

2017 Annual Meat Conference
Questions and Answers – Personalized Nutrition- An Industry Disruptor?
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What is the best claim the Meat Department can make to a heart-healthy conscious consumer?

When it comes to food, nutrition and health, there are many conflicting claims, and much misinformation, within the market place today. Our suggested approach is to refrain from linking specific claims to foods. Instead, we suggest reinforcing the notion of a balanced nutritional approach tailored to the needs of an individual (i.e., personalized nutrition). One of the core building blocks within a personalized nutrition approach, is the use of proteins - and beef, chicken and pork are a highly effective source of natural proteins.

What is the role of meal kits in personalizing nutrition?

Meal kits will play a significant and increasing role in personalizing nutrition. They allow us to: better control portion sizing, balance overall nutritional requirements, and add convenience for consumers.