, packaging and portability
- availability

