

nutripro[®]

NESTLÉ PROFESSIONAL NUTRITION MAGAZINE

Table for 10 Billion

How to make your
menus more nutritionally
balanced & sustainable

Two dilemmas,
one solution

Simple swaps
to make today

feed the future

THE TIME TO CHANGE IS NOW

It's easy to think guests come to you just for the flavour and experience. But health and sustainability are also strong motivations for consumers when dining out.¹ Some of this is due to personal interest. It's also driven by necessity as we look for ways to feed the rapidly expanding world population with our limited resources here on Earth.

As a foodservice operator, you have the responsibility to become part of the solution by addressing these global shifts right now. By putting health and sustainability on your menu along with great taste, you can check the boxes your guests are looking for, all while helping to solve the generational challenge of feeding billions of people all over the planet.

DID YOU KNOW?

Consumers tend to underestimate the environmental impact of their own eating habits²

CONSUMER ATTITUDES



were open to changing eating habits for environmental reasons²

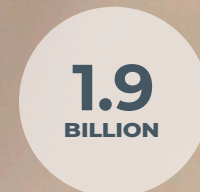


said they'd pay 5% more for a plant-based meal¹



feel plant-based meals on a menu improve its perception¹

HEALTH ACCORDING TO THE WORLD HEALTH ORGANIZATION:



adults are overweight or obese³

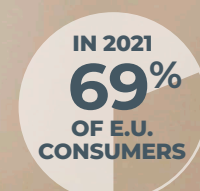


adults are underweight³



obesity nearly tripled worldwide⁴

SUSTAINABILITY IN FOODSERVICE



believed restaurants should focus more on sustainability⁵



said they'd choose a restaurant because it tries to serve sustainable food⁶

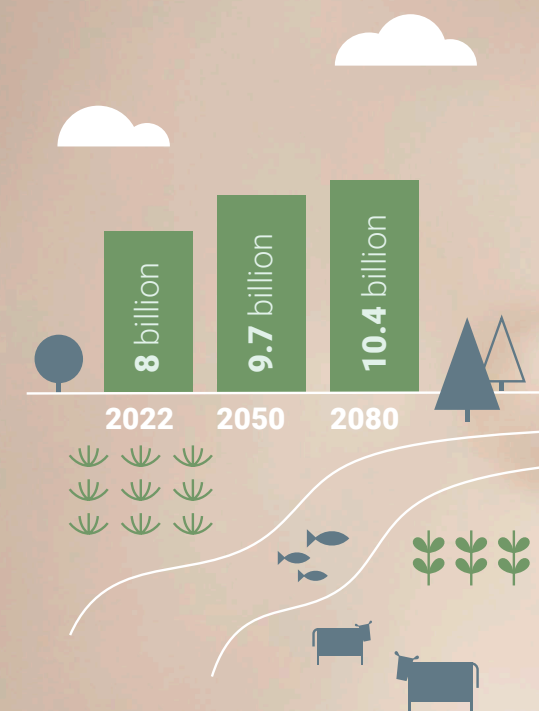


wanted to hear how bars are tackling food waste⁶

* IN 2019, FOOD SERVICE WAS RESPONSIBLE FOR OVER 25% OF THE 931 MILLION TONNES OF FOOD WASTE GENERATED.⁷

UNDER PRESSURE⁸

HUMAN POPULATION CONTINUES TO RISE, BUT THE PLANET'S FINITE RESOURCES CANNOT EXPAND



TWO DILEMMAS ONE SOLUTION

How can we provide enough nutrition for 8 billion people today and the 10 billion people in the years to come?

And how can we increase food production without using more land or creating more harmful emissions? When researchers looked for ways to provide adequate nutrition, reduce health risks, and help sustain the limited resources of our planet, they found one effective strategy that could address these challenges: plant-based diets, together with reduced food waste, adequate caloric intakes and the usage of more efficient agricultural practices can be part of the solution.

Adopting a more plant-based diet

It turns out that many healthy choices can be sustainable, and many sustainable choices can be compatible with a balanced diet, too. So, by looking for food options that share that common ground, we can make progress on both issues while meeting changing customer demands to keep your business strong. Let's take a look at how we define "healthy" and "sustainable" foods and where those areas can overlap.

DID YOU KNOW?

Total consumption of animal-based food is expected to rise by nearly 80% between 2006 and 2050.⁹

What is a healthy diet?¹⁰

The answer can vary depending on a person's age, gender, lifestyle, physical activity, cultural context, dietary customs and local availability. According to the World Health Organization (WHO), a healthy diet includes:

- ✓ A variety of plant-based foods (fruits, vegetables, legumes, nuts and whole grains)
- ✓ 5 portions of fruit and vegetables a day
- ✓ Limited intake of free sugars
- ✓ Favouring unsaturated fats over saturated fats
- ✓ Less than 5g of salt per day

What is a sustainable diet?¹¹

Eating sustainably shifts the focus from the health of the individual to the health of the planet we share. According to Food and Agricultural Organization (FAO), sustainable diets are:

- ✓ Protective and respectful of biodiversity and ecosystems
- ✓ Culturally acceptable; accessible, economically fair and affordable
- ✓ Nutritionally adequate
- ✓ Safe and healthy
- ✓ Designed to optimize natural and human resources

PUT IT ALL TOGETHER

Is it really possible to check all of those boxes at once?

Yes! According to WHO and FAO, healthy and sustainable diets promote all dimensions of people's health and wellbeing, have low environmental pressure and impact, and are accessible, affordable, safe, equitable and culturally acceptable.¹² They include:

- ✓ A diverse range of foods (including a base of minimally processed tubers and whole grains, legumes, fruits and vegetables and unsalted seeds and nuts)
- ✓ A balance between energy intake and energy needs
- ✓ Limiting meat and fish (if eaten) to small quantities
- ✓ Very limited consumption of foods high in fat, sugar or salt
- ✓ Consuming dairy products (if eaten) in moderation
- ✓ Drinking water as the preferred beverage¹³

One Example:

The Planetary Health Diet?^{14, 15}

According to the EAT-Lancet Commission, this approach is optimal for preserving human health and the environment. Whole grains, fruits, vegetables, nuts and legumes make up a greater proportion of the diet, but eggs, fish, dairy and meat may still be eaten to achieve adequate nutrient intake.

Ideally, all food should be sustainably and regeneratively produced within local ecosystems and the limited resources of the earth, while harmonizing with various cultural contexts and environmental conditions.





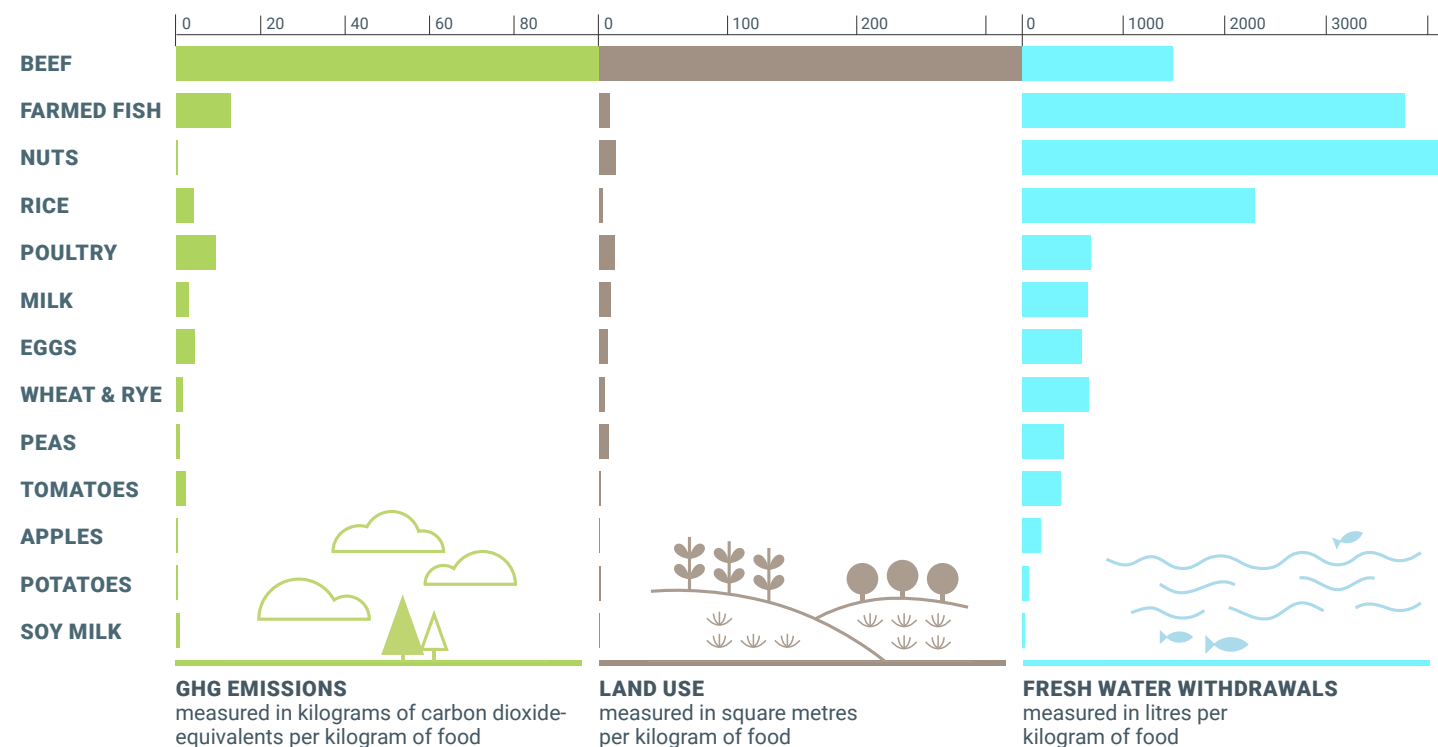
SMART Choices

A FRESH APPROACH TO INGREDIENTS

Ready to be part of the solution? Here are some key insights to help you plan menus that may be healthier and more sustainable, starting today.

ENVIRONMENTAL IMPACT OF FOOD DECISIONS¹⁶

When planning menus and choosing key ingredients, both nutrition and environmental aspects should be considered. Every meal is another opportunity to balance flavour and enjoyment with more sustainable choices.



A BALANCING ACT

Expanding your options can deliver key nutrients along with more sustainable dining practices.

TODAY



HEALTH: Beef is high in protein and very low in carbohydrates. It has no fibre and contains saturated fatty acids, but it provides iron, zinc and vitamin B₁₂.¹⁷
SUSTAINABILITY: Intensive land and water use and very high greenhouse gas emissions (GHGs).¹⁶



HEALTH: Poultry is high in protein and very low in carbohydrates, but has no fibre.¹⁷
SUSTAINABILITY: Uses less land and water than cattle and produces less GHGs.¹⁶



HEALTH: Fish contains protein and omega-3, an essential fatty acid that humans must get from food.¹⁸
SUSTAINABILITY: Wild catch is overexploited and unsustainable for the long term, but commercially farmed options have less environmental impact.¹⁶



HEALTH: Dairy can be a good source of protein, calcium and vitamin D, but also contains saturated fats.¹⁹
SUSTAINABILITY: Dairy herds use more land and water than many crops, and there are direct methane emissions (a GHG) from cattle.¹⁶

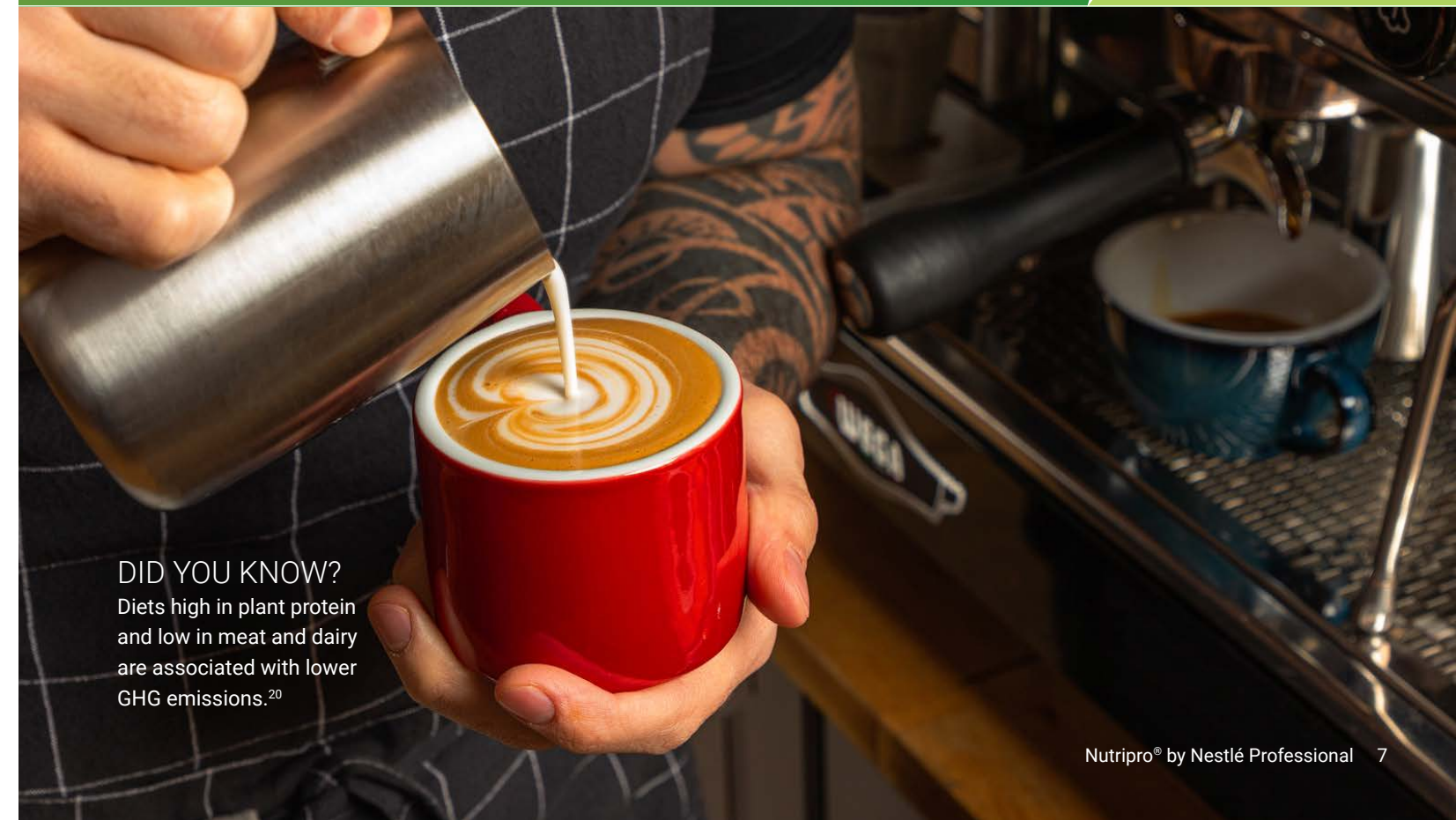


PORTIONS: Food waste is responsible for around 8% of all greenhouse gas emissions⁷ and focusing on portions could help prevent that waste. Offering multiple portion sizes can also help reduce excess calories, overeating and weight gain, while satisfying different appetites.

TOMORROW

Adding more plant-based food to your menu and balancing the use of animal by-products could help people achieve more balanced diets while also working toward the world's health and sustainability goals.

To reduce your environmental impact even further, try to choose fruits, vegetables, cereals and pulses that are locally sourced or in-season whenever possible. Meat, poultry, fish and dairy alternatives are increasingly common and sought-after by guests.



DID YOU KNOW?

Diets high in plant protein and low in meat and dairy are associated with lower GHG emissions.²⁰

TURNING *Diets* INTO MENUS

It's possible to transform classic dishes into plant-based dishes and beverages, which can be as healthy, sustainable and appealing as the originals. In fact, every category on your menu has multiple opportunities to enhance health and sustainability—often, without taking anything away from the dining experience your guests love. Here are a few examples of changes you might make:

MAIN DISHES

- Offer at least one vegetarian or vegan option.
- Update popular dishes to let guests choose their own protein, including plant-based options.
- Shift toward smaller portions of meat and larger/more appealing sides and veggies on the plate.

SIDES & SALADS

- Choose local and seasonal products. You can also pick organic ingredients when possible.
- Include nuts and seeds to provide plant-based protein and additional nutrients.

BESTSELLERS

- Adapt your bestsellers into plant-based options and evaluate your menu regularly and update/replace dishes often left uneaten to prevent waste and keep guests happy.

BEVERAGES

- Offer plant-based alternatives to milk like pea, soy, oat and almond options. They are the preferred choice for vegans and those with milk allergy or lactose intolerance.

TRANSPARENCY ON THE MENU

Back in 2020, 57% of consumers in the EU wanted sustainability information to be compulsory on food labels.² Therefore, along with offering more options, some businesses are also giving guests the sustainability data they need to make informed choices.²¹ In the US, it was shown that both high- and low-climate impact labels on menus encouraged guests to choose less carbon-intensive choices.²²

That's why several large canteens and high-street chains have already started experimenting with sustainability or environmental footprint labels on their menus. While there's currently no standard way to share this kind of information, regulations may require more transparency on the menu in the future. If you're interested in trying this, consider partnering with a third-party organization to make sure the information on your menus is accurate and substantiated.

DID YOU KNOW?

On average, meat-based meals had 14 times higher environmental impact than vegan meals.²³

Dining out

Nutrition Facts

CAPPUCCINO^{17*}

Made with whole cow's milk

Volume	150ml
Calories	72
Sat. Fat	2.2 g
Protein	4.0 g



PLANT-BASED CAPPUCCINO^{17*}

Made with pea milk

Volume	150ml
Calories	60
Sat. Fat	0.2 g
Protein	4.1 g

BEEF PATTY^{17*}

Calories	231
Sat. Fat	5.9 g
Protein	21.6 g
Fibre	0 g
Salt	0.8 g



VEGAN PATTY^{17*}

Made from soy & wheat

Calories	223
Sat. Fat	4.3 g
Protein	16.3 g
Fibre	4.4 g
Salt	0.9 g

SALAD^{17*}

Don't forget to eat at least 5 servings of fruit & veggies per day.¹⁰ A salad adds lots of vitamins & minerals to your diet.



DID YOU KNOW?
Plant foods don't contain cholesterol by nature.²⁴

* Information is based on available databases and does not represent an average value of the market.



EVERYONE IS ON BOARD

With so many people already interested in food geared toward both health and sustainability, guests are likely to welcome any changes you make to your menu with open arms. In some cases, you may even be able to attract new customers who are looking for those options, whether for themselves or someone else in their group. Try these tips.

1. Position plant-based foods and beverages as a valuable and tasty option—not a sacrifice or compromise.
2. Draw attention to healthy and sustainable food and beverages on your menu, using icons to raise awareness and help guests find them.
3. Add plant-based protein options to familiar dishes so guests can try an option that could be even healthier and more sustainable without missing out on their favourites.
4. Offer multiple portion sizes on the menu, along with phrases like “Help us reduce waste by choosing the portion to fit your appetite.”
5. Promote a meatless day so current guests can try new things and guests who eat strictly vegetarian or vegan food may visit you for the first time.
6. Be creative and innovative with your food and beverages menu offering to delight your consumers!

Everyday Q&A

Are plant-based diets healthy compared to traditional diets?

Appropriately planned plant-based diets are healthy, nutritionally adequate, and may provide health benefits.²⁵ Existing studies suggest that plant-based diets can benefit both health and the environment when compared to a typical Western diet.²⁶ However, plant-based diets are not healthy by default. Remember, it's all about balance!

Is eating organic or locally raised meat just as sustainable as eating plant-based alternatives?

Usually not. It's true that eating meat from nearby farms can reduce greenhouse gases because it doesn't have to be transported as far. However, for most food products, transportation accounts for less than 10% of the total GHGs emitted during the whole supply chain process.²⁷ To improve sustainability, farms can also help limit water waste and chemicals that harm the environment by following regenerative practices, and buyers can opt for local or organic versions of animal by-products to help reduce the carbon impact of this food. Nevertheless, switching to plant-based foods is usually a more effective way of improving sustainability.

Will focusing on health and sustainability detract from your ability to deliver a great dining experience?

It certainly doesn't have to. Armed with your knowledge, creativity and all the flavours of the plant world, you can deliver incredible tastes and textures that will have your guests clamouring for more.

Will plant-based options cannibalize my traditional menu?

No, it may even increase your sales. You can continue to provide the dishes that your loyal customers love, while adding other choices that will draw in new customers and attract large bookings with diverse needs—giving you a brand new stream of loyal customers.

Why do plant-based alternatives often cost more than traditional meat and dairy products?

At the moment, plant-based protein is not produced on a large enough scale to compete with the price of meat, which is exceptionally low and often supported by subsidies. However, the price gap is much smaller for developed categories like milk and butter.²⁸ As plant-based meals continue scaling up to meet the growing consumer demand, they could reach price parity with conventional proteins.²⁹ In the meantime, remember that many guests would pay more for more sustainable plant-based options.^{1, 28}

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