

Bridging the Good Fats Gap



Today's Presenters



Shaunda Durance-Tod, MS, RD



Karen Buch, RD



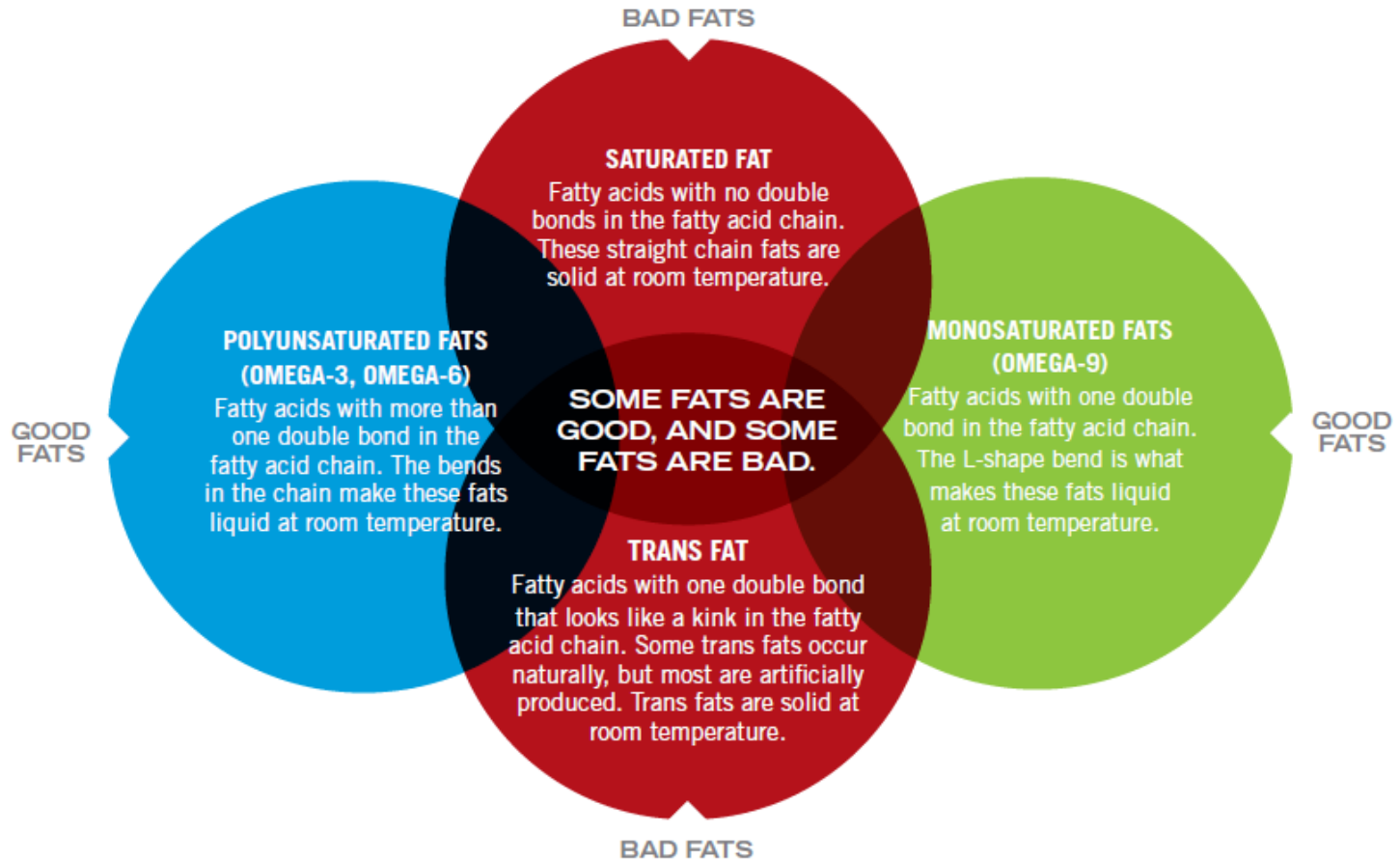
David Dzisiak



Objectives

1. Identify gaps in consumer knowledge of fats and opportunities for education
2. Position the RD to help consumers make the connection between nutrients (omegas) and food
3. Outline strategies for dietitians to tell the good fats story in a variety of practice settings
4. Identify opportunities to inform key decision makers about the importance of good fats
5. Understand how Omega-9 Oils can offer a solution to increase consumption of good fats

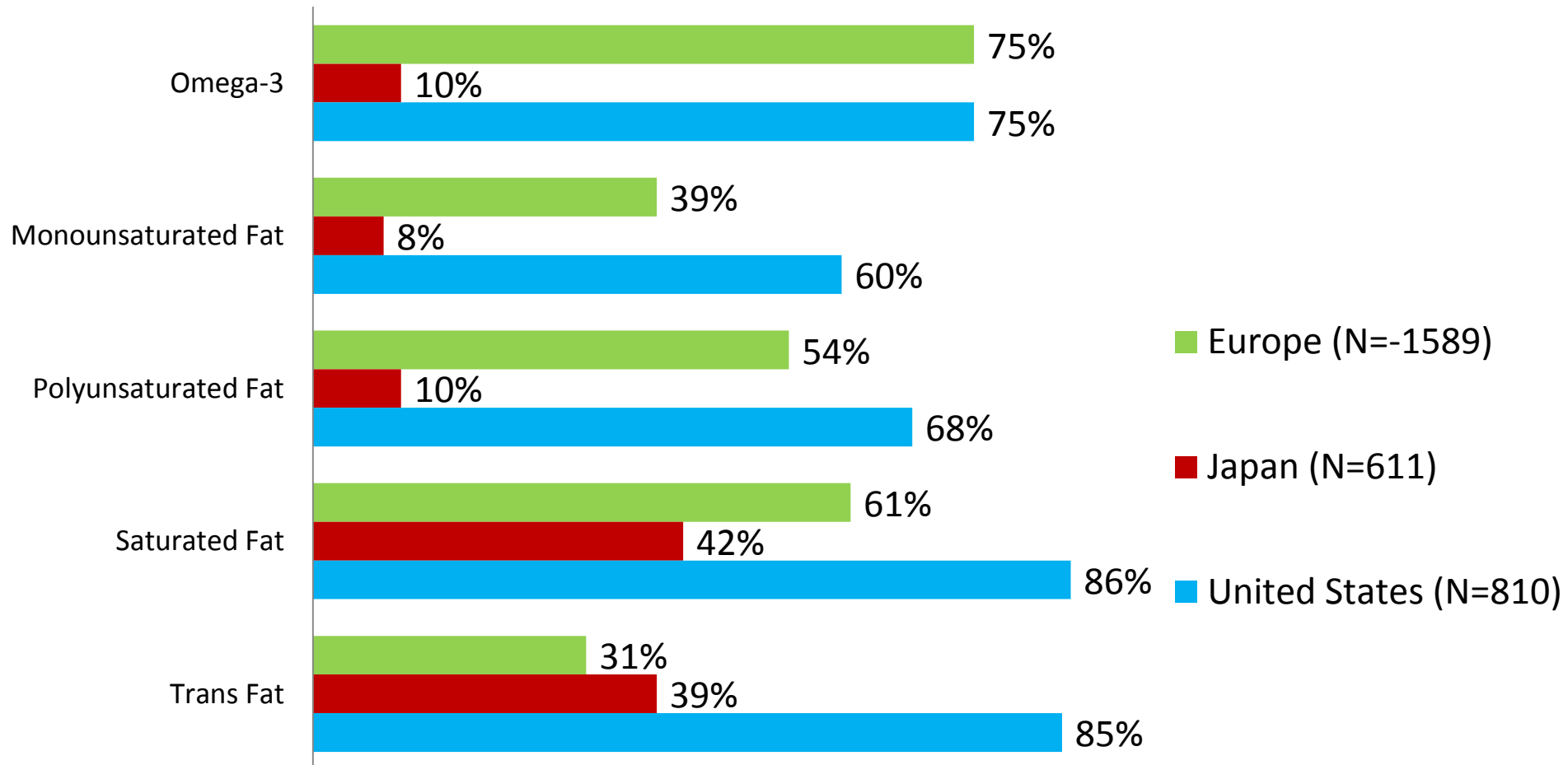
What is the Difference Between Good and Bad Fats?





THE RESEARCH

What is the International Consumer Awareness of Types of Dietary Fat?



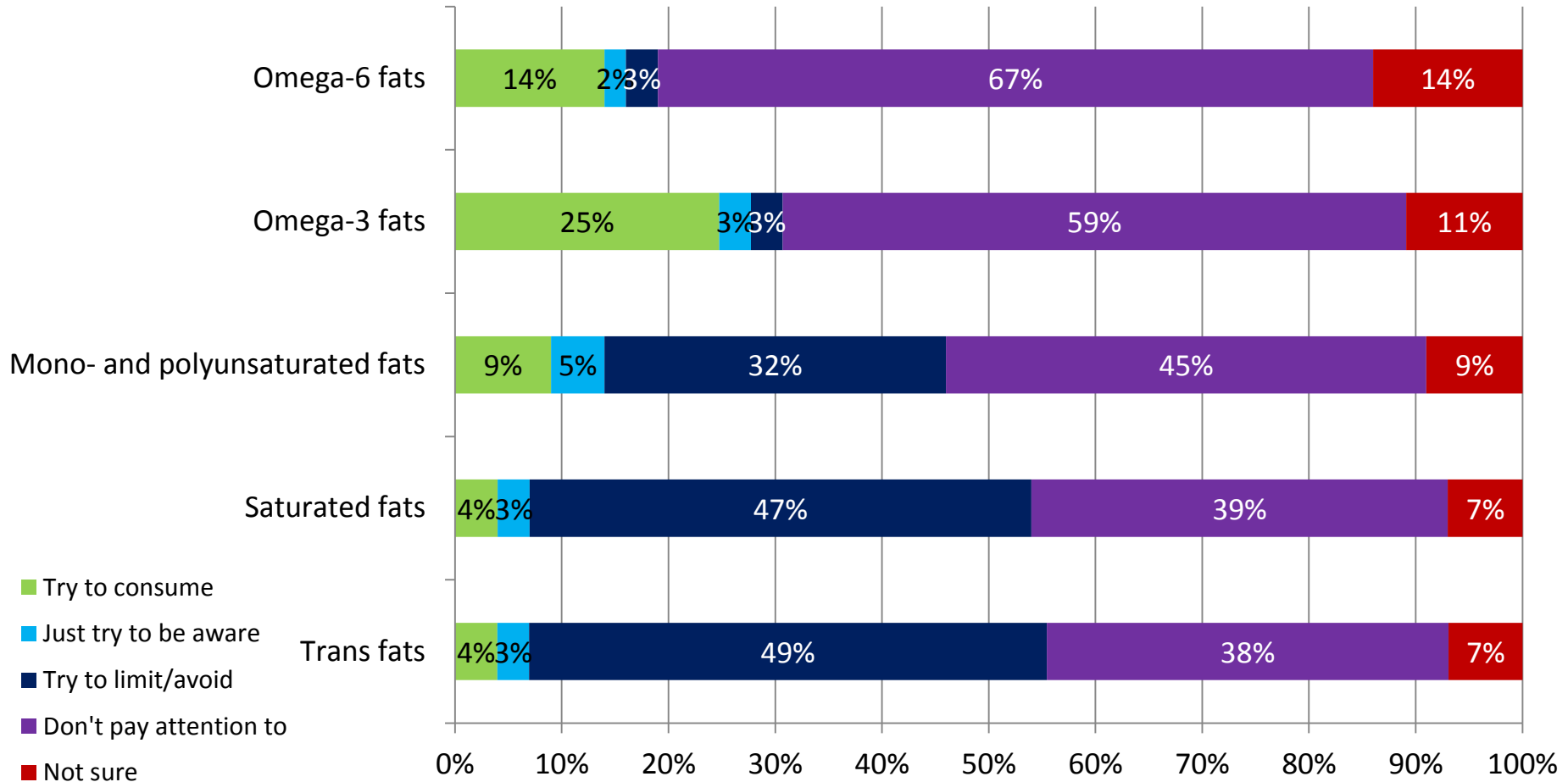
Gallup – 2012 International Study of Consumer Knowledge and Attitudes Toward Dietary Fats and Oils

What is the Awareness in the US about Dietary Fat?

Awareness of Fats & Oils (Aided)	
Major Mentions Among All Adults	<u>2012</u> %
Trans-Fat/Hydrogenated Oils (net)	88
Saturated fat	86
Omegas (net)	80
Omega-3 oils	75
Omega-6 oils	28
Omega-9 oils	24
Polyunsaturated fat	68
Monounsaturated fat	60

Gallup - 2012 International Study of Consumer Knowledge and Attitudes Toward Dietary Fats and Oils

What Is the Level of Consideration of Types of Dietary Fats in the US?



International Food Information Council Foundation - 2012 Food and Health Survey



Over the past 12 months, when making decisions about buying packaged foods or beverages, did you consider whether or not they contain the following?

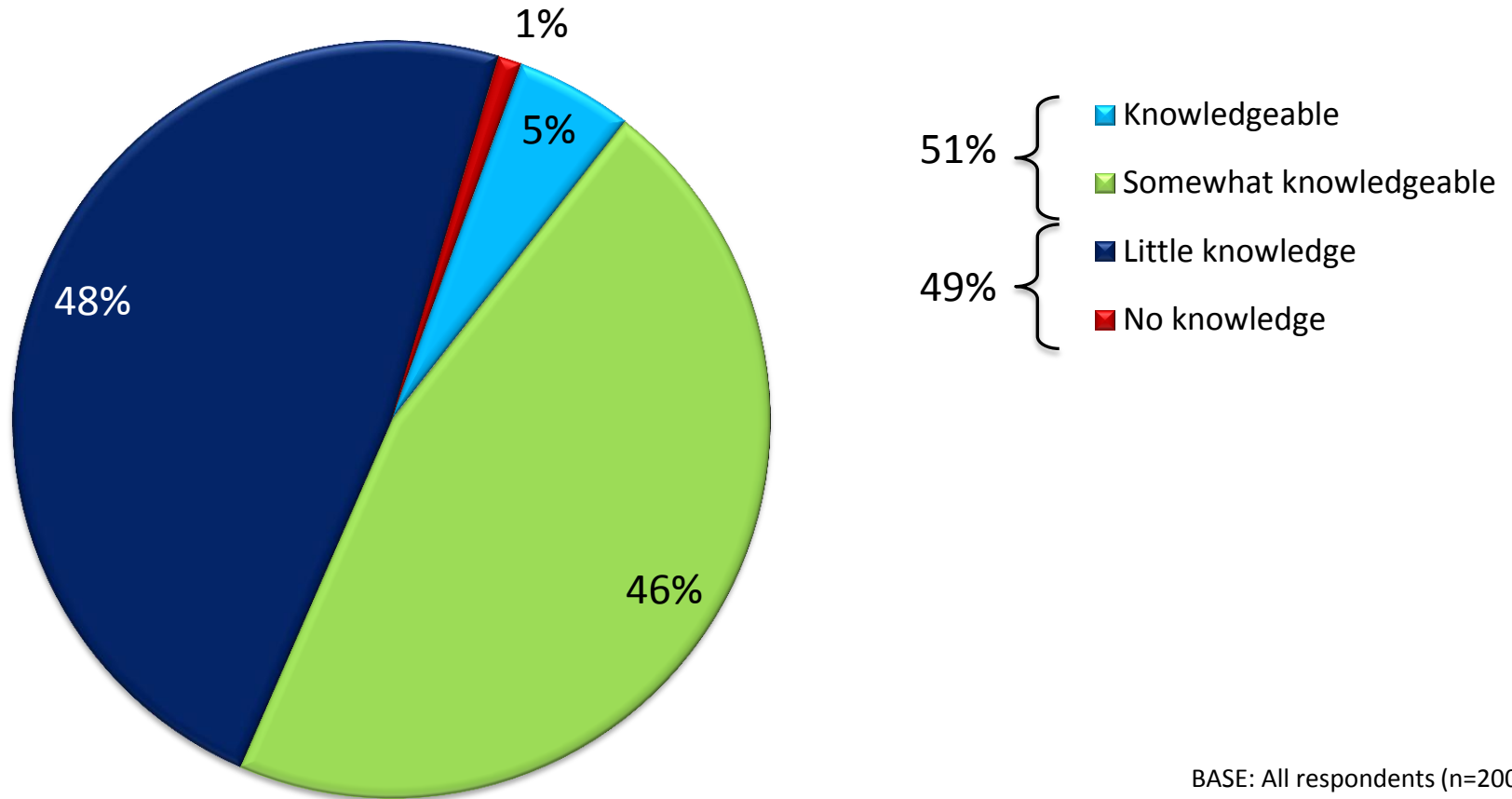


Understanding RD Perception of Consumer Knowledge of Good Fats

- Wealth of consumer studies on fats
 - Are consumers overstating their knowledge?
 - What are they asking us to tell them?
- Dietitians may better understand consumer knowledge gaps based on interactions
- Trans fat bans and negative media coverage led consumers to better understand bad fats
 - How can dietitians do the same for good fats?

Dietitians Believe Just Half of Consumers Know the Difference Between Good Fats and Bad Fats

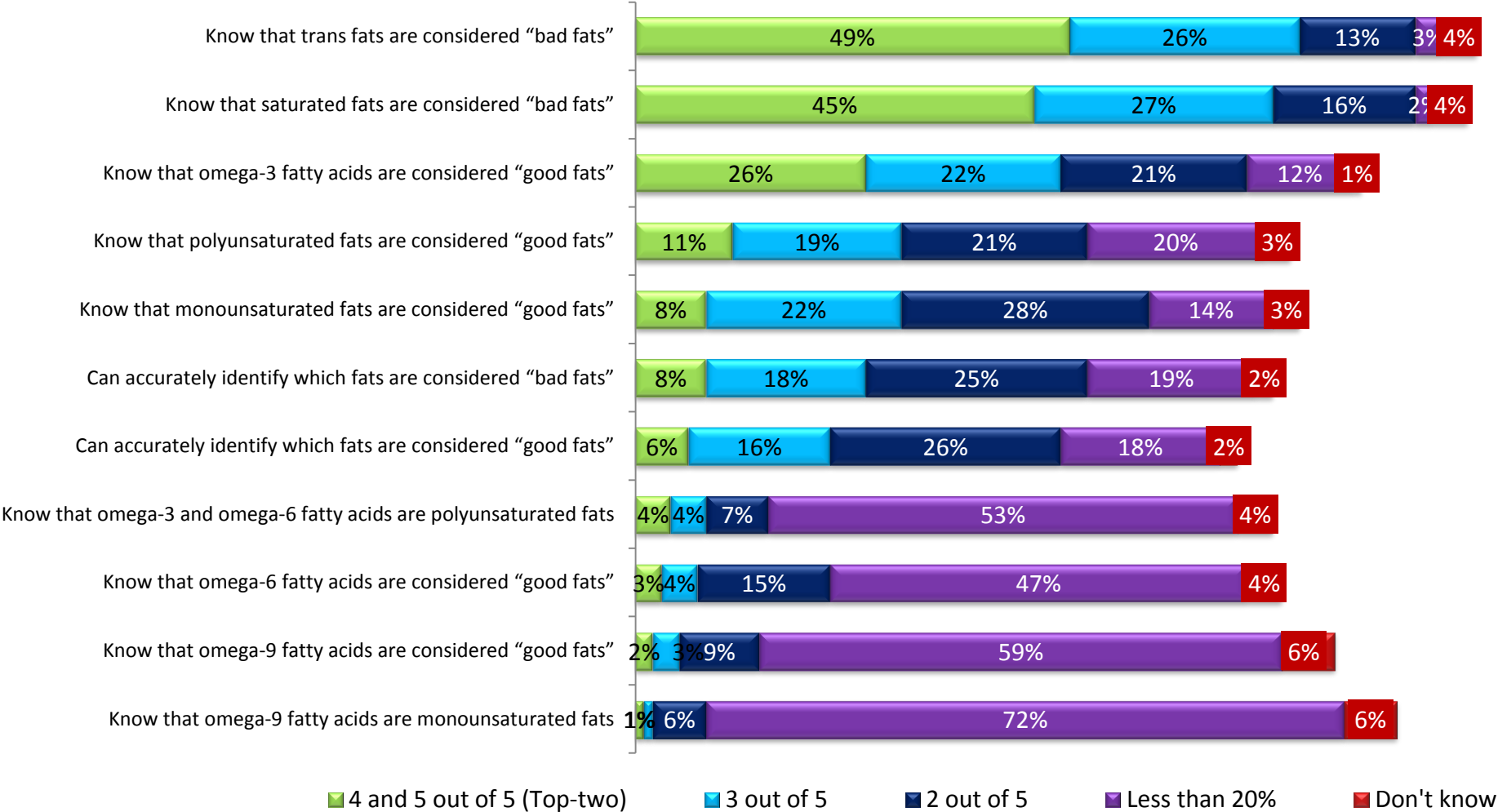
Consumer knowledge of difference between good and bad fats



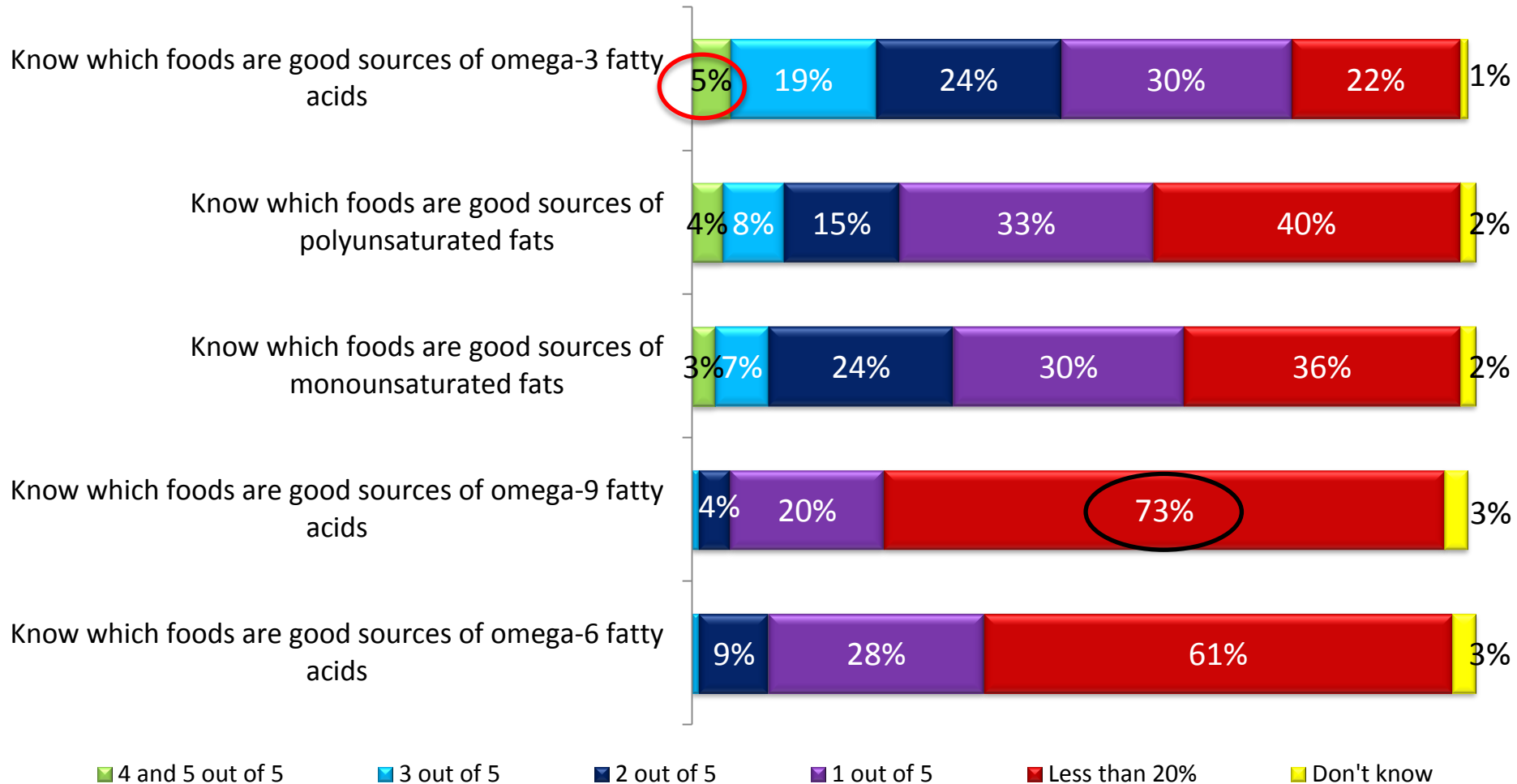
BASE: All respondents (n=200)

May not equal 100% due to rounding

But, Which Fats Do Dietitians Think Consumers Consider Good and Bad?

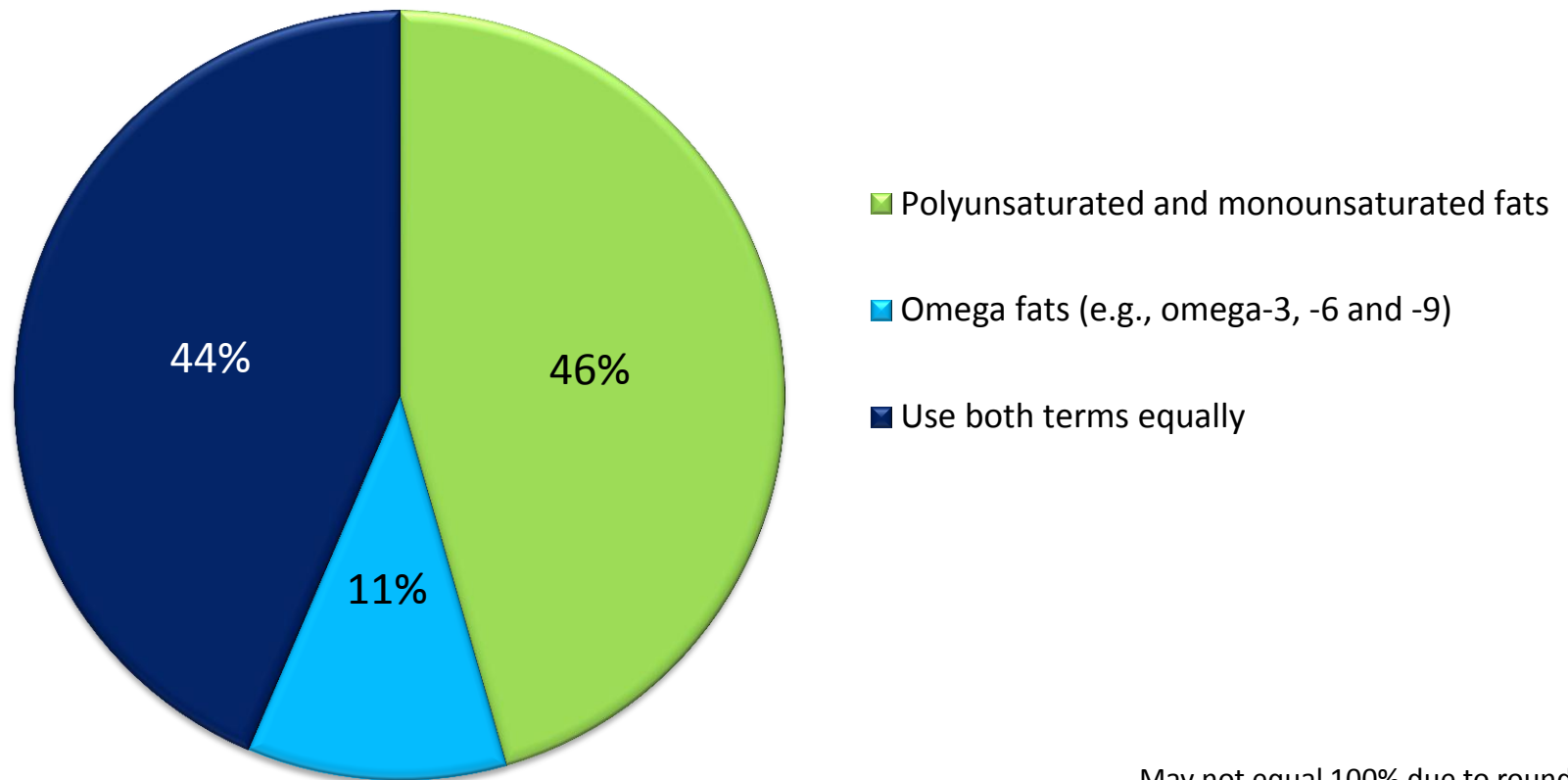


Do Dietitians Think Consumers Know Which Foods Contain Good Fats?



How RDs Talk About Fats

Terms dietitians most frequently use when discussing and recommending good fats



May not equal 100% due to rounding

Summary

1. US Consumers are more aware of the terms omega's than monounsaturated or polyunsaturated fats.
2. Dietitians believe consumers know that trans and saturated fats are considered bad fats, but overall, they feel their knowledge of fats is limited.
3. Dietitians believe consumer knowledge about which foods contain good fats is extremely limited.



How Consumers See Good Fats



BAD FATS

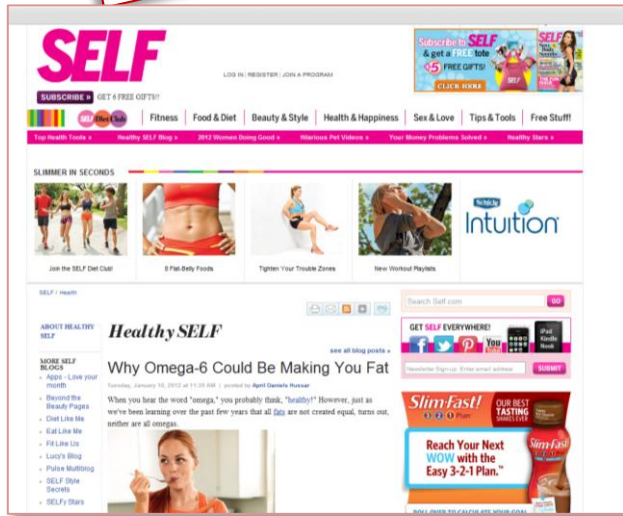
Fat-Free



Good Fats

Reduced Fat

Polyunsaturated Fat



DHA

Omega-3 Fish Oil

Saturated Fat

Trans Fat

LOW FAT

EPA

Monounsaturated Fat



Dietitians Must Help Consumers Make the Connection



Polyunsaturated fat = Omega-3 and Omega-6
Monounsaturated fat = Omega-9

Saturated fat
Trans fat



CASE STUDY: GOOD FATS IN THE GROCERY AISLE

Case Study: Weis Markets



weiss Healthy Bites™

WELLNESS NEWS YOU CAN USE

<p>weiss Healthy Bites™ WELLNESS NEWS YOU CAN USE</p> <p>Both Stark, RD, LDN • Karen Bach, RD, LDN • Mandy Rother, RD, LDN</p> <p>No-Cook Summer Meals Making cook, no-cook summer meals is easy with a few staple ingredients from your refrigerator and pantry.</p>	<p>Add Starkist® Flavor Fresh Pouch® Low Sodium Tuna to salads, sandwiches and wraps. The pouch requires no draining and offers an easy way to boost the lean protein and omega-3s. 2.6 or 4.5 ounce.</p> <p>2/\$3</p> <p>Toss dark leafy Weis Quality Romaine and Italian Salad Blends with pre-cooked chicken, beans or nuts to transform your salad into a meal. 10 ounce</p> <p>2/\$5</p>	<p>Add Weis Quality Extra Virgin Olive Oil to no-cook recipes like vinaigrettes or hummus. Replacing saturated fats in your diet with heart-healthy olive oil may lower risk of heart disease. 51 oz</p> <p>\$9.99</p> <p>Blend seasonal fresh fruit, cinnamon and vanilla with 8th Continent® Original or Light Original, Vanilla or Chocolate Soymilk for a creamy and refreshing smoothie. 64 ounce</p> <p>2/\$5 also Rice Dream</p>	<p>Tuna and White Bean Salad Recipe inside Healthy Bites Magazine.</p> <p>Transform salads and sides to fresh dishes with Weis Quality Beans. Simply rinse and drain them before use to boost key vitamins, minerals, protein and fiber of your favorite no-cook meals. 15.5 ounce</p> <p>3/\$2</p>
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Tuna and White Bean Salad



- Ingredients:
- 1 garlic clove, crushed
 - 1 Tablespoon Weis Quality Lemon Juice
 - 2 Tablespoons Weis Quality Pure Olive Oil
 - 2 (2.6 oz) Starkist® Flavor Fresh Pouches® Low Sodium Chunk Light*
 - 1/2 red bell pepper, chopped
 - 1/4 cup red onion, chopped
 - 2 Tablespoons fresh basil leaves, chopped
 - 1 can (15.5 oz) Weis Quality Cannellini Beans, drained and rinsed
 - 1-2 teaspoons salt-free lemon pepper seasoning
 - 4 leaves leafy red lettuce
 - Salt and Pepper, to taste

- Directions:
- In a medium bowl, combine garlic and lemon juice and slowly whisk in olive oil
 - Add tuna, red bell pepper, onion, basil, beans and lemon pepper seasoning
 - Mix gently to combine
 - Season with salt and pepper to taste.
 - Arrange lettuce over large platter.
 - Spoon tuna mixture into lettuce leaves and serve
- You may substitute Albacore White Tuna.



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Ask a Weis Dietitian
Your own personal team of licensed dietitians, including a Weis Dietitian you can submit your own questions to, are standing by with nutritional advice that's as easy to follow as it is delicious.

Healthy Bites
Our own nutrition and wellness education magazine, exclusively for our customers. Family-friendly meals, wellness news and answers to your food and nutrition questions.

Special Diets
If someone in your family is living with a food allergy or digestive disease, we can make life easier. Our special diet guides spell out symptoms, diagnoses and survival skills to stay safe while eating well.

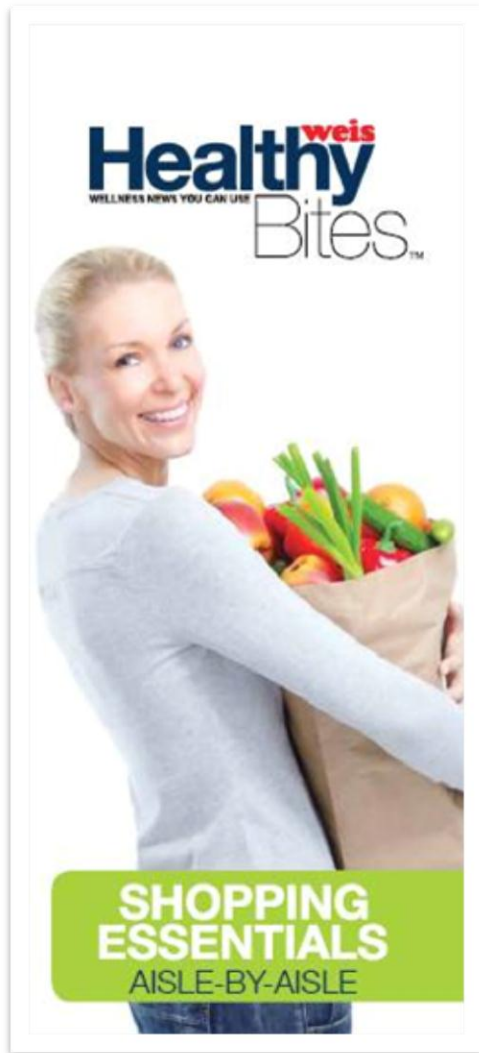
Healthy Cooking
You'll find articles on how to prepare and serve today's healthiest meals, including low sodium grilling, delicious seafood preparations, seasoning tips and much more.

Disclaimer: The Weis Markets Healthy Living website does not provide medical advice, diagnosis or treatment. See additional information.

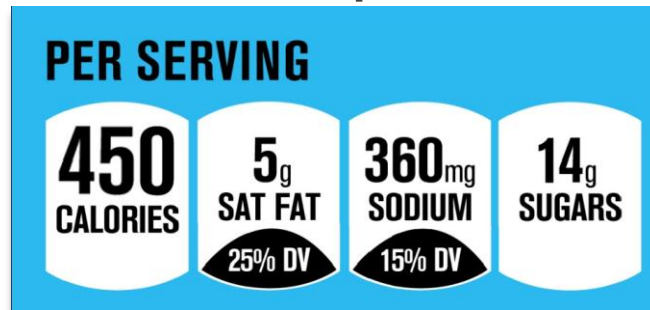
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Case Study: Weis Markets



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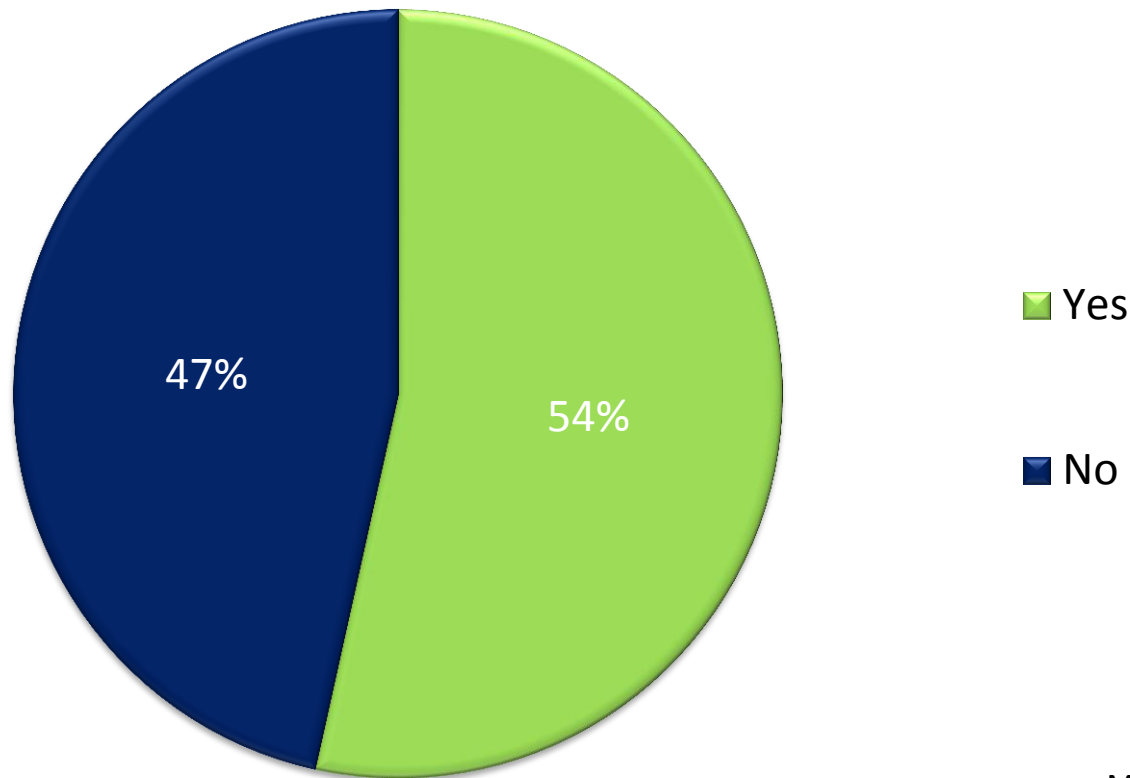




HELPING CONSUMERS UNDERSTAND GOOD FATS

Your Voice Matters

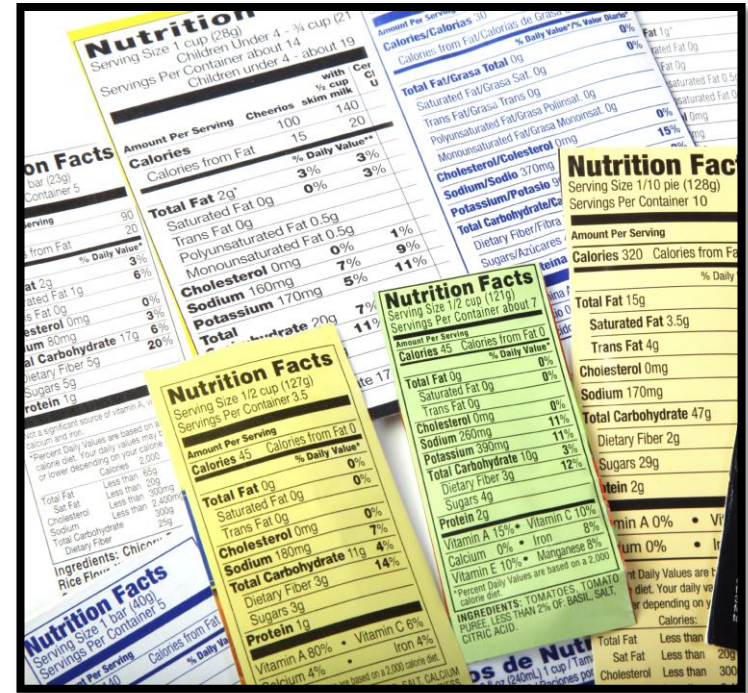
Dietitians making or influencing decisions related to healthy ingredients in their organizations



May not equal 100% due to rounding

Reach Key Decision Makers

- Design menus to include more good fats
- Make ingredient recommendations
- Work with suppliers to provide healthier products
- Encourage communications teams to talk about good fats in a language consumers understand
- Work with legal/regulatory teams to list optional MUFA/PUFA on the Nutrition Facts panel





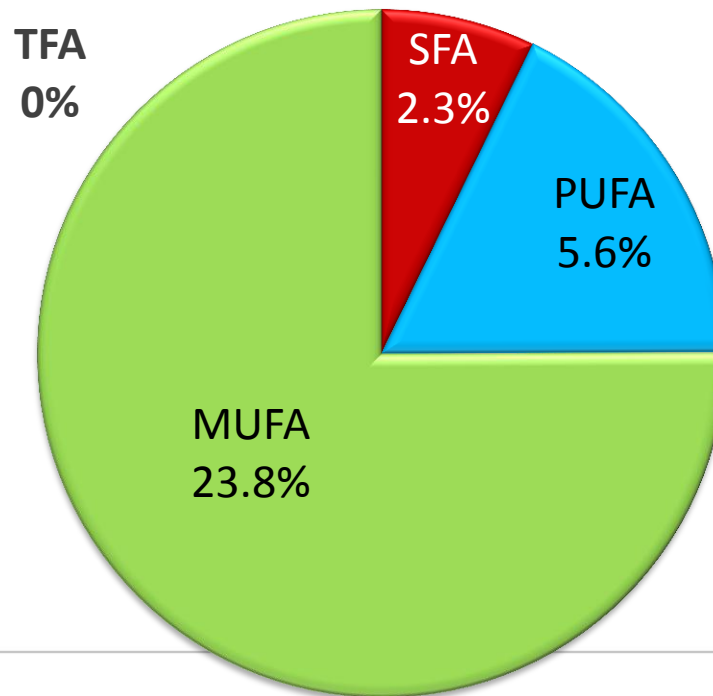
THE NEXT GENERATION OF HEALTHIER OILS

Omega-9 Oils Offer Many Benefits

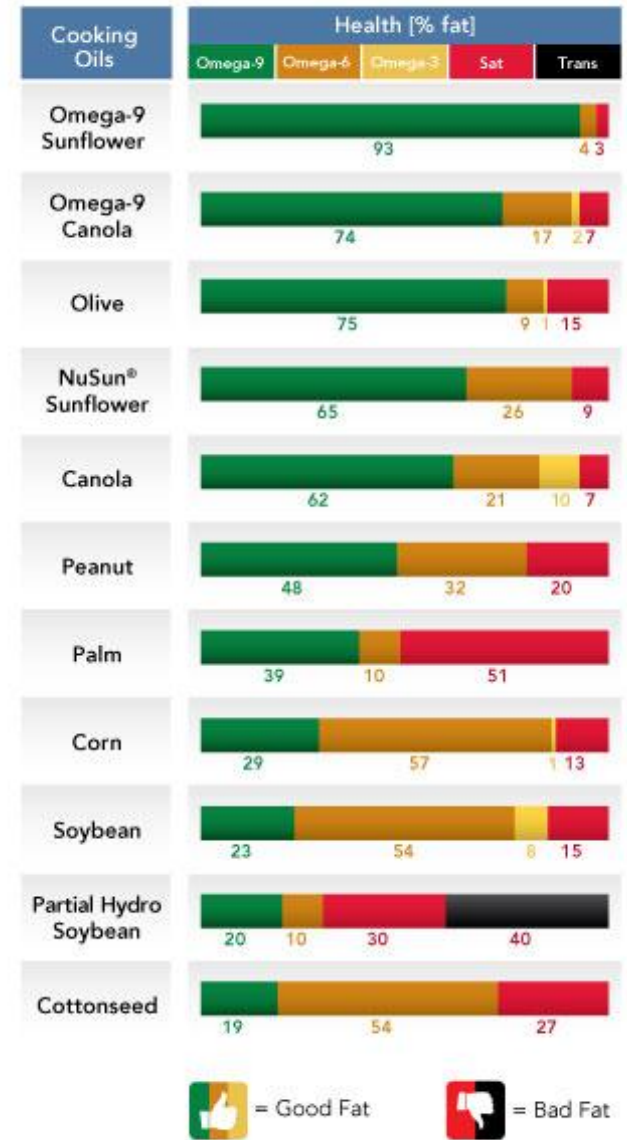


Omega-9 Oils Deliver on the 2010 *Dietary Guidelines*

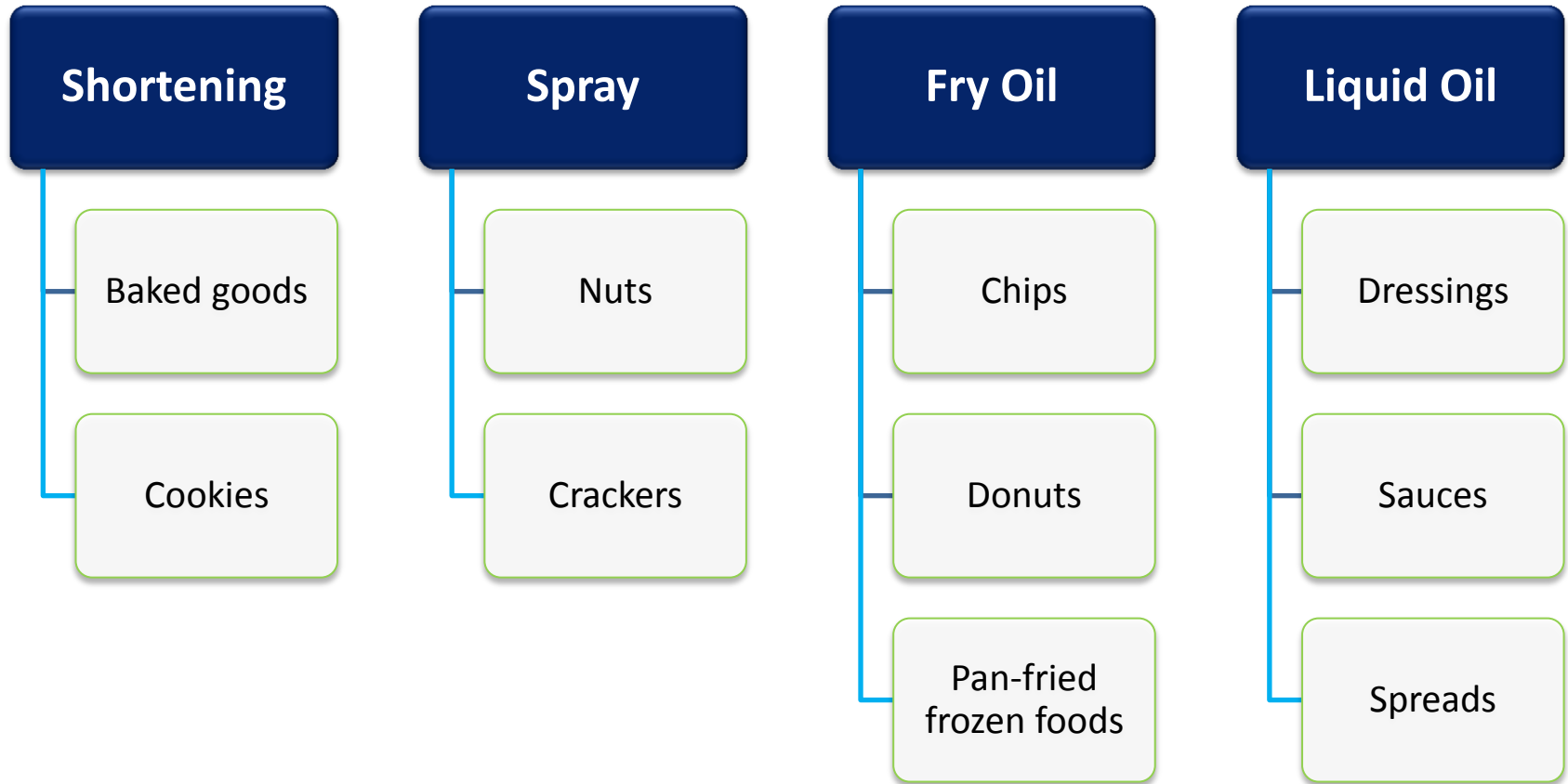
	Total Fat	TFA	SFA	PUFA	MUFA
Recommended	20-35%	<1%	<10%	5-10%	15-25%
Omega-9 Oil	33%	<1%	2.3%	5.6%	23.8%



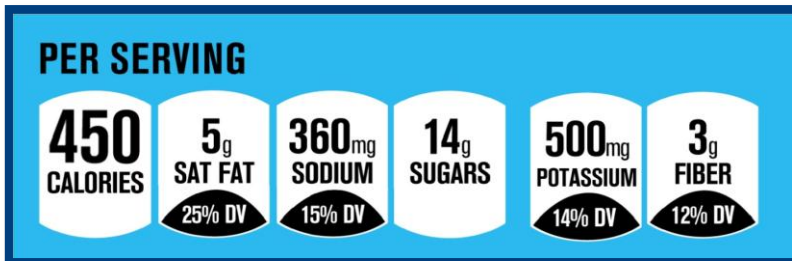
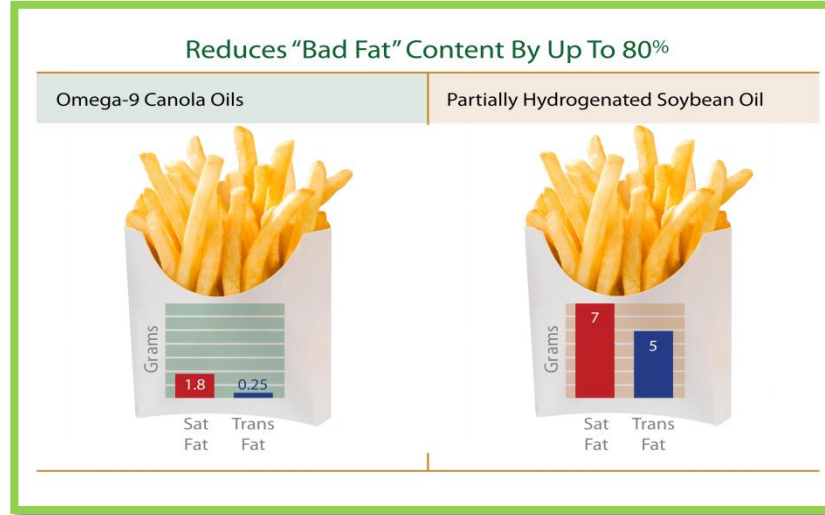
Omega-9 Oils Have a Superior Fatty Acid Profile



Omega-9 Oils Can Be Used in Many Applications



Omega-9 Oils Have a Positive Impact on Nutrition



Omega-9 Oils Remove Bad Fats From the Food Supply

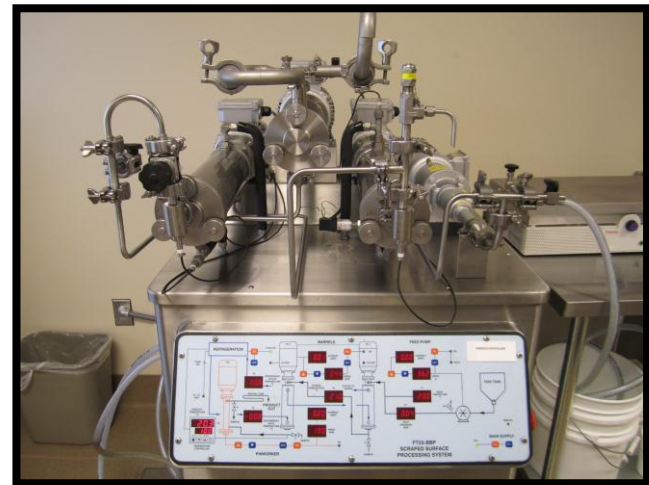
Dow AgroSciences has helped remove more than 1 billion pounds of saturated and trans fats from the food supply.





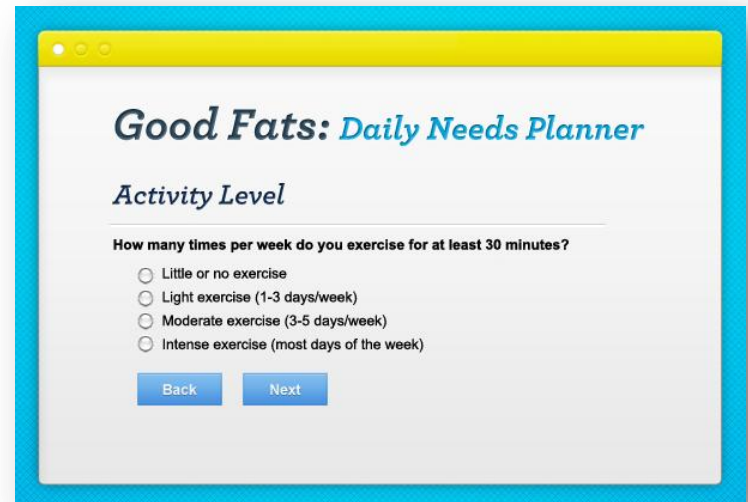
RESOURCES FOR DIETITIANS

Culinary Research Center



The Good Fats Website Serves Consumers and RDs

- Information on good and bad fats
- Health benefits of good fats
- Eating smart with good fats
 - Serving calculator
 - How to shop for good fats
 - Dining out guide
 - Recipes
- Educator resources
 - Evidence-based research



Good Fats: Daily Needs Planner

Activity Level

How many times per week do you exercise for at least 30 minutes?

Little or no exercise

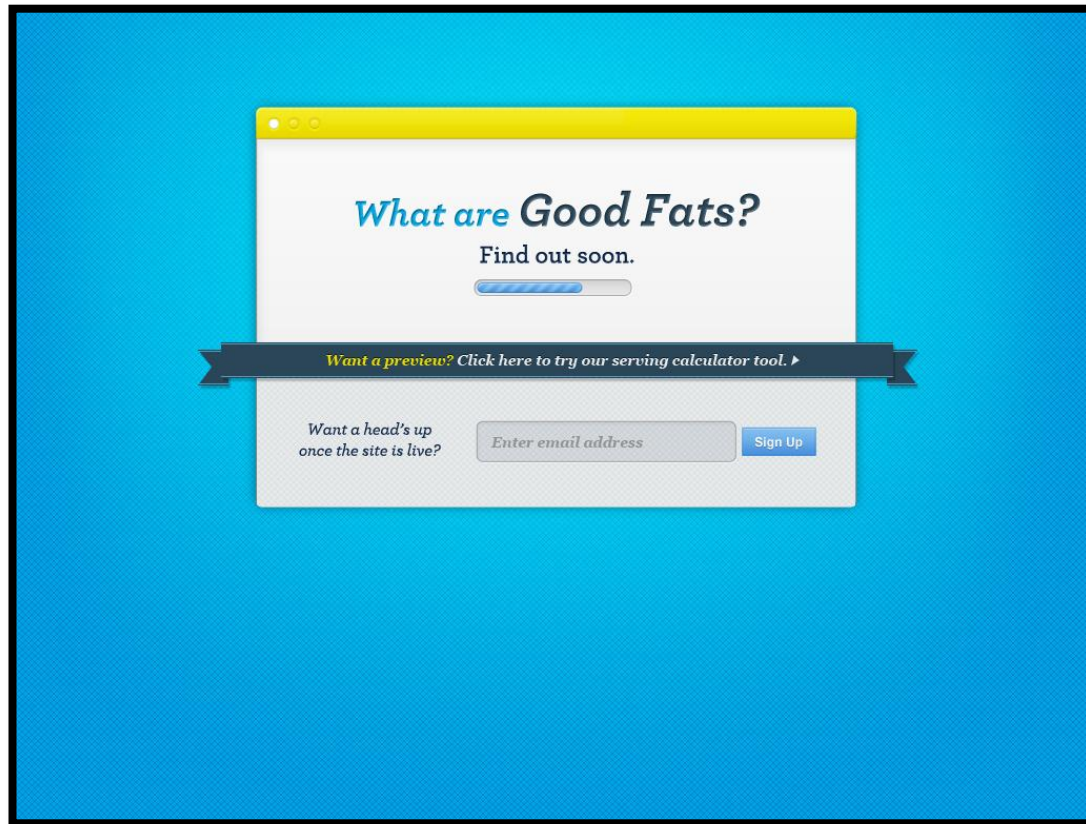
Light exercise (1-3 days/week)

Moderate exercise (3-5 days/week)

Intense exercise (most days of the week)

<http://www.goodfats101.com>

Goodfats101.com Is Coming Soon



<http://www.goodfats101.com>

Thank You

For more information, please contact:

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lindsay.loevenstein@fleishman.com

Learn more at:

<http://www.omega-9oils.com>

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