



Nutrition Masterclass

Setting the scene

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Freelance Dietitian



Is saturated fat really bad for us?

By MARY LYNCH | January 8, 2015 | In Healthy, Healthy meals, Nutrition



Top 8 Reasons Not to Fear Saturated Fats

By Kris Gunnars, BSc | 250,673 views



Confused about carbs? Here are five things you need to know...



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THE BLOG

Why Sugar Isn't the Bad Guy

© 03/03/2014 17:00 | Updated 03 May 2014

EDITOR'S PICK

Health 101: Cutting carbs can help cut weight

JUSTIN CONN H&R Staff Writer Feb 1, 2017



Diets high in meat, eggs and dairy could be as harmful to health as smoking

People under 65 who eat a lot of meat, eggs and dairy are four times as likely to or diabetes, study suggests



Nutrition Communications

Why are we still arguing about nutrition?

- Nutrition science constantly evolves
- The evidence is not black and white and is open to interpretation
- The result depends on the type of study, and the population that you're studying
- The media only likes to report sensational findings!



Ongoing debates

- Is low carb or high carb better for weight management and diabetes?
- Is sugar as bad as they say?
- Is low fat or moderate/high fat better for heart disease?
- What's the issue with saturated fat?
- Are polyunsaturated fats good or neutral?
- Do high protein diets boost satiety?
- Is protein unhealthy in large amounts?



Does it matter to consumers?

- Yes!
- Diet and nutrition are major consumer interests
- 83% say it matters a great deal or quite a lot that food is healthy (Social Attitudes Survey 2015)
- What interests consumers, interests the media and gets widely reported
- Social media plays a role in sharing of views.

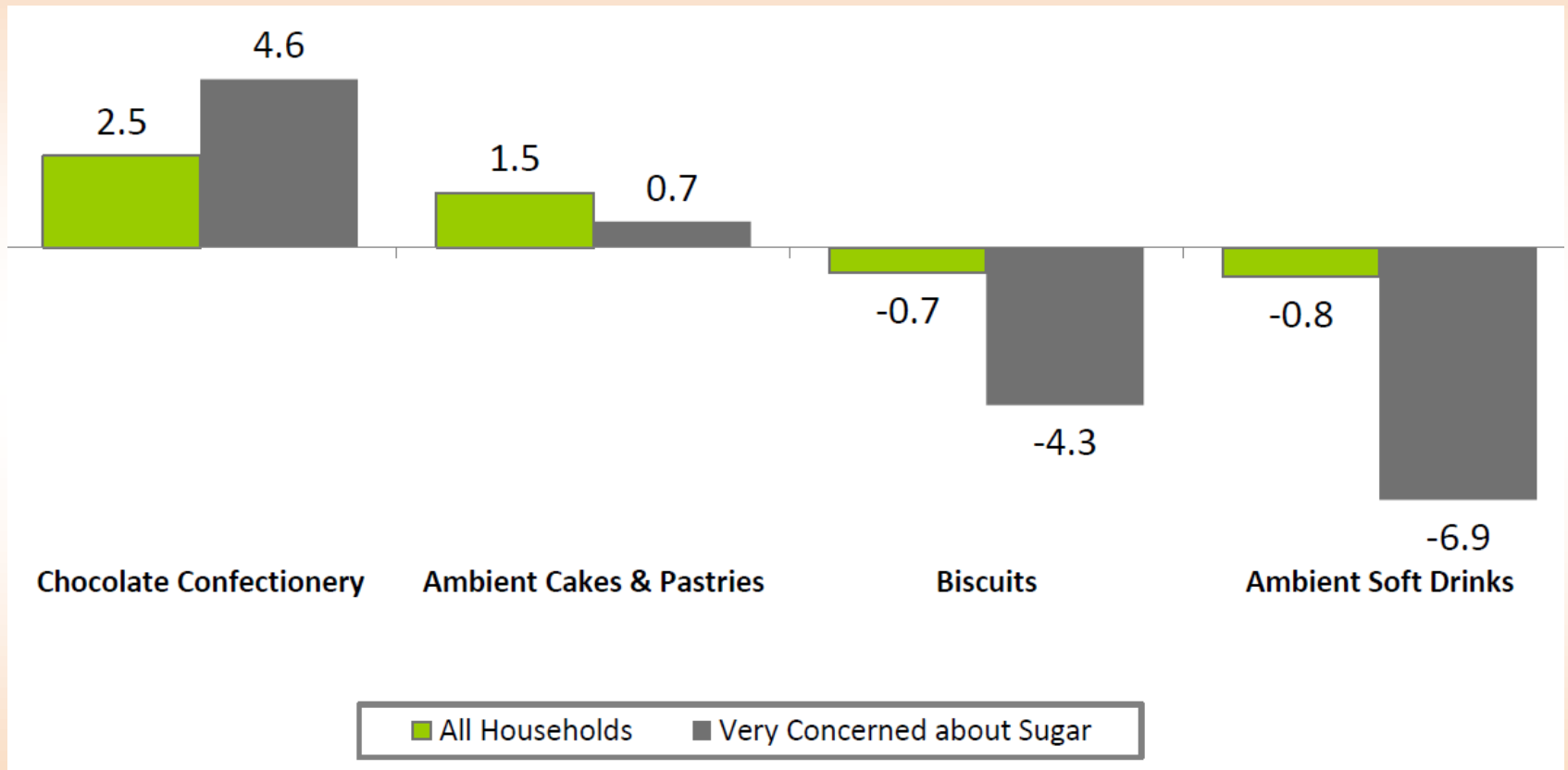


Does it matter to industry?

- Yes again!
- Industry should be an active partner in nutrition debate, not reactive and passive
- Understanding the science, and where it's heading, gets you ahead of the curve e.g. organic, protein snacking, naturally functional, free from
- Good science and comms help with rebuttal where criticisms are unfounded e.g. meat and cancer, high intensity sweeteners.



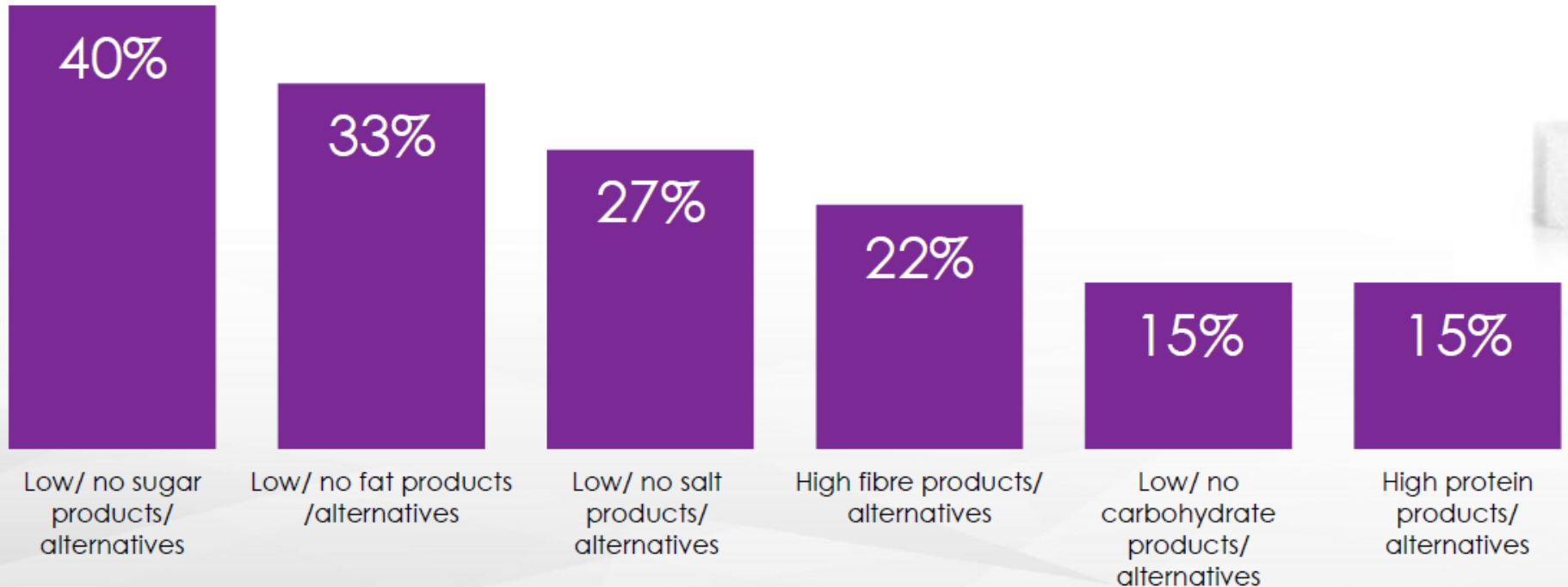
Consumer concern impacts sales



Source: Kantar 2016

Consumer opinion drives NPD

Food & Drink products that would be of interest:



Source: Grocery Eye 2015

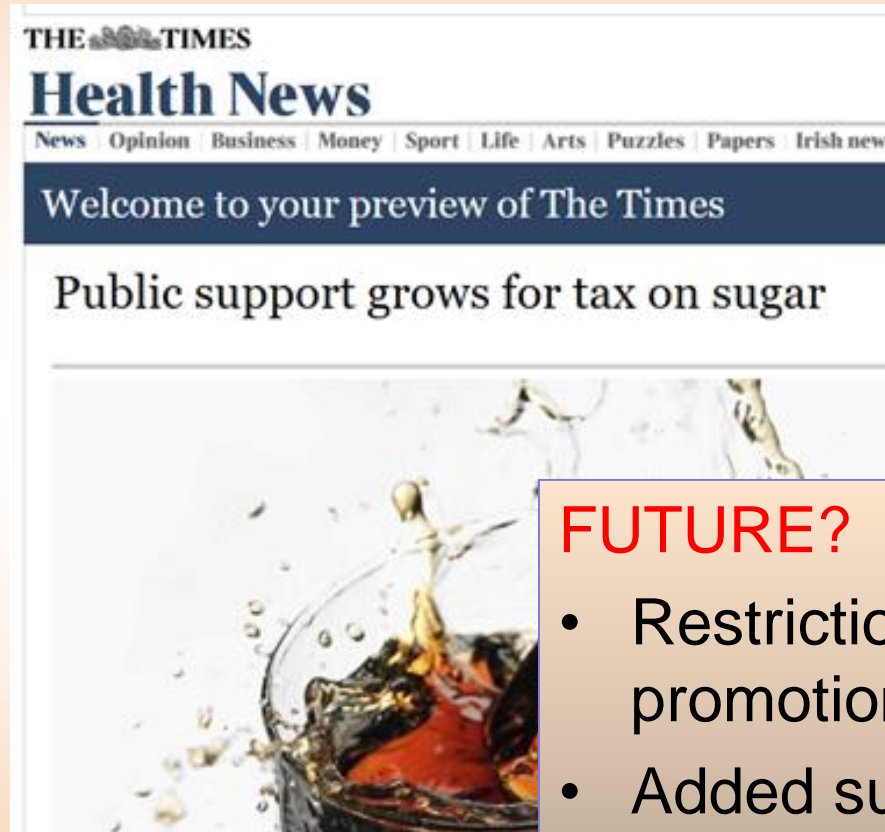


Nutrition Communications

Consumer support drives policy

NOW

- Sugar tax
- Reformulation
- Calorie caps
- TV advertising restriction
- GM labelling
- Country of origin labelling.



FUTURE?

- Restrictions to promotions?
- Added sugar labelling?
- Fat tax?

The importance of trends

- Real nutrition trends are long-lasting
- Typically driven by new or building science
- Backed by Govt/official policy
- Industry needs to be an early adopter to ride the trend at the correct point
- Smaller companies more agile.



What you'll learn today

- Expert views on the latest nutrition science
- How to sort the facts from the hype and get ahead of the crowd
- How to leverage consumer interest in fats, carbs and protein to refine and update your product portfolio.



Today's seminar - Plan

