



Lesson 11

Food Science and technologies



4. Ethnic



© Immigrant population, “globalization” of Americans, and increasing world travel are expanding consumers’ food horizons

- The Hispanic population continues to be the fastest-growing demographic group in the U.S. and is expected to reach the 50 million mark by 2010.
- Indian, Indian-fusion and Japanese fare are moving toward the mainstream
- We are beginning to see an influx of African ingredients like shea butter and baobab oil into new non-food items like skin creams and cosmetics. For foods, hot peppers like African Birds Eye Chili – also known as Peri-Peri – are beginning to appear in new sauces and condiments. And flavors from North Africa like couscous, for instance, are also gaining ground.

5. Authentic/Natural/Artisanal

- New twists on already popular items, giving people more flavors and options for the foods they love.
- Companies will be more aggressive in removing additives, preservatives, artificial colors or flavors and "otherwise unknown ingredients" from products to have "clean labels" and to make no additive claims. Expect to see more products with ingredient labels that read like "a home recipe"



6. Health

• Portion Control

- Portion control has become a priority for many people who want to lose or maintain weight, but there is an overall lack of understanding of what constitutes a “serving”.
- A restaurant meal with an entree and two side dishes is being replaced by sampler dishes that offer smaller portions while providing greater variety, and appetizer-sized meals.
- Industry is responding by providing 100-calorie packs, single-serving entrees, and half-size soda cans
- As many of us eat as often as 5+ times/day, we will start seeing 150- to 200-calorie hot and cold options (one step above the 100-cal snack packs). Right now the 100-cal options are more like snacks than meals, while the 150-200-cal options will be actual mini-meals



Health

© Avoidance, Satiety and “Natural nutrition”

- Consumers will learn to "budget" calories, and fad diets will be overshadowed by sensibility.
- Doing Without – Avoidance behavior is accelerating, and products without undesirable ingredients are viewed favorably, e.g. low-carb, low-fat, low-calorie, low glycemic index, zero trans fats, etc.
- Foods with fullness - Some companies are banking on satiety as the new diet buzzword. Look for more foods to promote hunger control and showcase their rankings on the satiety index to help dieters stay on track.
- Naturally nutrient-rich - Even though sales of fortified and functional foods and beverages have been soaring, a backlash against heavy fortification may be brewing. Desire for authentic nutrition is what has driven popularity of pomegranates, blueberries, the acai berry, mangosteen, and yumberries as “superfruits”, high in antioxidants.

The Antioxidant Superpower.

The power of pomegranate juice:



Health



- **Nutrition indexing/counseling**

- Topco, an Illinois-based supermarket cooperative, is due to launch a universal system that rates the relative nutritive value of foods, in 2008. Called the Overall Nutritional Quality Index (ONQI), it will use a 1-to-100 food-scoring index



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Hannaford markets in Maine has its own system, Guiding Star, with ratings from 1 to 3 stars.

Ukrop's, Richmond, VA, is now offering nutrition counseling by dietitians for a fee

In the UK, manufacturers use Traffic Light Labeling on food packages to help consumers quickly identify basic nutrition information. Red, amber, and green respectively designate high, medium, and low levels of fat, saturated fat, sugars, and salt in a portion of food.

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7. Functionality

© Lower Health Risk- Dairy Products

- Cholesterol-reducing plant sterols added to fluid milk.
- Incorporation of Omega-3 fatty acids, support heart, brain, and nerve health (to milk and yogurt)
- Smart! Yogurt fortified with DHA omega-3
- Dreamerz Foods has capitalized on milk's reputation as a sleep remedy by creating a milk-based drink that also contains melatonin and hydrolyzed milk casein, which are thought to promote sleep and relaxation.



Functionality

© Lower Health Risk- **Digestion, Memory and Inflammation**

- **Ingredients to Treat Digestion** - Nearly 200 new products touting digestive health benefits were introduced in 2007, according to Datamonitor. Once limited to yogurt, these beneficial bugs are now in cheese, milk, smoothies, juice, snack bars, cereals and chocolate.
- **Brain food** - Omega-3s in fish oils to flavonoids in cocoa -- may have the ability to improve memory, sharpen concentration and even reduce the risk of Alzheimer's disease.
- **Inflammation** - Aging Baby Boomers are driving demand for "joint health" foods and beverages. Stores will likely be stocked with more products promising pain relief, either from arthritis or exercise. The popular arthritis supplement glucosamine is already showing up in beverages, including Minute Maid Active orange juice.