'Tis The Season For Healthy Holiday Eating

How perfect pairings with grains and plant-proteins can drive consumption of fruits and veggies

Tuesday, December 15, 2020

Presented by **Wendy Bazilian,** DrPH, MA, RDN

PRODUCE FOR®
BETTER HEALTH
FOUNDATION













Moderator

Wendy Reinhardt Kapsak, MS, RDN

President & CEO

Produce for Better Health Foundation





Our Movement

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where PBH's Have A Plant® movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.



Housekeeping

1 CPEU available through the Commission on Dietetic Registration (CDR) You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation! Type your questions into the Question box at the bottom of your Control Panel at any time during the webinar.



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Wendy Bazilian, DrPH, MA, RDN December 15, 2020

Session partner:



ABOUT ME | DISCLOSURES

Wendy Bazilian, DrPH, MA, RDN

- Chief Wellness Officer at Bazilian's Health, San Diego
- Author of "Eat Clean, Stay Lean" (Rodale) and "The SuperFoodsRx Diet" (Rodale)
- Registered Dietitian Nutritionist
- Certified Exercise Physiologist, American College of Sports Medicine
- Nutrition/healthy lifestyle expert for "LIVE with Kelly and Ryan"
- Advisor to Prevention magazine, and frequent contributor to Health, USA Today, Women's Health, Health, Runner's World, Fitness, Life & Style and others
- Graduate of Tufts University (BA),
 UC, San Diego (MA) and Loma Linda University (DrPH)

Webinar **Presentation Sponsor Disclosures** Kellogg's CA Walnuts

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OBJECTIVES

Identify	Identify ways that grains and plant-protein can help drive under-consumed food groups like fruits and vegetables.
Describe	Describe the nutritional value of combined food groups in meeting shortfall nutrients including the benefits of diverse fiber sources, along with environmental considerations.
Provide	Provide strategies that are affordable, nutritious and convenient during this period of consolidated and less-frequent shopping.
Share	Share delicious ways of pairing fruits and vegetables with staple grains like cereal, crackers, and pasta.

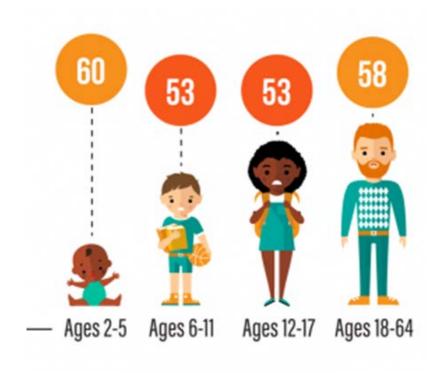


HOW HEALTHY IS THE AMERICAN DIET?

HEI Scores

Failing Grade?

Room for improvement?



Dietary quality increases:

3 meals > 2 meals

Every eating occasion is an opportunity.



EATING OCCASIONS

CALORIE/NUTRIENT DISTRIBUTION BY MEAL

Breakfast

- 15-20% of calories* (2+)
- 18% of calories in 2-19 yo
- Highest overall diet quality*
- But teens most likely to skip breakfast and eat >8pm

Lunch

- 25% of calories (2+)*
- 27% of daily calories (2-19 yo)

Dinner

- Largest portion of daily energy (DGAC 2020)
- 32% of daily calories*
- Higher fiber and potassium*
- Sodium and saturated fat > breakfast, lunch and snacks*

Snacks

- 23% of daily energy
- 42% of daily intake of added sugars*
- 93% snack at least once daily



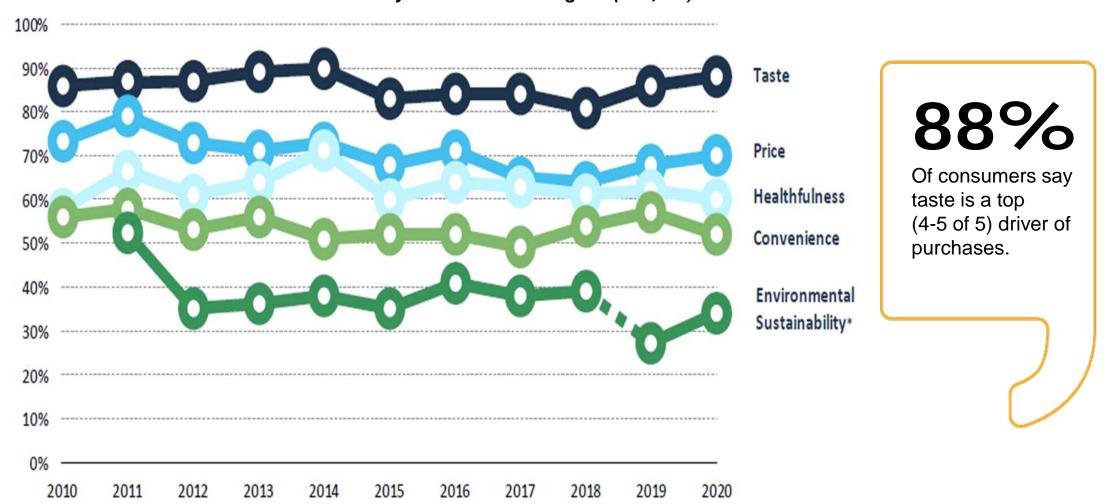






DRIVING FOOD DECISIONS

How much of an impact do the following have on your decision to buy foods and beverages? (n=1,011)



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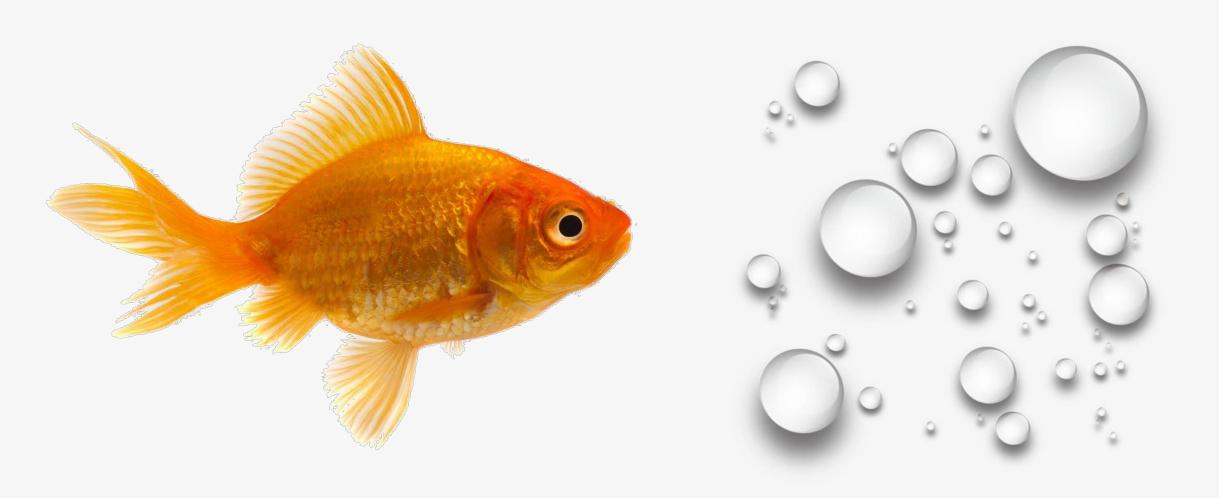
Only 1 in 10 Americans meet the daily recommendation for fruits and vegetables. (CDC)

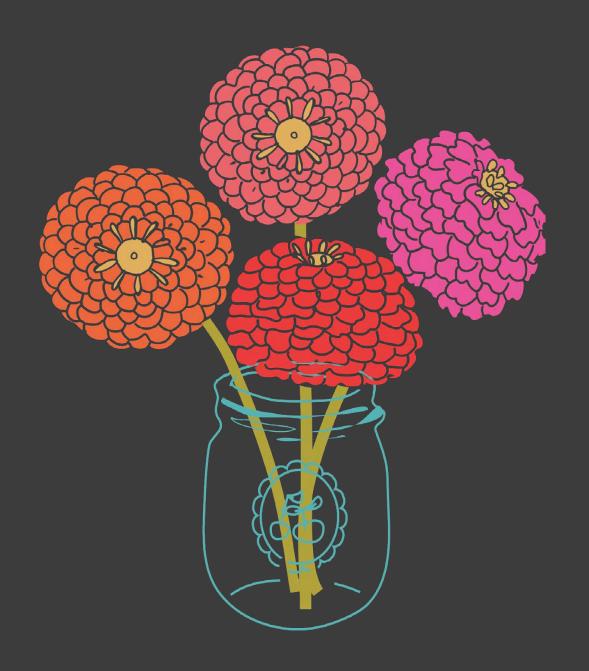


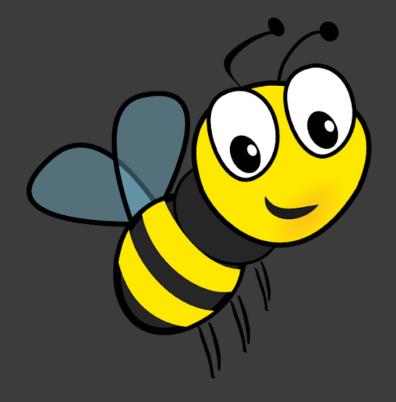
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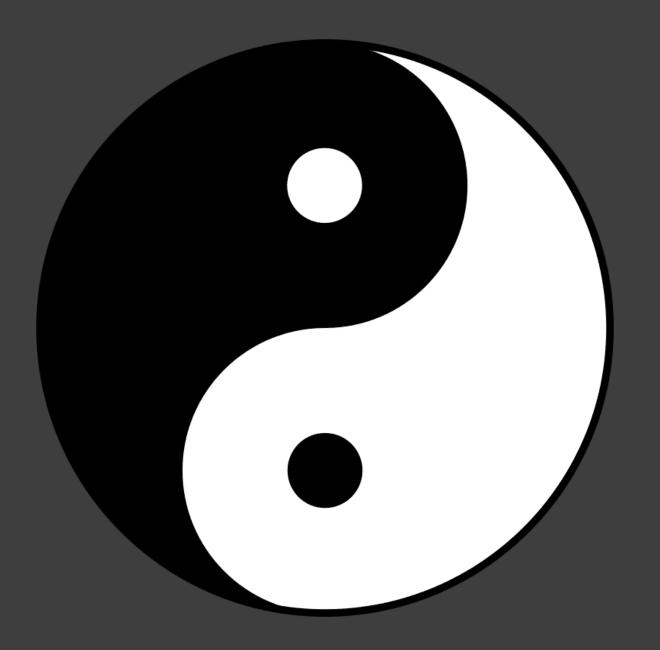


















GRAINS

Staple Grains



Indulgent Grains











THE STATE OF THE CEREAL BOWL



PLANT PROTEINS

Vegetables: Beans (pulses), Nuts, Seeds

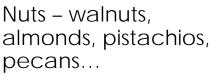


Soybeans (edamame)

Beans - black, garbanzo, kidney, white beans and more



Lentils – brown, black, red...





Seeds – sunflower, pumpkin (pepitas), hemp, flax...





Meat analogs, plant-based alternatives



Tofu Tempeh Seitan



Burgers Crumbles 'Sausage' 'Buffalo wings' nuggets









COVID CONSUMPTION PATTERNS

Eating

8 in 10 consumers changed eating habits



60% cooking at home more



1 in 4 thinking about food more



1 in 3 snacking more



20% eating healthier

Shopping

Shelf life in mind: Pantry-focus + Perishables



Online more



Larger basket, less frequent



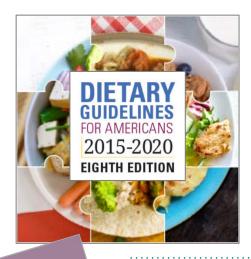






TOO MUCH, TOO LITTLE

Recommendations





Additional Nutrients of Interest

- Phytochemicals
- Probiotics
- Caffeine

Nutrients of Excess

- Sodium
- Added sugars
- Saturated fat

Need More

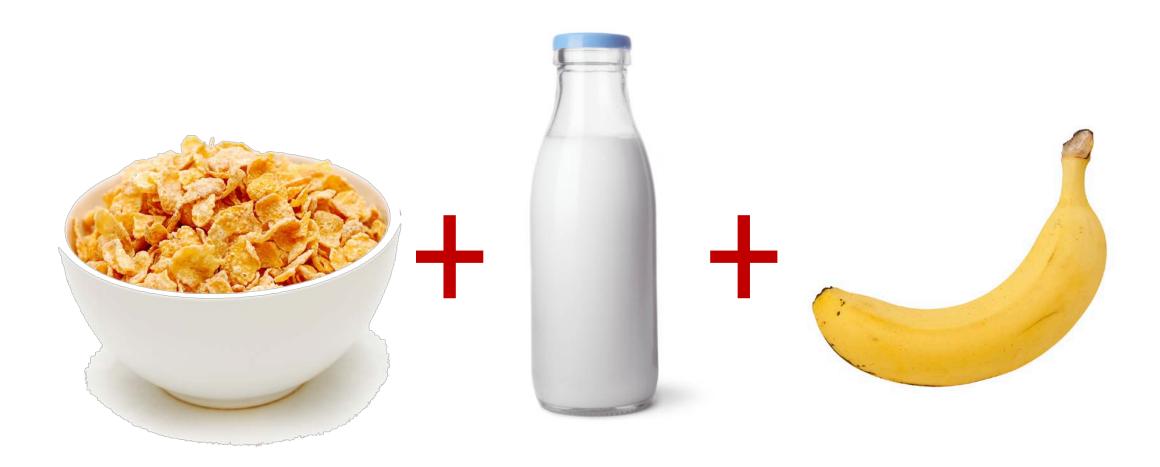
- Fruits and vegetables
- Whole grains
- Lean protein

Nutrients of Concern

(insufficient)

- Calcium
- Potassium
- Vitamin D
- Fiber
- Iron (in some groups, especially teen girls)





PAIRINGS FOR PLEASURE AND NUTRITION







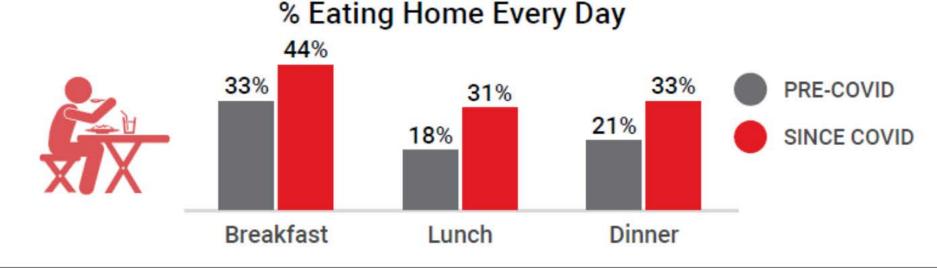


COOKatHOME

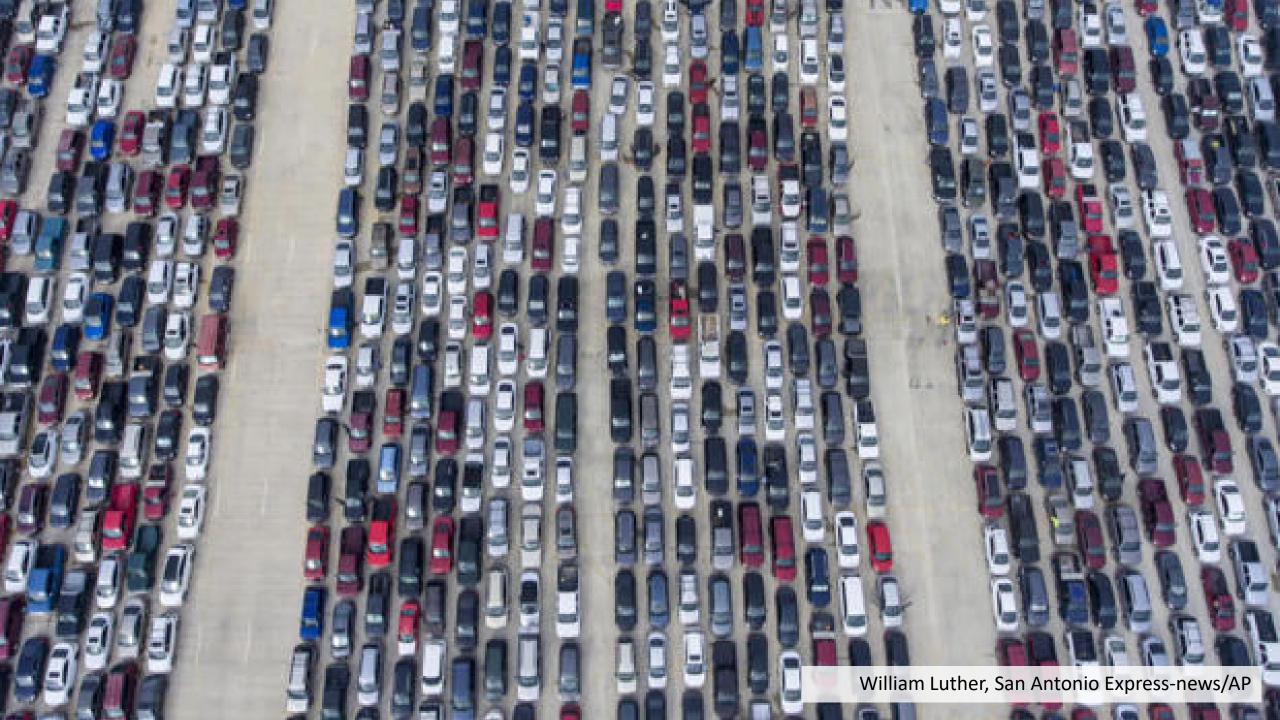
DINEatHOME

Shoppers Are Eating at Home Far More Often Than in the Past

55%
of shoppers are eating at home more often since the pandemic began









FOOD INSECURITY 2019



FOOD INSECURITY 2020

OCCASIONS AND BITES

THE UPCOMING DGA's 2020-2025 DGAC REPORT 2020

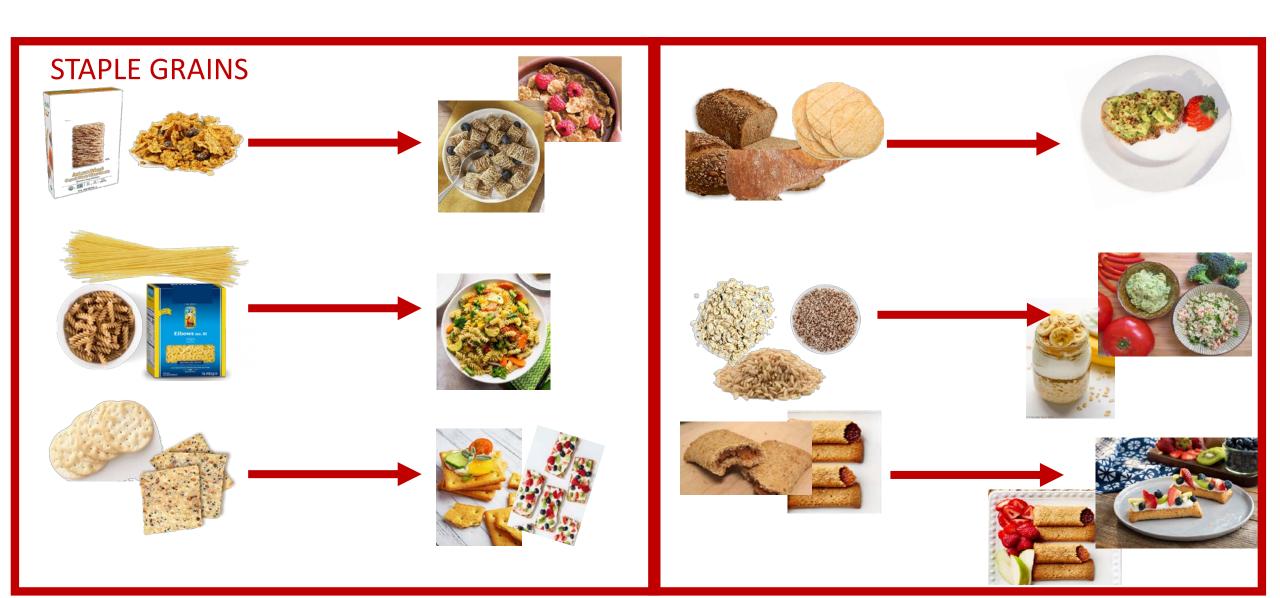


Every eating occasion is a chance to make nutrient-dense food choices.

REMEMBER ALL FORMS COUNT



FOCUS ON PANTRY STAPLES - GRAINS



FOCUS ON PANTRY STAPLES – PLANT PROTEINS



ENCOURAGE BREAKFAST



MAKE SNACK SHIFTS AND UPGRADES



- Add a fruit or vegetable to one or more snacks
- More staple grains: whole and enriched



- Nuts and seeds, nut butters
- Plant 'meats' like burgers, nuggets, crumbles
- Turkey, chicken
- Dairy: Yogurt, ricotta, cottage cheese, cheese
- Olives
- Avocados

93% snacking daily

Snacks
23%
daily calories

As much as 35% of total added sugars



Encourage:

- Sweet flavors from whole fruits
- Increased nutrition and pairing at snacks
 - Snacks=42% of daily intake of added sugars
 - Reduce indulgent grains at snacks and/or pairing and portion control

Reduce SSBs



Stats: DGAC Report, 2020

Sugar: What We Eat in America (WWEIA) Food Category analyses for the 2015 Dietary Guidelines Advisory Committee

































ANATOMY OF A GRAIN BOWL

Pick a grain (or 2!):

- Quinoa
- **Brown Rice**
- Wild rice (a grass)
- Farro, freekeh, barley
- Mixed grains: amaranth, millet, oats
- Pearled sorghum Whole grain noodles/ Enriched pasta

3 Choose a protein(s):

- Mock (plant) 'chorizo'
- Nuts and seeds
- Beans (black, garbanzos, white)
- Edamame
- Tofu
- Lentils
- Cheese
- Fish
- Chicken
- Egg



Pick some vegetable(s):

- Kale, spinach, romaine, arugula
- Avocado
- Asparagus
- Carrots
- Bell peppers
- Broccoli / Cauliflower Zucchini / squash
- Squash
- Green beans

Add seasonings and a sauce:

- Herbs, spices
- Mustard-yogurt dressing
- Olive oil, lemon, vinegar or a vinaigrette or dressing
- Salsa

Extra Flavor: Fresh fruit (berries, cut melon, etc.)

- Dried fruit (raisins, cherries, apricots)
- Sundried tomatoes





























Show your support by taking and sharing the Have A Plant® pledge at fruitsandveggies.org. While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant





@fruits_veggies



@fruitsandveggies



Produce for Better Health Foundation



September is National Fruits & Veggies Month and each year we celebrate Have A Plant® during this monumental moment.

How can you help consumers enjoy more fruits and vegetables during the month of September and beyond to support greater health and happiness?

Start planning today for next year's celebration with our National Fruits & Veggies Month Toolkit!



https://fruitsandveggies.org/nfvm-toolkit/

A catalog of PBH's past webinars is available at <u>fruitsandveggies.org/expert-professionals/webinars</u>.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.



