



nutrition and food trends

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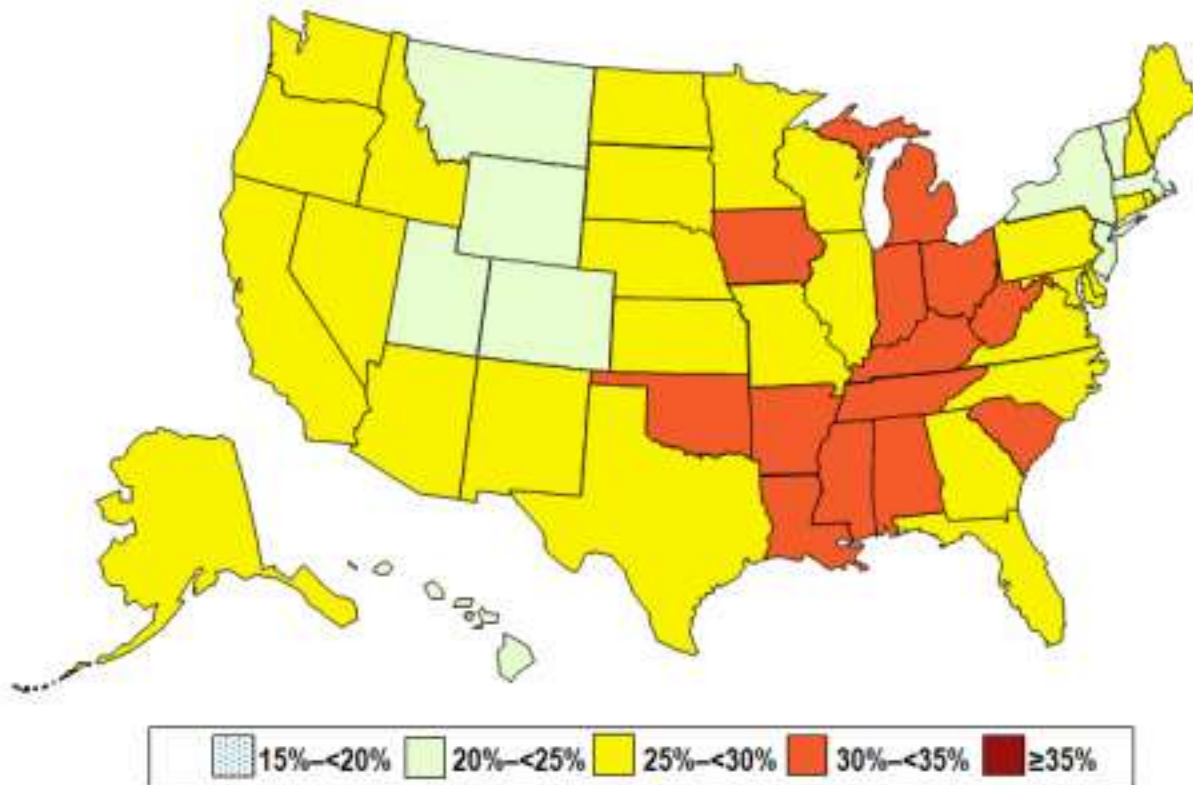
Judy Barbe
registered dietitian nutritionist



Obesity is driving the train

Prevalence* of Self-Reported Obesity Among U.S. Adults BRFSS, 2012

*Prevalence reflects BRFSS methodological changes in 2011, and these estimates should not be compared to those before 2011.

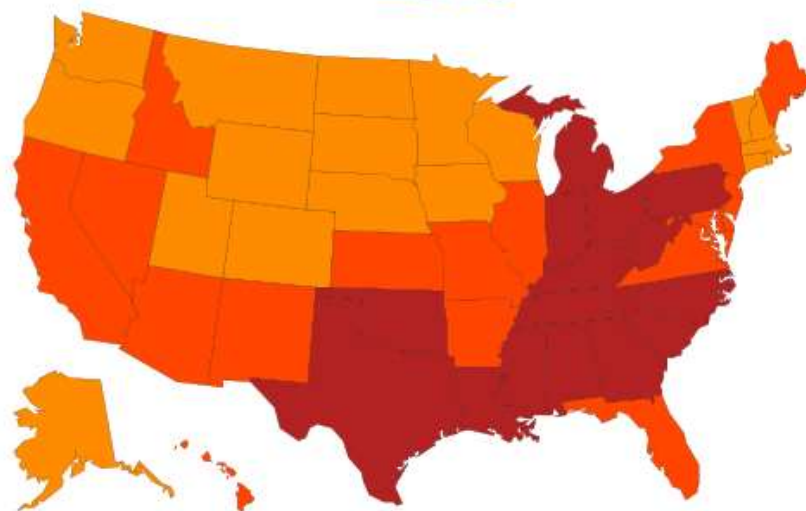


Diabetes

- Diabetes is UP
- More than 29 million Americans, up from 26 million in 2010
- 86 million adults—more than one in three—are prediabetic
- \$245 billion a year in medical costs, lost work and wages.

Age-Adjusted Prevalence of Diagnosed Diabetes Among U.S. Adults

2010



CDC's Division of Diabetes Translation. National Diabetes Surveillance System
available at <http://www.cdc.gov/diabetes/statistics>

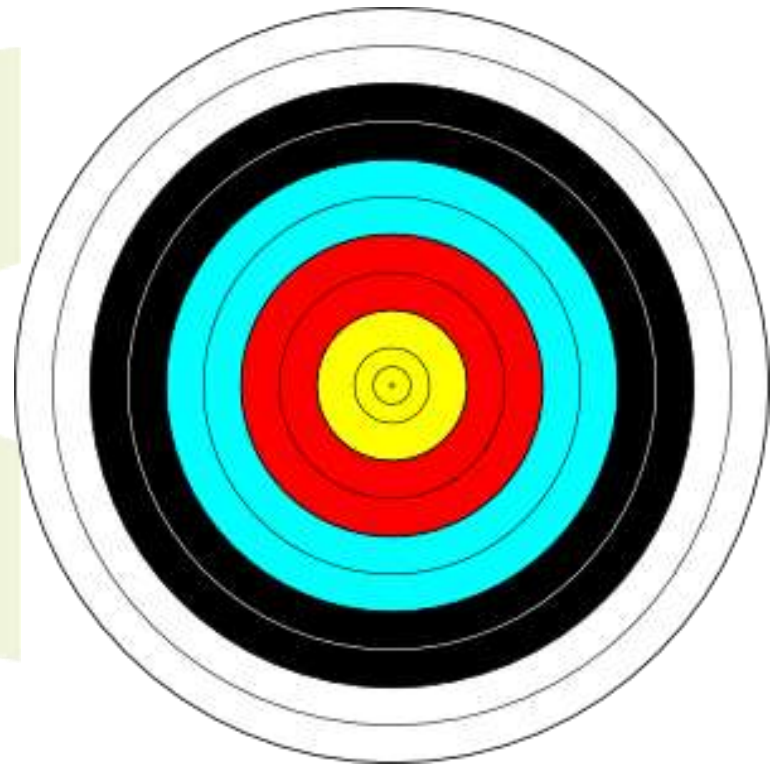


Sitting is the enemy

- Americans spend most of their waking hours sitting. Sitting at a desk, watching TV, working the crossword puzzle, reading, listening to music, using the phone, playing video games, watching movies, emailing, text messaging, and using the Internet.
- We don't even open the garage door, open windows, turn on lights, or hold the receiver.
- A good pair of sturdy shoes (with you in them) may be the secret to aging well.

What is “Healthy?”

- Hard to define a moving target
- “You know it when you see it.”





Sat Fat

Compared to what?

Saturated fats raise the bad cholesterol, LDL.

BUT there are two parts to LDL

(small, dense particles that harm the arteries vs. large, fluffy particles (refined carbs)

and light particles that are heart-healthy)

What are you replacing it with?

Refined carbohydrates —

They lower LDL and HDL, raise

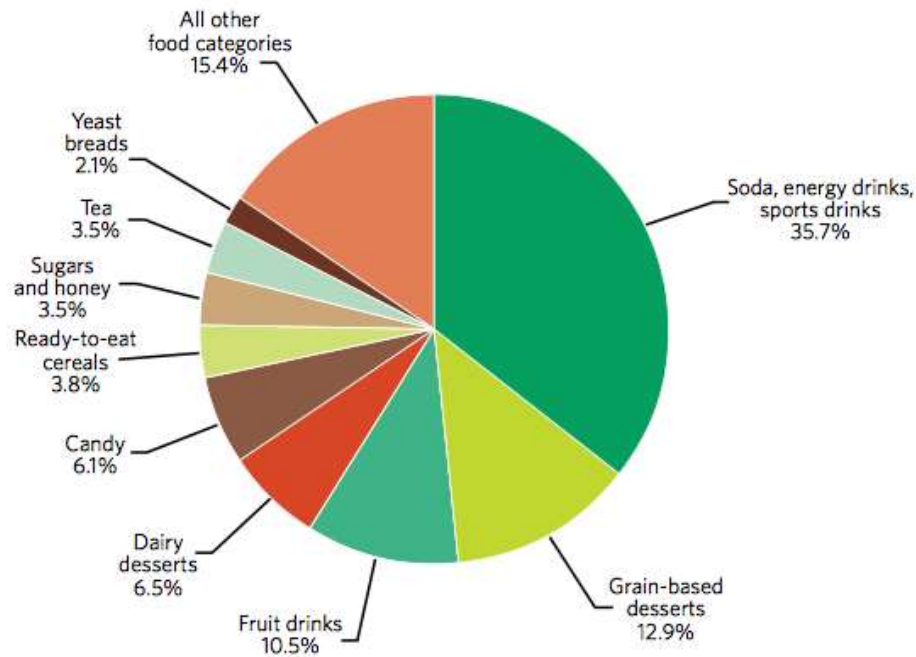
the risk for butter and bacon

Replace sat fat with good fats

Frequency and dose

Do you love butter? Put it on veggies

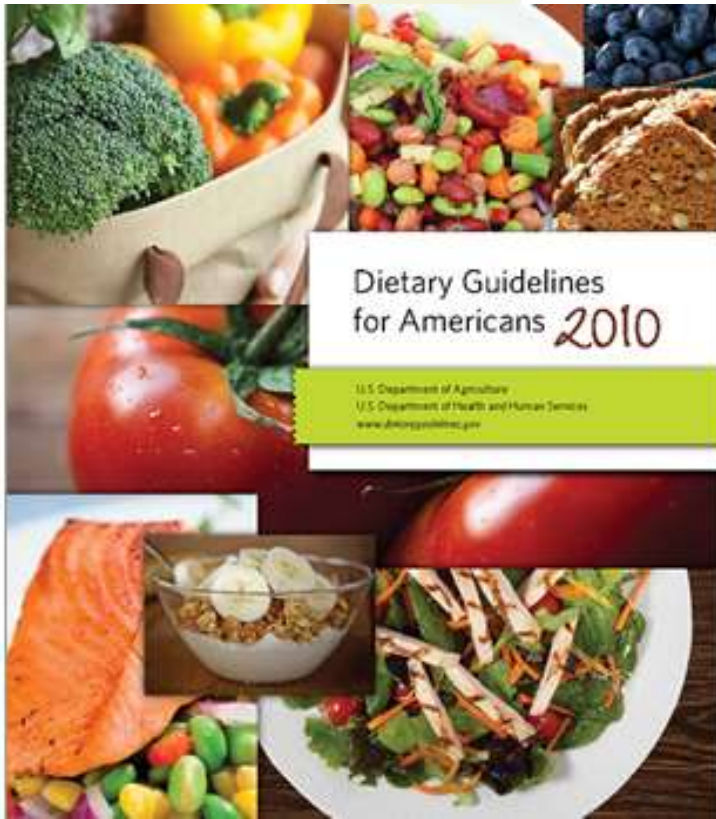
FIGURE 3-6. Sources of Added Sugars in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2005-2006^a



a. Data are drawn from analyses of usual dietary intake conducted by the National Cancer Institute. Foods and beverages consumed were divided into 97 categories and ranked according to added sugars contribution to the diet. "All other food categories" represents food categories that each contributes less than 2% of the total added sugar intake.

Source: National Cancer Institute. Sources of added sugars in the diets of the U.S. population ages 2 years and older, NHANES 2005-2006. Risk Factor Monitoring and Methods. Cancer Control and Population Sciences. http://riskfactor.cancer.gov/diet/foodsources/added_sugars/table5a.html. Accessed August 11, 2010.

Dietary Guidelines



- 2015 committee currently in session

Nutrition Facts Panel

- Attention on **calories** and **serving sizes**
- Serving size to reflect what people actually eat, not what they "should" eat
- **ADDED** added sugars, vitamin D, and potassium. Fiber defined
- **OUT** Calories from fat — focus more on type of fat rather than amount
- Public comment period ends August 1
- Proposes that the industry be given two years to comply after publication of final rules

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
<hr/>	
Amount per 2/3 cup	230
Calories	
<hr/>	
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	<i>Trans Fat</i> 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
<hr/>	
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg
<hr/>	
* Footnote on Daily Values (DV) and calories reference to be inserted here.	

Nutrition & Food Conversations

- Taste and price rule
- Sustainable, local, GMO, ___ free
- Grain-fed vs
- Food safety food recalls, raw milk
- Home food preservation – jams, canning, smoking
- Vegan to Paleo
- Real. Clean. Raw.
- Ancient grains: chia, quinoa, kamut, freekah
- Protein
- Sugar, high fructose corn syrup
- Sodium
- Digestive health
- NeuroNutrition: Food for thought
- Portion size legislation
- Gluten free

WHAT'S

hot



2014 *Culinary Forecast*



Top 10 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Gluten-free cuisine
6. Hyper-local sourcing (e.g. restaurant gardens)
7. Children's nutrition
8. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
9. Sustainable seafood
10. Farm/estate branded items



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free

Clean Sugar range Hormone recalls preparation health quinoa size Real Paleo local Protein processing kamut education production food

Vegan Gluten preparation grass-fed Sodium Raw safety defended GMO chia eating beliefs freekah

Food Sustainable additive Grain-fed Raw digestive NeuroNutrition

antibiotic enjoyment



ABC, Jimmy Kimmel



What we say is not what we do

People listen to people who speak the loudest, not
the truth – or the science

Good for you, good for bottom line

CONCESSION STAND

Make overs

WHEN 10 HEALTHY FOODS WERE ADDED...

• THEY BECAME 9% OF SALES

• SALES ROSE EACH WEEK

• PARENTS AND STUDENTS WERE MORE SATISFIED

IF YOU OFFER IT, THEY WILL COME... AND SPEND MORE!



• APPLES • CARROTS
• STRING CHEESE
• GRANOLA

CONCESSIONS



© LAROCHE, FORD, ANDERSON, CAI, JUST, HANKS, & WANSINK (JOURNAL OF PUBLIC HEALTH 2014)

Not “healthy” but... *healthier yet still indulgent*



- kettle corn; garlic; chile powder; sea salt and black pepper; sage and orange zest; herbs and Parmesan; M&Ms
- shake on their own toppings (“the movie place near me has a seasonings bar.”)

Some like it Crunchy

- Roasted natural nuts
 - Cajun roasted peanuts in the shell
- Hummus/bean dip with pretzels, pita chips or veggies
 - spicy kale chips and white bean dip
- Fresh veggie tray
- Nachos with baked tortilla chips, salsa & guacamole
- Pretzels: soft, whole-wheat
- “A trail mix bar? Many theaters have tubes that hold candy with the plastic bags. Why not nuts, raisins, etc. and sell by weight?”



Some like it Cold

- Unsweetened, flavored sparkling water (LaCroix)
- Frozen yogurt with mixed nuts/dried fruit
- String Cheese
- Smoothies
- Chocolate milk
- Frozen fruit — banana dippers from Dole
- Fresh fruit kebabs
- Apple slices with peanut butter or hummus



Heartier faves

- “I like getting loaded baked potatoes at White Sox games w/cheese, salsa and broccoli.”
- Local: lobster roll (Maine), salmon patty (Washington)
- A fabulous chicken sausage w grilled peppers/onions
- Flat breads with grilled vegetables, cheese, lean meats, herbs, and spices



on Busch Stadium website



- **Farmer's Market - (Main Level Located in section 136 across from Hardee's).** The location will have gluten free items, healthier snacks, healthier food options, beverages, and other stadium snacks.



Gluten-Free items at the Ballpark include:

- Bratwurst, regular hot dog, jumbo dog, grilled chicken, polish sausage, hamburgers, cheeseburgers with no bun, beef brisket and pulled pork with no bun or sauce
- peanuts, turkey legs, Red Bridge beer

Tell your story ! ! ! !

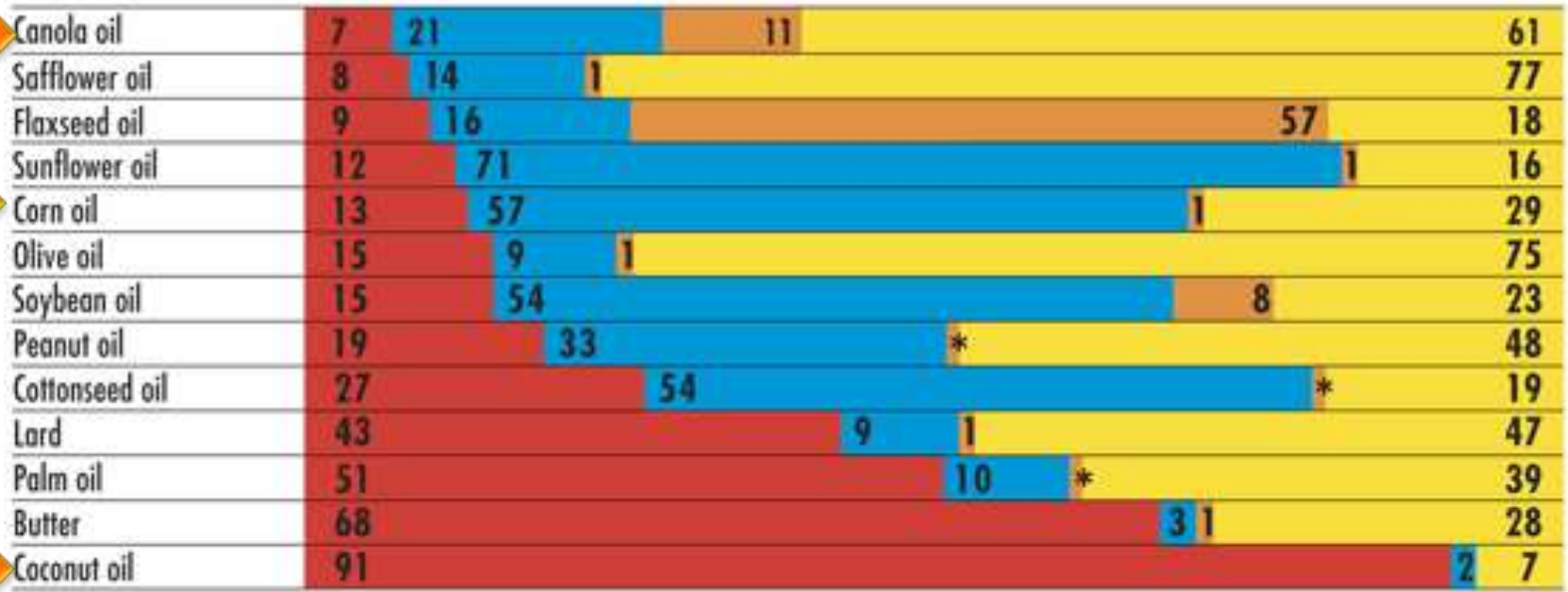
What's the #1 message

you want your customers to know?

- If you're responding to your consumers, *tell them*.
Switched oil? Tell people.
 - We meet our customer needs with healthier fat in our popcorn.
- Variety? Tell them.
 - We serve hot and iced tea.
- Offer a 'kid's size?' Tell 'em. McDonalds does.
- Take a stand.
 - We are committed to serving the best treat you'll enjoy all summer OR... lowering sodium and calories
 - Psst...Did you tell them?

Comparison of Dietary Fats

DIETARY FAT



SATURATED FAT



POLYUNSATURATED FAT



linoleic acid
(an omega-6 fatty acid)



alpha-linolenic acid
(an omega-3 fatty acid)

MONOUNSATURATED FAT



oleic acid
(an omega-9 fatty acid)

*Trace

Fatty acid content normalized to 100%

SOURCE: PDS-PILOT PLANT CORPORATION

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A better oil?

Canola oil

- Low in saturated fat: 7% of total fatty acids, lower than any other common cooking or salad oil.
- A source of omega-6 fat: 22% of total fatty acids
- High in omega-3 fat: 11% of total fatty acids, the most of any common culinary oil
- Rich in monounsaturated fat: 61% of total fatty acids

Corn oil

- Higher in sat fat than canola
- Rich source of polyunsat, but more omega 6 fat, less omega-3
- Less mono than canola

Coconut oil

- High in saturated fat: 90%
 - 60% medium-chain triglycerides
 - 40% long-chain, which have negative health implications

To replace canola oil with coconut oil, fat percentages are heading in the wrong direction as it relates to recognized health guidelines and heart health

Is it true?

Calories don't count in the dark

- If you want to attract an audience that demands fresher food and wants it NOW, serve foods they like.
- If you want to improve image to be healthier, make a few tweaks to do that.
- Bigger the package, the more we eat — 20-30% more.



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Photo by Tim Schoon

Top 3 solutions

meet their needs choices that lead to sales

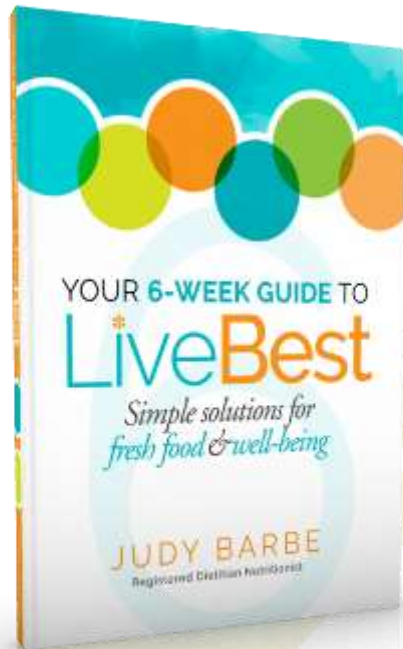
1. *Right-sized portions*

both large and small

fun-sized candy with popcorn

2. *Add a few more items*

3. “There are healthy choices. They are NEVER close. So, if I want to miss 3 innings to walk to the healthy vendor, I can get healthy food.” *in more locations*



Thank you

Judy@LiveBest.info

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www.LiveBest.info

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