Role of Convenient Meat in Healthy Living and Active Lifestyles

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Today’s Discussion

Current nutrition and policy environment

Power of protein

Convenient meats in healthy diets
Main Takeaway

Convenient meats CAN play a role and fit into healthy, active lifestyles
Obesity/Overweight

Lens through which all health and wellness messages are viewed
Current Environment

- Disease
- Fat
- Heart
- Cancer
- Diet
- Sodium
- Protein
- Plant-Based
- Vegetarian
- Calories
- Meat-Free
- Obesity
- Saturated
- Plant
- Processed
- Cholesterol

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Hillshire Brands
What Consumers are Hearing

Rumor: Processed meats are too dangerous for human consumption

Death by salami: Study finds processed meats may lead to early death

Amana Images. Variety types of processed food, including ham, sausage and bacon

Photo: Butcher in Mercatello, Italy - Jacqueline Kubin

Monday, March 11, 2013 - A World in our Backyard by Laura Sesana
Moving from Education to Intervention

"There's nothing to eat!"

Image adapted from M Baldwin cartoon
2010 Dietary Guidelines

Meat Group has become the Protein Foods Group

Choose a variety of protein foods, which include seafood, **lean meat and poultry**, eggs, beans and peas, soy products, and unsalted nuts and seeds.
2015 Dietary Guidelines: Underway!

DGAC Charter

DGAC Public Meetings: Review of Science

DGAC Report Submitted to Secretaries of USDA & DHHS

USDA & DHHS Develop Policy Document

DGAs Implemented through Federal Programs

Phase 1

Phase 2

Phase 3

Source: USDA Center for Nutrition Policy and Promotion
2015 Dietary Guidelines: What to Expect

• Focus on changing the environment to affect change in eating and health behaviors
• Closer look at health disparities
• Emphasis on sodium; obesity, diabetes and CVD; calories, macronutrients, energy balance
• Closer look at cancer
• Appointment of protein-specific expert
Power of Protein

• An essential nutrient

• Critical for normal growth, development and function

• Helps maintain muscle mass in adults, helps build muscle in kids

• Not all proteins are created equal
The most common reason for eating protein is to have a balanced diet, though many consume protein to gain energy, strength, and satiety.

Which of the following are reasons why you personally try to include a certain amount of protein in your daily diet?

Base: Tries to consume at least a certain amount protein
2013 (n=576)

- I feel that protein is an important part of a balanced diet: 76%
- To maintain energy: 62%
- To build or maintain muscle strength: 56%
- To feel full for longer and delay becoming hungry again: 51%
- To aid in weight loss: 33%
- I feel that without protein a meal is incomplete: 28%
- Some other reason: 3%

W/M
Women are more apt than men to consume protein to help with weight loss, while men are more apt to do so for strength or because they feel a meal is incomplete without it.

O/Y
Older (65 to 80) and younger (18 to 34) consumers, are especially likely to consume protein for many of these reasons.
Nearly six out of ten Americans are trying to consume packaged foods with protein.

Over the past twelve months, when making decisions about buying packaged food or beverages, did you consider whether or not they contain protein? To what extent do you try to consume or avoid protein?

2013 All (n=1,006)

- Try to limit/avoid: 1%
- Just try to be aware: 4%
- Don’t pay attention to: 34%
- Try to consume: 57%
- Not sure: 4%
Current Protein Intake at the Low End of the Recommendation?

Protein Recommendation 10-35% Energy

Current Dietary Intake in USA >2yrs

* USDA, What We Eat In America, 2007-2008
Emerging Research: 25-30g High Quality Protein/Meal

A. Adequate Protein Distribution

B. Inadequate Protein Distribution

Maximal Protein Synthesis

<table>
<thead>
<tr>
<th>Meal</th>
<th>Adequate Distribution</th>
<th>Inadequate Distribution</th>
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<tbody>
<tr>
<td>Breakfast</td>
<td>~30 g protein</td>
<td>~10 g protein</td>
</tr>
<tr>
<td>Lunch</td>
<td>~30 g protein</td>
<td>~20 g protein</td>
</tr>
<tr>
<td>Dinner</td>
<td>~30 g protein</td>
<td>~60 g protein</td>
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All Foods Can Fit into a Balanced Diet

There are no good foods or bad foods

All foods can fit into a balanced diet

Be an educated consumer
Convenient Meats in Healthy Eating

• Provide convenience with specific nutrition benefits
• Deliver high-quality protein
• Come in different varieties to give consumers options
• Taste great
• Can fit into dietary patterns that meet DG food group recommendations
Education

- Showcase “better for you” recipes, meals and diet patterns
- Highlight tips for building healthier diets
- Focus messaging on small steps for managing weight
Convenient Meats as Part of Healthy Eating Patterns

- **Make Half Your Plate Fruits and Vegetables.** Pick a variety of vivid colors to get a wide range of nutrients.

- **DINNERS WITH HILLSHIRE FARM**
  - **FOOD GROUP AMOUNTS**
    - PROTEIN: 1.75 oz
    - VEGETABLES: 1 cup
    - FRUITS: 1 cup
    - GRAINS: 1 oz
  - **NUTRIENTS**
    - CALORIES: 370
    - TOTAL FAT: 17g
    - SATURATED FAT: 5g
    - SODIUM: 560 mg
    - PROTEIN: 13g

- **LUNCH WITH BALL PARK**
  - **FOOD GROUP AMOUNTS**
    - PROTEIN: 2 oz
    - VEGETABLES: 1 cup
    - FRUITS: 1 cup
    - GRAINS: 2 oz
  - **NUTRIENTS**
    - CALORIES: 450
    - TOTAL FAT: 22g
    - SATURATED FAT: 8g
    - SODIUM: 820 mg
    - PROTEIN: 14g

- **BREAKFAST WITH Jimmy Dean**
  - **FOOD GROUP AMOUNTS**
    - PROTEIN: 3 oz
    - VEGETABLES: 1/4 cup
    - FRUITS: 1 cup
    - GRAINS: 1 oz
  - **NUTRIENTS**
    - CALORIES: 360
    - TOTAL FAT: 14g
    - SATURATED FAT: 4g
    - SODIUM: 830 mg
    - PROTEIN: 25g

- **Vary Your Protein Choices.** Mix it up with seafood, nuts, beans, eggs, lean meat and poultry.

- **Enjoy Your Food But Eat Less.** The key to making all foods fit is to watch portion sizes.

- **Mediterranean Diet**
  - Dietary Approaches to Stop Hypertension (DASH)

- **American Heart Association®**
Different Varieties

- State Fair Whole Grain Carrots
- Aidells Cajun Style Andouille Smoked Chicken Sausage
- Ball Park Lean Beef Franks
- Ball Park Turkey Franks
- Hillshire Farm Smoked Sausage
- Sara Lee Lower Sodium Oven Roasted Chicken Breast
Main Takeaway

Convenient meats CAN play a role and fit into healthy, active lifestyles

Call-to-Action

Advocate for more meat-protein clinical research funding from government and industry
Thank You

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