

# **Consumer Insights and Where They are Driving Processed Meats In the Future**

**By Janet M. Riley  
American Meat Institute  
Presented to  
2012 Reciprocal Meats Conference**

# Warning Attendees

- Please take off real or virtual lab coats
- This is a discussion of consumer attitudes and behavior
- Feelings (not facts) at play
  - If you don't believe me about the power of feelings over facts, Google "pink slime"
- Scientists need to consider perception when they engage in product development
  - New frontier

# Why so much emotion?

- **Food is part of our culture**
  - Consider the hot dog
  - Change can be difficult
- **Food is associated with memories**
  - Every moment becomes a memory in a second
  - When it comes to food, we most strongly recall food when it is associated with happy times
  - Smell and taste can bring back feelings of people and places, of childhoods and holidays
  - Sometimes when life is complex and overwhelming, we long for what seem like simpler times

Data

- ▶ Business Cycles
- ▶ Consumer Measures
- ▶ Proxy Voting Data
- ▶ Board Diversity Scenario Model
- ▶ Labor Markets
- ▶ Productivity & Innovation

Analysis

- ▶ From the Chief Economist
- ▶ U.S. Economic Forecast
- ▶ Global Economic Outlook

## Consumer Confidence Survey®

Please visit the [Consumer Research Center](#) pages to learn more about:

- detailed consumer confidence data
- additional consumer information
- benefits of center membership
- ▶ [Purchase Historical Data](#)

### The Conference Board Consumer Confidence Index® Declines Again

29 May, 2012

The Conference Board **Consumer Confidence Index**®, which had declined slightly in April, fell further in May. The Index now stands at 64.9 (1985=100), down from 68.7 in April. The Expectations Index declined to 77.6 from 80.4, while the Present Situation Index decreased to 45.9 from 51.2 last month.

The monthly **Consumer Confidence Survey**®, based on a probability-design random sample, is conducted for The Conference Board by Nielsen, a leading global provider of information and analytics around what consumers buy and watch. The cutoff date for the preliminary results was May 16.

U.S. Indicators

- Consumer Confidence 3.8 pts
- Employment Trends Index 0.29 %
- Help Wanted OnLine 45,000
- Leading Economic Index 0.1 %
- Measure of CEO Confidence 14.0 pts

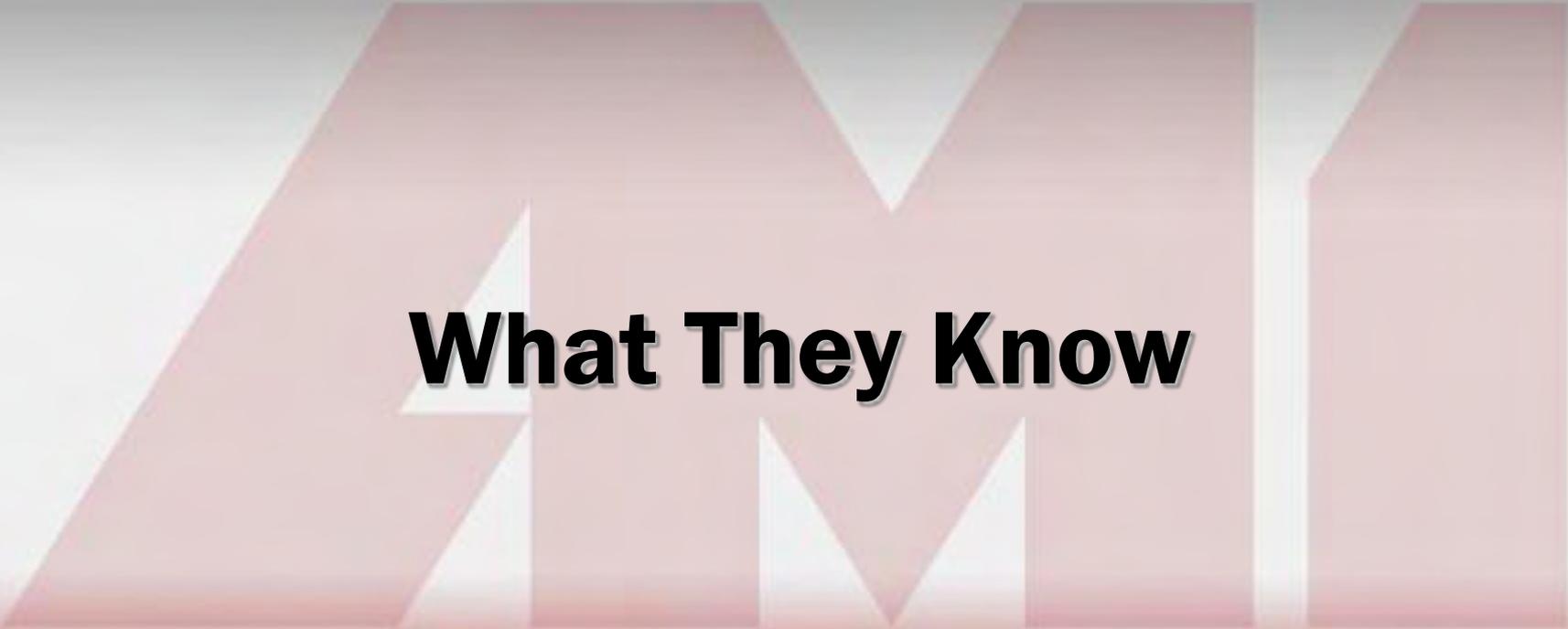
# What They Are Feeling

- **Overwhelmed, anxious**
- **Lack of trust in institutions**
  - Been let down
- **Inundated with information and choices**
  - Good foods, bad foods, new foods
  - Advocacy journalists like Bittman have bully pulpit



**What They See**





**What They Know**





# **What They Hear and Read**

### [processed meat news and articles](#)

[www.naturalnews.com/processed\\_meat.html](http://www.naturalnews.com/processed_meat.html)

Just think about the amount of breakfast burritos and McMuffins sold. Indulging in other **processed meats** such as lunch and dinner sausages, pepperoni pizzas, ...

### [What Are Processed Foods?](#)

[nutrition.about.com/od/.../fi/processedfoods.htm](http://nutrition.about.com/od/.../fi/processedfoods.htm)



by Shereen Jegtvig - in 158 Google+ circles - More by Shereen Jegtvig  
May 5, 2012 - What Are Processed Foods? Eating a diet high in **processed meats**, such as hot dogs, has been linked to certain types of cancer. Afonso Lima ...

### [70% of Processed Meat is Full of "Pink Slime" \[Infographic\] - Forbes](#)

[www.forbes.com/.../70-of-processed-meat-is-full-of-pink-slime-infog...](http://www.forbes.com/.../70-of-processed-meat-is-full-of-pink-slime-infog...)

Apr 2, 2012 - "Pink slime," or "lean, finely textured beef" filler treated with ammonia to kill bacteria, has been making the headlines recently in response to the ...

### [Death By Bacon? Study Finds Eating Meat Is Risky : The Salt : NPR](#)

[www.npr.org/.../death-by-bacon-study-finds-eating-meat-is-risky](http://www.npr.org/.../death-by-bacon-study-finds-eating-meat-is-risky)

Mar 12, 2012 - But a new study published in the Archives of Internal Medicine finds that daily consumption of red meat — particularly **processed meat** — may ...

### [Why Hot Dogs, Chicken Nuggets and Some Other "Meats" Are Way ...](#)

[www.alternet.org/.../why\\_hot\\_dogs\\_chicken\\_nuggets\\_and\\_some\\_ot...](http://www.alternet.org/.../why_hot_dogs_chicken_nuggets_and_some_ot...)

Mar 16, 2012 - **Processed meats** like hot dogs, baloney and chicken nuggets seem, on the surface, no less icky than pink slime. And here's why they could be ...

### [Eating Processed Meat and Red Meat Significantly Raises Risk of ...](#)

[shine.yahoo.com/.../eating-processed-meat-red-meat-significantly-rai...](http://shine.yahoo.com/.../eating-processed-meat-red-meat-significantly-rai...)

Mar 13, 2012 - From the blog Healthy Living: huge new study may put the final nail in the coffin, so to speak, of the "bacon with everything" food craze.

Ad related to processed meat

Why this ad?

### [What Is Processed Meat](#)

[www.ask.com/What+Is+Processed+Meat](http://www.ask.com/What+Is+Processed+Meat)

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[www.wikininvest.com/industry/Meat](http://www.wikininvest.com/industry/Meat)

By controlling every stage of meat production, from birth and growing to slaughter and **processing**, meat producers can reduce the overhead costs of running ...

### [Neal Barnard, M.D.: Could Processed Meat Give You Cancer?](#)

[www.huffingtonpost.com/.../processed-meat-cancer\\_b\\_919034.html](http://www.huffingtonpost.com/.../processed-meat-cancer_b_919034.html)

Aug 10, 2011 - Here are the numbers: Every 50 grams of **processed meat** you eat on a daily basis (that's about one hot dog) increases your risk of colorectal ...

### [More Processed Meat - YouTube](#)



[www.youtube.com/watch?v=NC6AryKQPfk](http://www.youtube.com/watch?v=NC6AryKQPfk)

May 11, 2012 - 4 min - Uploaded by HappySlip

Thanks for watching! To see the complete collection of HappySlip videos go to: <http://www.happyslip.com> Here ...

[More videos for processed meat »](#)

### [Fresh meat versus processed meat: Here's why it matters](#)

[www.naturalnews.com/032890\\_red\\_meat\\_food\\_additives.html](http://www.naturalnews.com/032890_red_meat_food_additives.html)

Jul 4, 2011 - But in those studies, researchers routinely fail to differentiate between **processed junk meat** versus free-range, grass-fed organic beef which ...

### [Processed meat once again linked to huge increases in pancreatic ...](#)

[www.naturalnews.com/034826\\_processed\\_meat\\_pancreatic\\_cancer...](http://www.naturalnews.com/034826_processed_meat_pancreatic_cancer...)

Feb 1, 2012 - Indulging in other **processed meats** such as lunch and dinner sausages ... Eating 100 grams of **processed meat** per day increased the risk to 38 ...

### [Spam - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Spam](http://en.wikipedia.org/wiki/Spam)

Spam is less popular than Ma Ling Meats, its main competitor in the Hong Kong **processed meat** market. Although recent controversies surrounding high salt ...

### [Eating Red, Processed Meat Raises Your Risk of Early Death](#)

[healthland.time.com/.../just-how-unhealthy-is-that-steak-the-deadly-d...](http://healthland.time.com/.../just-how-unhealthy-is-that-steak-the-deadly-d...)

Mar 13, 2012 - Those juicy burgers and sizzling steaks may look innocent enough (not to mention temptingly tasty), but they could be driving **meat** eaters to an ...

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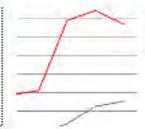




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**Hanson: The New American Helots**



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## Processed Meats Declared 'Too Dangerous Human Consumption'

Via Total Health Breakthroughs:

The World Cancer Research Fund (WCRF) has just completed a detailed review of more than 7,000 clinical studies covering links between diet and cancer. Its conclusion is rocking the health world with startling bluntness: Processed meats are too dangerous for human consumption. Consumers should stop buying and eating all processed meat products for the rest of their lives. Processed meats include bacon, sausage, hot dogs, sandwich meat, packaged ham, pepperoni, salami and virtually all red meat used in frozen prepared meals. They are usually manufactured with a carcinogenic ingredient known as sodium nitrite. This is used as a color fixer by meat companies to turn



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**Barbara Quinn, On Nutrition: Choose your nitrates carefully**

Barbara Quinn On Nutrition  
Posted: 05/22/2012 01:00:48 PM PDT  
Updated: 05/23/2012 08:42:55 AM PDT

Last week's column on nitrates and nitrites generated some questions from readers.

Kristina writes: "I am confused. The article says inorganic sources of nitrates are found naturally in food and the nitrates that we use as preservatives are organic? Did I read that correctly?"

No, and it's an important distinction. "Inorganic" forms of nitrate and nitrite are found naturally in foods such as beets, celery, and spinach. Inorganic nitrates and nitrites are also used for food preservation. These inorganic compounds have a lower risk for toxicity and have been shown to help lower blood pressure and enhance athletic performance.

"Organic" nitrates and nitrites are more complex molecules and are the main ingredients in potent heart drugs such as nitroglycerine and amyl nitrite. An overdose of these powerful substances could be fatal.

Teresa writes: "Interesting article. ... My question for you is — does buying meats cured with celery salt offer any advantage (safety) over sodium nitrates and nitrites? Yes, I realize processed meats should be limited, but I'm asking for my children — they love hot dogs and it's not a food I serve often, but I'm wondering if I'm reducing some of the risks associated with consuming cured meats by choosing varieties cured with celery salt? The brands curing with celery salts tend to be leaner and lower in sodium than the ones that do not."

Print Digital

# On Line Alarm Bells

**THE BLOG** Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

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**Michael F. Jacobson**  
Executive Director, Center for Science in the Public Interest

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## Grossed Out by Pink Slime? Well, Don't Just Sit There

Posted 04/13/2012 7:21 pm

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**Pink slime was a wake-up call.**

Americans were mortified to see news footage of slabs of fat traveling along a conveyor belt, destined for a spin in a centrifuge and a spritz of ammonia before being mixed into fatty ground beef. The resulting "lean finely-textured beef" (the euphemism for the slime) is safe, but the accompanying controversy was many Americans' first glimpse into the high-tech world of industrial food production. And they clearly didn't like what they saw.

Similarly, Americans were recently stunned to learn that the insect-repelling "natural coloring" in their Coke and Pepsi wasn't made from molten sugar, but rather produced using ammonia and sulfites in conditions that formed carcinogens. Or that Starbucks' strawberry Frappuccinos owed some of their pink color to the ground-up bodies of the cochineal insect. Or that 80 percent of our antibiotics are destined for farm animals, not for family members.

Signs that our food system is broken are all around us. So are the signs that Americans are craving change and want to do something about it.

We eat every day, but Food Day is October 24. It's a celebration of healthy, sustainable food and a grassroots campaign to improve food policies for the benefit of our health, the environment, animals, and the men and women involved in farming and food production. More than 2,000 events in all 50 states took place on the first Food Day, and we expect that the second Food Day will be even bigger.

Food Day brings together organizations and individuals working on food issues as varied as hunger, nutrition, agriculture policy, animal welfare, and farmworker justice. Some 2012 Food Day events were large in scale, such as a big festival in Savannah, Ga., and a Times Square Eat In, attended by celebrities, chefs, and prominent food activists. But many others were modest — in a home, grade-school classroom, or farmers market.

This year, Food Day will take place just 15 days before the 2012 elections, and organizers expect that it will provide an opportunity for citizens and candidates alike to discuss important food policy issues.

Last year, elected officials used Food Day to launch new food policies, highlight locally-sourced produce, or

## Opinionator

Exclusive Online Commentary From The Times

### The Pink Menace

By MARK BITTMAN



TAGS: PINK SLIME, BEEF, LEAN FINELY TEXTURED BEEF

Rick Perry — remember him? — was more inspired as a defender of the beef processing industry than he was as a debater. Last week, Perry — along with Iowa's governor-for-life Terry Branstad and Gov. Sam Brownback of Kansas — implored the media to end its "smear campaign" against pink slime, the ammonia-treated burger extender he'd rather have us call by the name used by its producers: Lean Finely Textured Beef.

Whether "pink slime" is a fair handle or not, public outrage has thrown it off a cliff. Some of the country's largest grocery chains have announced that they will no longer sell products containing it, as did McDonald's, while Wendy's emphatically insisted that it never has. The United States Department of Agriculture, a major buyer of pink slime for its National School Lunch Program, has offered participating schools the option to order their beef with or without it, though it will likely remain in many schools.

As a result, the largest producer of the stuff, Beef Products Inc., has suspended operations at three of its four plants for 60 days, by which time it hopes to do some public relations house-cleaning to restore consumer confidence before resorting to permanent closure. We'll see.

A little review: Lean Finely Textured Beef was born about 10 years ago, as an attempt to eliminate E. coli from ground beef. Using fatty beef trimmings, which are especially susceptible to E. coli and salmonella contamination, B.P.I. created a product that could be sprayed with ammonia (yes, that stuff, referred to by B.P.I.'s former quality assurance manager as "Mr. Clean," in this dramatic piece by Michele Simon) to kill the bacteria. It was then mixed with "normal" ground beef. Voilà: safe hamburgers.

Except that despite B.P.I.'s claim that the ammonia treatment killed E. coli and salmonella, and despite the U.S.D.A.'s support for this process, those pathogens have been found in B.P.I. meat. [1] Oops.

But there's an irony: the stuff is gross, for sure, but it's far from the most disgusting meat product out there, and at least its origins reflect an attempt to make meat safer. Some argue, correctly, that other processed meats are much worse, and that ammonia isn't nearly the most egregious chemical that's approved for use on meat without your knowing it. [2]

Besides, pink slime could conceivably even be helping. According to the Centers for Disease Control, E. coli O157:H7 illnesses are down 48 percent over the last decade. (And, as my colleague Andy Revkin points out, some 1.5 million additional cattle will need to be raised and slaughtered to fill the "pink slime gap.")

Yet the public outcry over pink slime is justified, encouraging and impressively effective. (The response by some food safety officials that it's misguided, and that only "experts" should be determining how food is processed, is shameful. [3] And this is how it's going to

## Mark Bittman



### Live From the Cutting Room Floor

By MARK BITTMAN



The author discussing pink slime with Chris Hayes and company on April 7.

I was a guest on "Up/Chris Hayes" Saturday, talking, it seemed, about everything, a bit of an ambitious agenda. When I go back, the conversation will continue.

Meanwhile, since the initial topic was "pink slime," about which I wrote last week, I used my pre-air time in the studio to outline the issues I thought were worth mentioning. We didn't get to a tenth of this, so I thought it worth posting.

(I was taught never to apologize for a story submission, but these are close to stream-of-consciousness. But hey: that's why god invented blogging.)

Perhaps you'll find some things of interest:

1. Democracy. Are we entitled to know what goes in our food? The answer's easy, but Big Food thinks it's "no." It's not just ammonia in beef, it's arsenic and antibiotics — banned antibiotics at that, and Prozac and all kinds of drugs — in chicken and pork. It's growth hormones in milk, it's genetically engineered ingredients in just about everything. And we're told about none of this unless some concerned and often courageous citizen or journalist starts making noise about it.

That's what's been encouraging about this pink slime business (and that's what's encouraging about ag-gag laws) — how hard it's being fought. Not that we're going to get rid of it, not because it's a major issue in the great scheme of things — it matters, of course, but there are many other, greater problems — but that public pressure is causing changes, like improved labeling. (Almost everyone polled wants to know whether there are genetically engineered products in their foods, and whether ultimately that's important or not doesn't really matter, if it's something everyone wants.) Public pressure can also reduce our reliance on factory farms and industrial agriculture in general, public pressure can help our food



# Ping Pong Effect = Confusion, Frustration





**What They Say**

**HEALTH AND  
DIET**

**Half believe it is easier to do their own taxes than to figure out how to eat healthfully.**

Those most in need of learning how to eat healthfully—those with high BMI, heart disease or cholesterol issues, or high blood pressure—are more apt to find it difficult.

*Which do you think is harder to do well?*

All (n=1,057)



**Groups More Likely to Say Figuring Out What to Eat Is Harder**

**Men (55%, vs. 48% of women)**

**No college degree (56%, vs. 40% of college grads)**

**BMI in the obese or overweight range (60%, 54%) compared to low BMI (42%)**

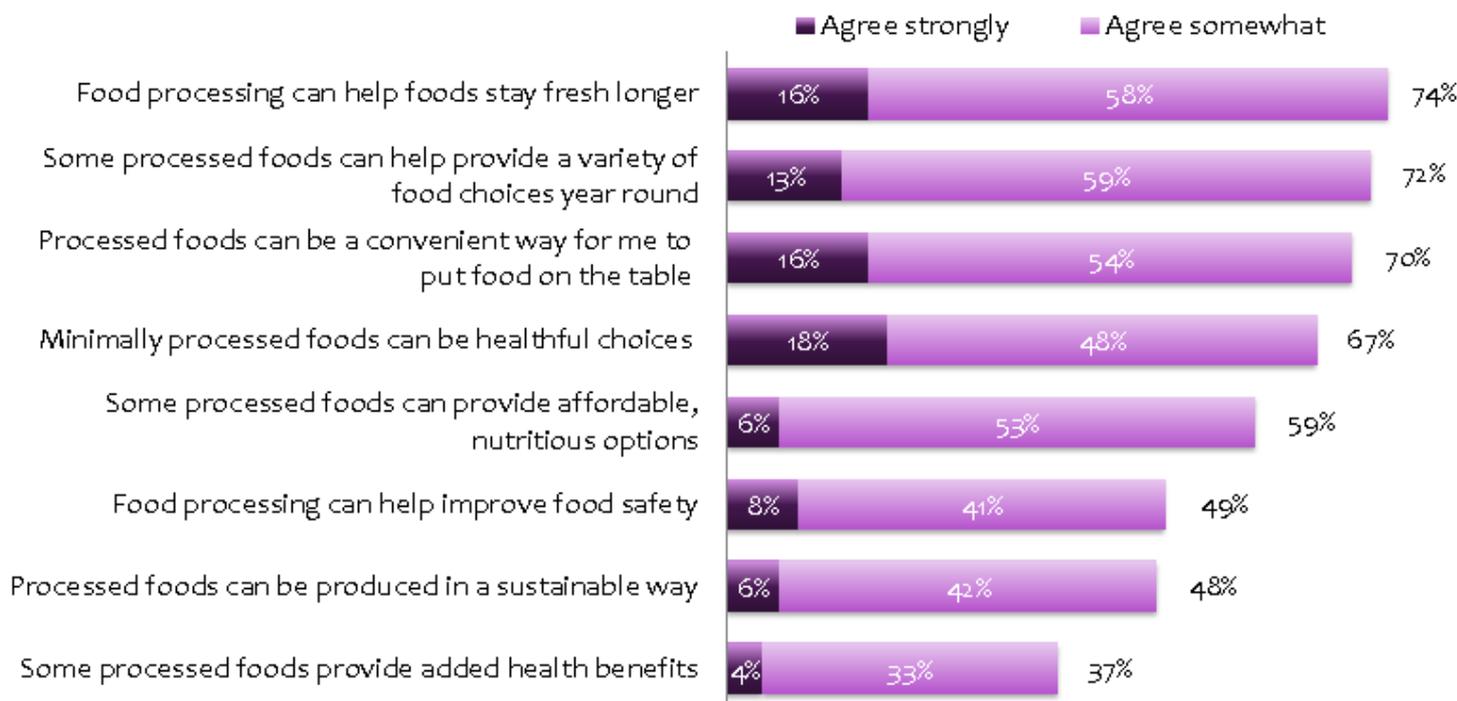
**Heart disease or high cholesterol (59%) and high blood pressure (57%) vs. 48% with no health conditions**

**INFORMATION  
SOURCES &  
INFLUENCES**

**Substantial majorities believe in the benefits of food processing, most notably its ability to keep foods fresh and provide convenient choices year-round.**

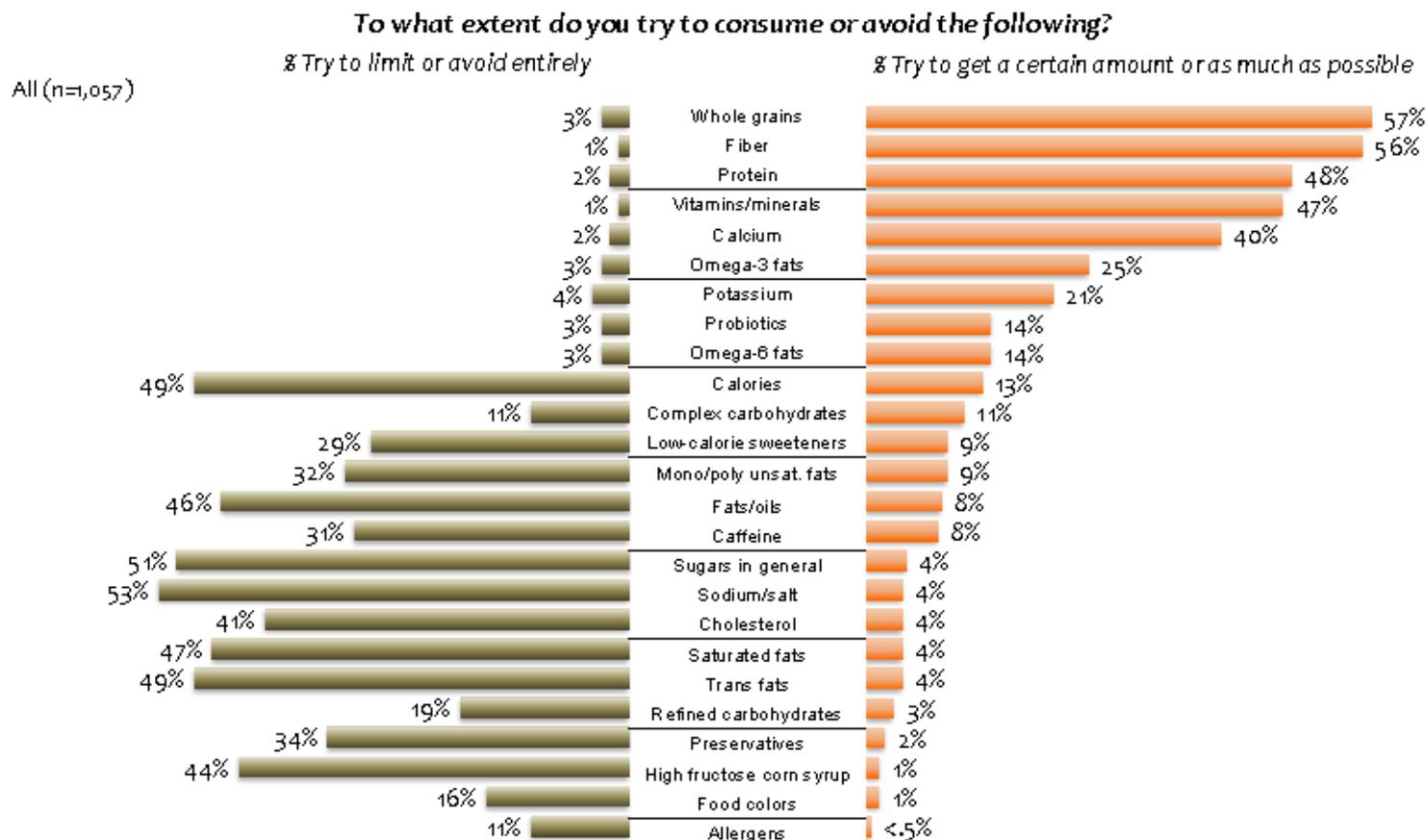
*In general, to what extent do you agree or disagree with the following statements about processed foods?*

All (n=1,057)



## DIETARY COMPONENTS

Consumers tend to seek whole grains and fiber. At least four in ten try to limit/avoid calories, fats, sugars, and salt.



International Food Information Council Foundation  
2012 Food & Health Survey

# Nielsen Survey March 2012

- Overall, younger consumers are more willing to spend extra for products and services from socially-responsible companies.
- Fifty one percent of all respondents aged 15 to 39 are willing to pay extra for such products and services compared to 37 percent of respondents over age 40.
- Looking at socially-conscious consumers specifically, Nielsen's findings show that 63 percent are under the age of 40.

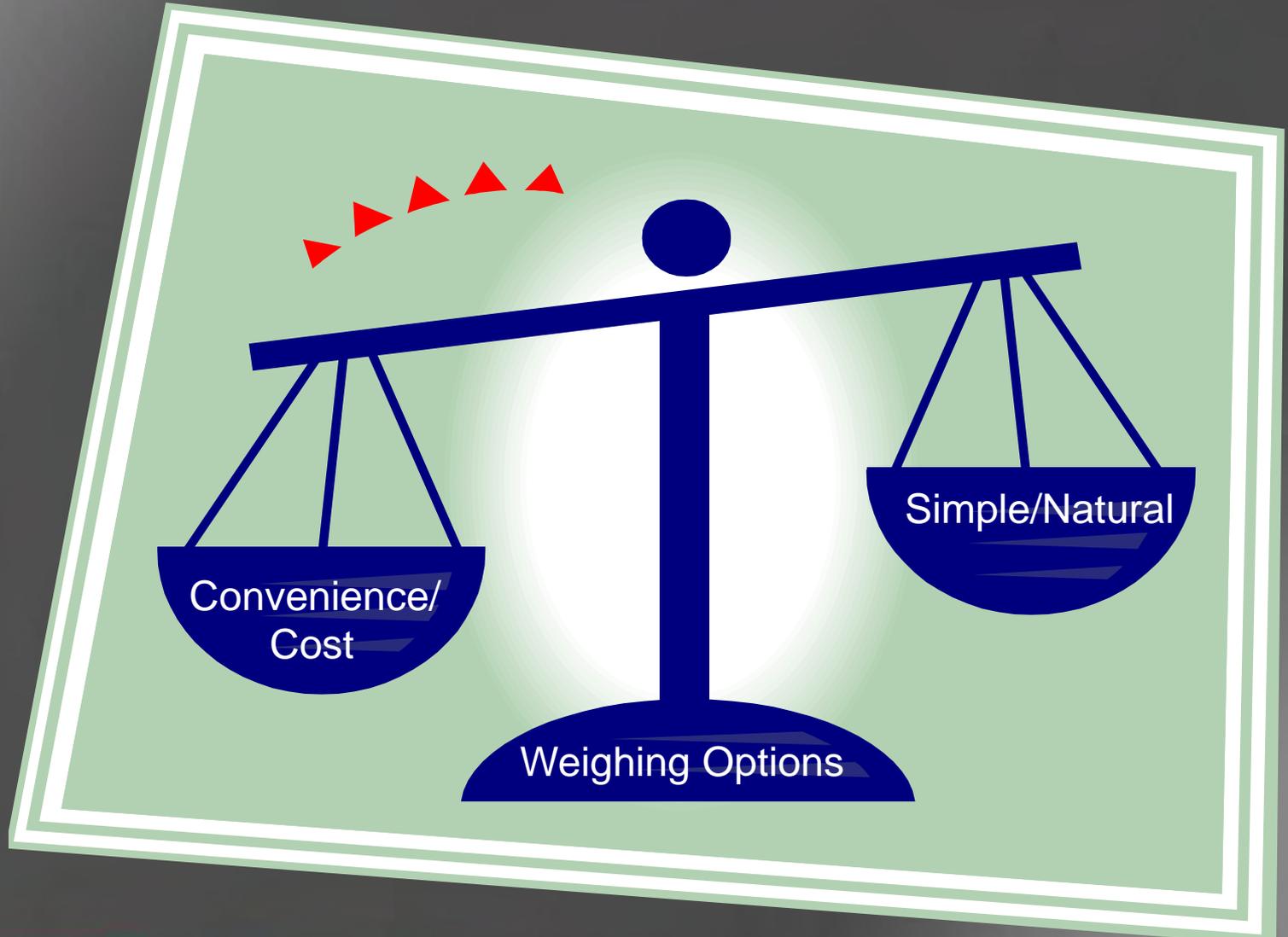
# Agri-Food Canada Food Trends to 2020

- Increased disconnection between consumers and food preparation, including sporadic shopping and eating habits, decreased meal preparation time and cycles, and increased snacking and further increases in portable foods, with the latter having implications for food and packaging waste;
- Shifting food expenditure patterns to include a greater proportion of prepared meals and take-outs;
- Increased product differentiation to meet consumer expectations related to quality and freshness, taste, nutritional value to address health concerns, ethnic diversity and value in the most convenient form possible<sup>15</sup>.

# State of Consumer Cooking Knowledge

- Limited abilities
- Decrease in home economics classes
- Stephen W. Sanger, chairman and chief executive of General Mills Inc., described the kind of e-mails and calls the company gets asking for cooking advice:
  - person who didn't have any eggs for baking and asked if a peach would do instead, for example;
  - the man who railed about the fire that resulted when he thought he was following instructions to grease the bottom of the pan -- the outside of the pan.

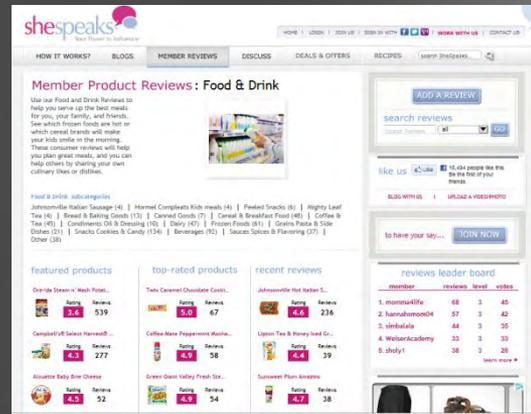
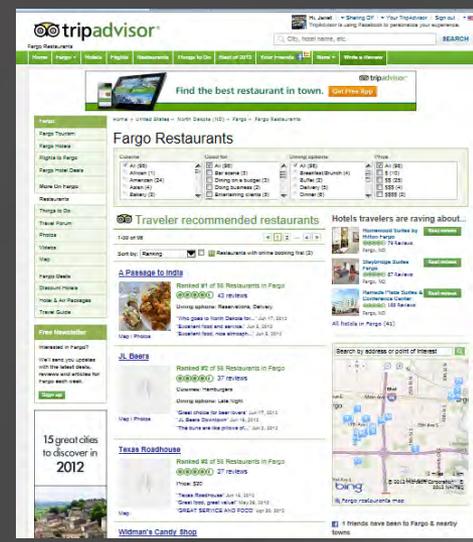
# What Impact Does This Have?



# Another New Demand: Transparency

## Nielsen Global Consumer Survey 2012

- Ninety-two percent of consumers around the world trust word-of-mouth and recommendations from friends and family, above all other forms of advertising—up 18 percent since 2007.
- Online consumer reviews are second most trusted form of advertising with 70 percent of global consumers indicating they trust this platform, up 15 percent in four years.



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National Hot Dog and Saus... Timeline Now Highlights Admin Panel




### National Hot Dog and Sausage Council

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Non-Profit Organization  
Established in 1994, the Council serves as an information resource to consumers and media on issues related to quality, safety, trivia, nutrition, preparation and recipes of

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### Physicians Committee for Responsible Medicine

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Non-Profit Organization  
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Highlights

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**Physicians Committee for Responsible Medicine** shared a link.  
Friday

This little piggy went to Hartford Hospital and got all cut up. Take action to help the pigs!

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This is a super organization. Please help on these issues. T...  
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**Aryeniah Vegan Birdie**  
<http://www.testcoexist.com/1680007/biz-stone-explains-...>  
4 hours ago

**Keith Smith**  
<http://www.njville.com/category.php?id=122304>

# Harvard Business Review: Understanding the Post Recession Consumer

- Argues that you can predict consumer behavior by analyzing post recession history
- Younger consumers will grow up to behave like their great-grandparents
- Simplicity Seeking
- Thrifty
- 'Green' trends, ethical shopping will resume slowly
- Corporations held to high ethical standards
- Mercurial consumption

# Seeking Simplicity, Authenticity

- Mintel reported in 2010 a decline in the number of ingredients in 56 percent of the foods they cover
- Cookbook recipes are increasingly simplified to appeal to desire for simplicity and limited cooking skills



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## Marketers such as Starbucks discover that simple sells

Updated 10/28/2009 2:43 AM | Comments 67 | Recommended 19 | Email | Print | Reprints & Permissions | RSS

By Bruce Horowitz, USA TODAY



Simple is better. This could be 2010's most powerful marketing mantra. If 2009's hottest sales pitch was all about buying stuff on the cheap, 2010 marketing will increasingly stress less as more, as in fewer parts, additives or ingredients. While the trend is taking hold in many product categories, including health and beauty items, nowhere is it more apparent than with things we eat and drink.

This may be more marketing magic than reality. How can a product made by Kraft, Campbell's Dreyer's be made to sound as simply healthy as some made fresh in your kitchen? One way to spin this is talk about how few ingredients your product contains, says Tom Vierhile, product analyst at researcher Datamonitor.

Haagen-Dasz launched an ice cream line this year dubbed and marketed as Five for its five ingredients: milk, cream, sugar, eggs and one natural flavor, such as mint.

## NUTRITION unplugged

serving up food news and views

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Thoughts, opinions, musings and discussion about nutrition, food trends, diet myths, new products and fat-free healthy eating.

ABOUT JANET HELM

I'm a writer, registered dietitian and mom of twins. My passion is translating nutrition science into intelligible words - and healthy food choices. I want to help people make sense of nutrition news. I don't think it needs to be complicated or confusing. I believe food should be enjoyed, not feared. And I think taste and health can happily co-exist.

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### Focusing on Food Labels: A Short Ingredient List Has Become Something To Brag About

BY JANET @ OCTOBER 16, 2009



Ingredient lists on food labels are shrinking. Have you noticed? Now it's hip to have the fewest as possible.

That's the topic of my latest article & guide to food labels in the Chicago Tribune.

When it comes to packaged food, a short ingredient list has become something to brag about.

Food author and activist Michael Pollan has been a major champion of this concept. In his frequently cited "rules of eating," Pollan suggests avoiding products with more than five ingredients, or ingredients you can't pronounce.

If you can't say it, don't eat it, he advises. Or if your great-grandmother wouldn't recognize it, skip it.

## Nose-to-tail dining

### The belly of the beast

Oct 14th 2011, 13:23 by Intelligent Life



IN MILAN'S immaculate food market at Piazza Wagner, you can find stalls selling neat

TLC A DISCOVERY COMPANY

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## Cooking

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TLC > Guides > Food > Healthy Living > Food & Lifestyle

### Nose to Tail: Could You Learn to Eat the Whole Animal?

by Nicole Wilner, Planet Green

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Inside this Article

1. Nose to Tail: Could You Learn to Eat the Whole Animal?
2. What Are Ecological Benefits of Nose to Tail?
3. How to Support Nose to Tail Eating
4. See all Food & Lifestyle articles

Watch the Videos >>



**Hog Roast at Brooklyn, NY Restaurant Get Fresh!**  
Courtesy of Get Fresh

Caution vegetarians, you might as well stop reading right now. I am about to embark on explaining to a fellow meat eaters why supporting whole animal consumption is considered a sustainable practice. Now there is no doubt that eating only local fruits, vegetables, nuts and grains can be the most eco efficient means to nourishing our bodies. But many of us environmentally conscious consumers need or crave animal protein, and if you do, then supporting nose-to-tail animal eating may be the most sustainable option.

I've noticed a recent culinary trend in my Brooklyn community where restaurants are choosing to purchase entire animals raised naturally on nearby farms, butcher in house, and use most of their parts in the establishment's cuisine, leaving little animal to waste.

MORE ON PREVENTING WASTE

- Learn More About U.S. Waste and Consumption
- Cut Your Energy Use. Keep Your

- “Today we see all sorts of chemically enhanced, artificial fiber-infused, carb-refused cereals — a far stretch from simple, honest nourishment. Post Original Shredded Wheat, on the other hand, hasn’t changed. It is still just one simple, honest ingredient, which naturally comes with fiber, vitamins and minerals. Why would we mess with that?”*

**Innovation is not your friend.**

Innovation is great.

Unless you're the thing being innovated.

Just look around you. Millions of analog TVs will become obsolete this year thanks to broadcast innovations. Rows of lonely pay phones stand idle in cities full of cell phones. And I shudder to think what will happen to all our MP3 players after we begin beaming songs directly to our brains.

Will they just end up in History's landfill? Un-used and un-recycled? If that's innovation, I'll pass.

At Post Shredded Wheat, we don't innovate — we investigate. Like Honey Nut Shredded Wheat. Did we cut aside the one natural ingredient we've been using since 1917 for something new? No. We kept it, baked natural honey and real nuts inside of it, and sent it back out into the world, good as new.

Now, that's a truly innovative package.

  
Frank Druffel



*"We put the 'nut' in innovation."*

See Frank in action at [ThePalaceOfLight.com](http://ThePalaceOfLight.com)



# What They Are Doing

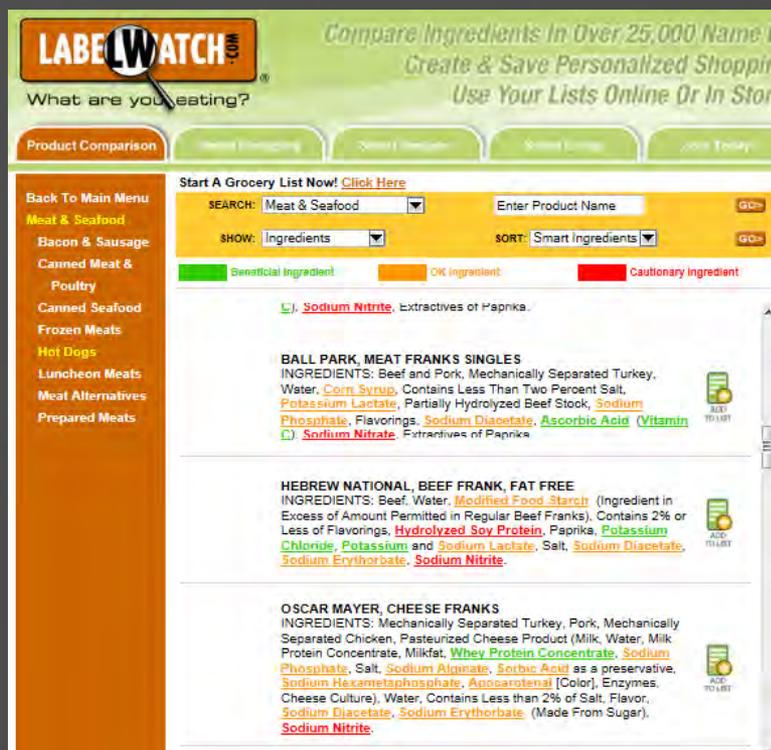
- The \$10.4 billion processed meat has performed well since 2007
- Increase in recession-driven consumer behavior, including "brown-bagging" lunches and preparing more meals at home, has helped.
- Sliced lunch meat performed very well, growing 11% since 2004, according to Mintel. Breakfast sausage down over same period.
- Finally, there has been a shift toward less-expensive store brands. Indeed, sales growth of private label breakfast meats outpaced the entire segment—a clear sign that consumers traded down to facilitate continued usage.

# Summary of (Many!) Expectations

- Convenient
- Affordable
- Fresh
- Good tasting
- Simple/healthy
- Transparent in labels\*

# Labels Are More Critical Than Ever

- But you must be able to explain what they mean – or someone else will do it for you.



**LABELWATCH.COM**  
Compare Ingredients in Over 25,000 Name Brands  
Create & Save Personalized Shopping Lists  
Use Your Lists Online Or In Store

What are you eating?

Product Comparison | Search Ingredients | Search Brands | Search Lists | Join Today!

Start A Grocery List Now! [Click Here](#)

SEARCH: Meat & Seafood | Enter Product Name | GO

SHOW: Ingredients | SORT: Smart Ingredients | GO

■ Essential Ingredient | 
 ■ OK Ingredient | 
 ■ Cautionary Ingredient

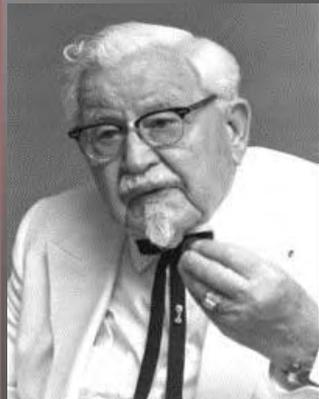
[L](#), Sodium Nitrite, Extractives of Paprika.

**BALL PARK, MEAT FRANKS SINGLES**  
 INGREDIENTS: Beef and Pork, Mechanically Separated Turkey, Water, Corn Syrup, Contains Less Than Two Percent Salt, Potassium Lactate, Partially Hydrolyzed Beef Stock, Sodium Phosphate, Flavorings, Sodium Diacetate, Ascorbic Acid (Vitamin C), Sodium Nitrite, Extractives of Paprika

**HEBREW NATIONAL, BEEF FRANK, FAT FREE**  
 INGREDIENTS: Beef, Water, Modified Food Starch (Ingredient in Excess of Amount Permitted in Regular Beef Franks), Contains 2% or Less of Flavorings, Hydrolyzed Soy Protein, Paprika, Potassium Chloride, Potassium Lactate, and Sodium Lactate, Salt, Sodium Diacetate, Sodium Erythorbate, Sodium Nitrite

**OSCAR MAYER, CHEESE FRANKS**  
 INGREDIENTS: Mechanically Separated Turkey, Pork, Mechanically Separated Chicken, Pasteurized Cheese Product (Milk, Water, Milk Protein Concentrate, Milkfat, Whey Protein Concentrate, Sodium Phosphate, Salt, Sodium Aluminat, Sorbic Acid as a preservative, Sodium Hexametaphosphate, Azodicarbonyl [Color], Enzymes, Cheese Culture), Water, Contains Less than 2% of Salt, Flavor, Sodium Diacetate, Sodium Erythorbate, (Made From Sugar), Sodium Nitrite

# Possible Tool: Simpler Products Connected to People and Places



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**Momma's Corner**

**ASK MOMMA**

She's the real thing! Momma Dietz is the actual Chairperson of Dietz & Watson, as well as the matriarch of our family. She cares deeply about her products. This is your chance to ask Momma Dietz questions about our products and recipes, and to learn more about Momma's story -- as well as some of her favorite sayings.

Submit your question for Momma

**OUR LATEST QUESTION**

**Q:** Erin from Chenequa, WI asks: How do I cook a Hot Dog?

**A:** View Momma's Video Answer >>

Momma is going to show you how in this video. Play now >>

View recent questions >>



# Success = Harnessing Multiple Attributes When Possible

- Naturally cured products appeal
- Fewer ingredients
- Artisan/traditional
- Where products can't be simplified, explain
- Analogize to own experience in home cooking
  - Binder is like an egg in meat loaf

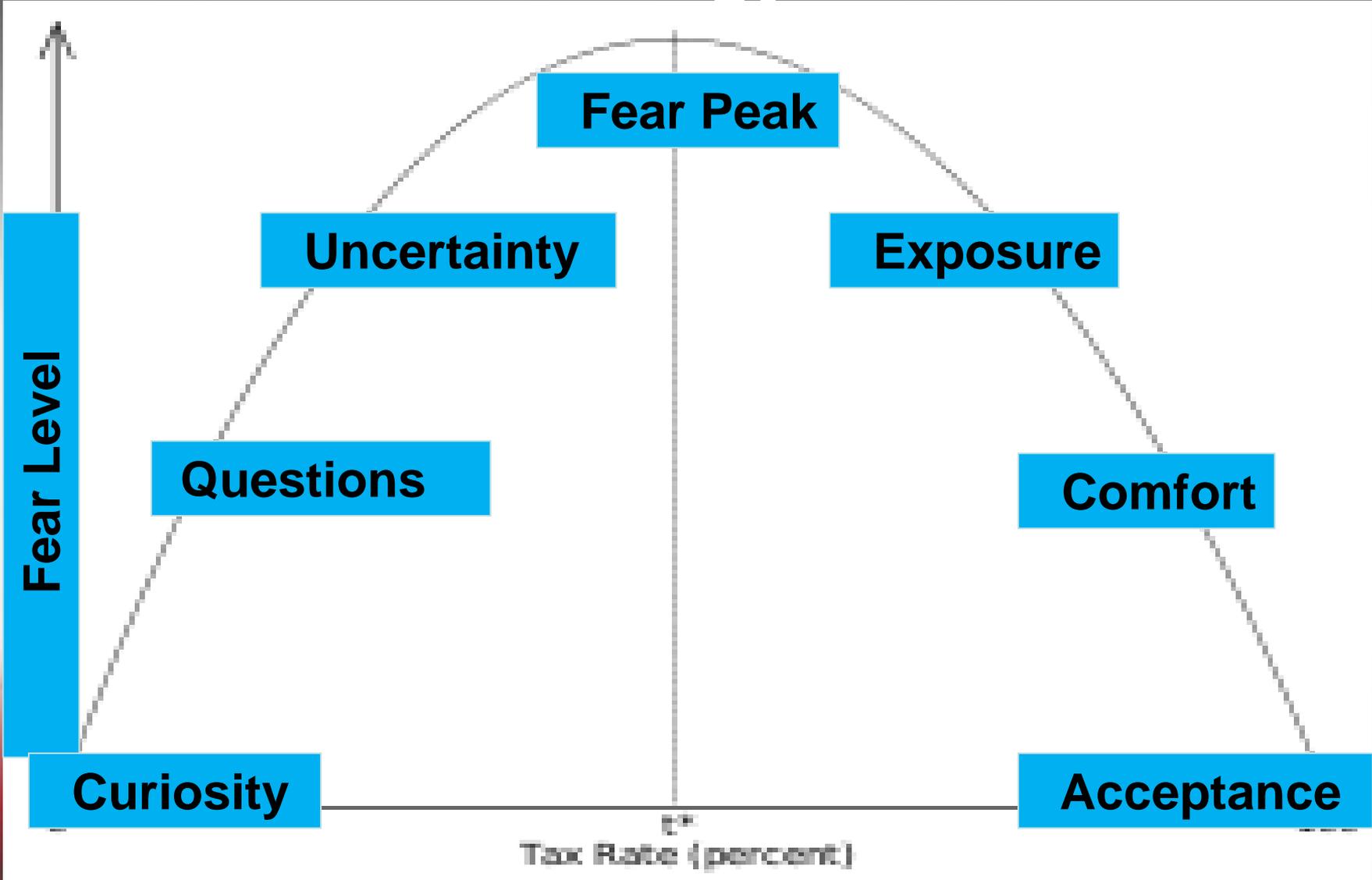
# Summary

- High anxiety period due to difficult economy
- Consumers overwhelmed with responsibilities, info
- Bombarded with negative information about processed meats and foods – but they like them!
- Cooking skills limited, not likely to improve
- Seeking both simplicity and convenience
- Seeking authenticity
- Processed meats must be positioned as part of tradition, simpler times
- Simpler recipes will appeal
- Convenience, taste will outweigh other concerns
- Success requires balance



**Questions?**

# Food Technology Fear Curve



**Knowledge Level**