Role of Convenient Meat in Healthy Eating 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
What Consumers are Hearing

Moving from Education to Intervention

2010 Dietary Guidelines

Meat Group has become the Protein Foods Group

Let’s eat for the health of it

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 Chartered
DGAC Public Meetings: Review of Science
DGAC Report Submitted to Secretaries of USDA & DHHS
USDA & DHHS Develop Policy Document
DGAs Implemented through Federal Programs

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
Current Protein Intake at the Low End of the Recommendation?

Emerging Research: 25-30g High Quality Protein/Meal

All Foods Can Fit into a Balanced Diet

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

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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