

# TRENDS



FOOD AND NUTRITION ISSUES LIKELY TO IMPACT THE DAIRY INDUSTRY IN THE NEXT 1 TO 3 YEARS

## TOP 10 NUTRITION TRENDS FOR 2013

### 1. Protein is a hot food component.

Once esteemed only by athletes to build muscle mass, protein's list of benefits expands to other groups as well—from dieters in their weight-management efforts to older adults trying to maintain their muscle mass and function. Some authorities believe the current Recommended Dietary Allowance (RDA) should be reevaluated considering these additional benefits and should be 50 percent higher than the current 46 grams per day recommended for women and 56 grams per day for men. Research is also focusing on type and timing of protein intake throughout the day to optimize body composition, blood pressure, satiety, insulin sensitivity, weight management and other health considerations.

Milk protein is positioned positively as a high-quality protein. The Food and Agriculture Organization of the United Nations recently recommended a new method of measuring protein quality, which showcases dairy's protein profile even more strongly. Studies in exercise recovery and rehydration indicate positive effects of milk and whey protein consumption on lean mass and body composition, as well as improved performance. Dairy Council of California has efforts underway to expound on the benefits of protein at meals and snacks.

### 2. Diabetes incidence continues to escalate.

It is estimated that one in 10 adults in the United States today is diabetic, and if current trends continue this will reach one in three by 2050. Almost all states have seen increases in diabetes incidence over the past few years, explained by the

close association of overweight and type 2 diabetes. Lifestyle modification continues to be seen as critical in prevention and treatment of diabetes. Weight loss, physical activity and food intake based on the 2010 Dietary Guidelines for Americans are the cornerstones to diabetes management.

Research supports a protective effect of dairy against diabetes and metabolic syndrome—the cluster of risk factors including overweight, high blood pressure, abnormal lipids and insulin resistance. Multiple studies have shown a relationship between dairy consumption and lower rates of diabetes/metabolic syndrome. However, clinical trials need to be conducted to draw definitive conclusions and to prove that dairy is more than a marker for a healthy lifestyle. Dairy Council of California is staying abreast of this research and sharing it, as consensus science warrants, with health professionals, educators and consumers.

### 3. Food and health choices will be incentivized.

With the rise in worksite wellness programs, the upcoming implementation of universal health care and the strong evidence that prevention is more effective than treatment, our model of health care is changing. Companies are offering discounts, providing wellness clinics and incentivizing healthy behaviors; hospital chains are facilitating lifestyle changes before writing prescriptions; and registered dietitians, health educators and nurse practitioners are being recruited to help educate patients about healthy habits.

Dairy could bode well in this incentivized arena, as dairy foods are often associated with improved nutrient intakes; lower body weight; lower blood pressure; reduced risk of diabetes, heart disease and some cancers; and generally better health profiles. Economic analyses of long-term dairy consumption are very positive, with recent studies showing a significant cost savings in preventing hip fracture, hypertension and other chronic diseases through adequate milk consumption. Such analyses emphasize the importance of lifelong adequate consumption of dairy to meet dietary recommendations. Dairy Council of California will continue its education efforts to demonstrate not only the health care savings but also the personal benefits of a healthy diet and lifestyle at all ages.

#### 4. Obesity-related diseases still a health crisis in spite of some abatement.

Obesity is now the leading cause of disabilities around the world. For the first time in history, obesity-related diseases—rather than communicable diseases—are the leading cause of sickness and injury. However, in some cities such as New York and Los Angeles, childhood obesity rates are plateauing or even dropping slightly. In the past decade, calorie intake has dropped 7 percent in boys and 4 percent in girls. Progress toward reducing the prevalence of overweight/obesity is credited to public health efforts such as exercise programs, new snack guidelines, revamped school meal regulations, less “junk food” advertising to children, calorie listings on restaurant menus, availability of reduced fat/calorie products and other public policy efforts. Research is focusing on frequency of meals, taste and satiety regulators and the true impact of “added sugars” as potential causes of weight gain.

In addition to public policy, nutrition education and behavior modification play equally important roles in obesity prevention. Dairy Council of California

will continue its efforts in school, health care and wellness arenas to promote healthy food choices. Equipping children with skills to form healthy habits at an early age, supporting the importance of family meals to reinforce balanced food choices that include milk and milk products and finding time for daily physical activity are examples of behavior-change strategies. Such efforts are critical for the long-term success of obesity prevention efforts. Nutrition education and public policy must work hand-in-hand in this arena.

#### 5. Challenges to milk consumption continue due to a litany of complex concerns.

There are many alternative beverages that people are choosing over milk, including water, juice, sports drinks and alternative milk beverages such as soy, almond and rice beverages. Many complex factors such as economics; nutrition; and concerns about weight management, the environment and animal welfare affect consumer choices. In addition, some consumers are seeking organic; low cholesterol; lactose-, additive-, hormone- and antibiotic-free options because of perceived health benefits. Some are simply looking to minimize use of animal products and are instead leaning toward more plant-based diets.

The nutritional attributes and health benefits of milk continue to be a powerful strategy, as alternative beverages do not provide the same package of nutrients as milk. Higher dairy intakes are consistently associated with higher intakes of protein, calcium, vitamins A and D, potassium, phosphorus, magnesium and other nutrients ... and with lower risk of many chronic diseases. Alternative milk beverages are often fortified with these nutrients but not always in the same levels, ratios and forms that are as easily absorbed by the body; protein is a good example. Dairy Council of California resources aim at educating consumers

about the differences between true milk products and the alternatives, plus the possible long-term unintended consequences of consuming the latter.

Packaging milk in convenient, appealing containers, developing niche products such as protein-enhanced milk and general innovation to “reinvent” milk products will also help the dairy industry maintain and/or grow its market share.

## 6. Focus on sustainability expands.

Sustainability is now a widespread concern, broadening to include food manufacturers, food service personnel and consumers. Leaders in the sustainability dialogue are recognizing that sustainable diets must consider both the environmental costs and nutritional contributions of a food—which is a shift from a few years ago when carbon footprint was all that mattered. Emerging research involves modeling studies that account for both factors and suggest a more comprehensive approach to sustainable diets.

Studies on greenhouse gas emissions (GHGE) show that meat and dairy production contributes less than originally thought. The U.S. dairy industry is committed to reducing GHGE another 25 percent by 2020. In addition, it is being recognized that while eating a diet based on fruit and vegetables doesn't produce as much GHGE as raising cattle or livestock, people who eat a primarily plant-based diet make up for that by eating *more* of those foods. Dairy Council of California has efforts underway to educate audiences on the “20,000 foot perspective” of sustainability.

New data show that up to one-half of the world's food is wasted due to inefficiencies at various stages of “farm-to-fork”—harvesting, storage, transportation, marketing, retail/restaurant and consumer. In dollar amounts, the average U.S. family of four wastes between \$1,350 and \$2,275

per year, corresponding to about 20 pounds of food per person per month. With our growing world population, there is considerable opportunity to educate consumers (as well as stakeholders at supermarkets, food companies and restaurants), to minimize waste and improve our carbon footprint.

## 7. Breakfast: Is the most important meal of the day making a comeback?

Well known for helping children perform better in schools, breakfast is now thought to help control weight, maintain blood sugar and energy levels, and even reduce risk of diabetes. Restaurants are catching on and giving customers what they want—more healthful and portable items such as breakfast burritos, breakfast sandwiches and yogurt parfaits—which is contributing to the nearly 20 percent increase in breakfast food sales in the past five years. Baby boomers may be driving this trend as they are more likely to visit dining establishments.

Opportunities for healthy at-home and restaurant breakfasts that highlight dairy foods are numerous. In online and print programs, Dairy Council of California encourages breakfast that includes at least three food groups, featuring milk and dairy foods prominently.

## 8. Yogurt's “health halo” due in part to probiotics.

Yogurt sales continue to be strong, driven by innovation of new products, packaging and their perceived “health halo.” Three-quarters of yogurt consumption is reported to be in the home, and it is no longer being eaten just at breakfast but rather at all meals and snack times. The biggest consumers are the 18- to 34-year age group as well as the 45- to 64-year group, but yogurt appeals to people across all age ranges from children to seniors. Due to its extra creaminess and protein, Greek yogurt is also contributing to the strong sales.

The health benefits of yogurt may be due in part to its probiotics. Studies are looking beyond immune and intestinal benefits of probiotics to their role in managing weight, lowering cholesterol levels, improving insulin resistance and even reducing colic in infants. While the research is provocative, the range in types and levels of probiotics investigated makes it difficult to develop sound communication strategies about benefits for consumer audiences. In addition, supplements and other foods containing probiotics will continue to undermine dairy's ownership of these "healthy bugs" in the future.

## 9. Transparency is key to trust in food choices.

As with any relationship, consumers must trust their food—and the manufacturers of their food—to form a long-term purchasing and consuming commitment. Trust is built through consistency and transparency: knowing where food comes from, the people who make it, how animals were treated, the origin of recipes and the impact on the environment. Claims made about food products must stand up to consumer scrutiny. If food producers and manufacturers fall short, either by lack of transparency or by providing inaccurate or misleading information, they could lose customers forever.

Farmers' markets are popular, increasing in number by 17 percent in the past year as consumers yearn to feel closer to the foods that nourish them and their families. Market research shows that consumers, especially Millennials, are willing to pay more for foods that are natural, organic, whole wheat, free range, locally produced, artisanal, with no antibiotics or growth hormones ... and that still taste good.

## 10. Social marketing and networking increasingly influence shoppers.

The internet and social media continue to be strong influences in the shopping habits of consumers. With both their pocketbook and health top of mind, consumers are looking to compare prices, prepare shopping lists, find recipes and collect information on food products such as country of origin and nutritional benefits. Others look to retailers for online coupons and help with planning and preparing healthy meals. Retailers are responding by offering digital platforms that build relationships with shoppers; they collect personal data and identify areas of concern such as health issues, the environment, the economy and time-saving strategies with which they can help consumers. Many have developed supermarket loyalty programs and apps that reward their shoppers with personalized discounts and other services. Dairy products are positioned strongly, with their healthful array of nutrients, modest contribution to carbon footprint, affordability and versatility of products.

### EDITOR'S NOTE:

Produced twice annually by Dairy Council of California, the TRENDS newsletter updates industry leaders on emerging nutrition issues likely to have a positive or negative effect upon the dairy industry. The trends tracking system, monitored by a team of staffers, is designed to identify issues early and track their development through multiple communication channels. Analysis is done biannually on the issues. For more information or to receive a hard copy of the TRENDS newsletter, please contact Kendall House at [KHouse@DairyCouncilofCA.org](mailto:KHouse@DairyCouncilofCA.org).



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