Tyson's Approach To The Healthy Food Trend

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National Nutrition Visibility

Cutting back on salt could save U.S. billions
Study: Reducing daily intake to 1,500 mg may save $26 billion in care costs

Food Labels Lead to Healthy Food Choices
Label readers consume fewer calories, less saturated fat, cholesterol, sodium, sugars, study finds

The Salt Hiding In Your Diet
Michelle Obama reveals goals of childhood obesity task force

Even Your Taste Buds May Not Know: Culprits Include Cereal, Sliced Bread and Roast Chicken (but Not Chocolate).

After Smoking and Fats, Focus Turns to Salt

Sodium Still Big on Consumers’ Minds

Menu Labeling to Go National, Thanks to Health Bill’s Passage

Nutrition Highlights: Tyson Leading the Way

Nutrition Guidelines
Updated

Consumer Products Sodium Reduction
Initiated

Voluntary Allergen Labeling for CP

Trans Fat Reduction Initiative

CP Nutrition Guidelines

Deli Group Sodium Target

Chefs Move to Schools

Why Develop In House Nutrition Guidelines?

• American health issues:
  • Obesity, especially childhood obesity - 34% of children between 2 & 19 were overweight or at risk of becoming so in 2004, up 6 points from 2000 (Source: United States Department of Health and Human Services)
  • The US aging population - Persons 65 years or older—numbered 37.3 million in 2006. By 2030, that number is expected to double. (Source: United States Department of Health and Human Services)
  • More On-The-Go meal occasions and less time to eat right

• Top priority in developing and marketing new products is the RIGHT thing to do in developing nutritionally responsible products
Development of Current Nutrition Guidelines

- USDA Dietary Guidelines foundation for internal nutrition guidelines, nutrition labeling, government feeding programs (school lunch)
- USDA Dietary Guidelines for Americans:
  - 20-35% of calories from fat
  - Limit sodium to 2300 mg per day
  - Limit sodium to 1500 mg per day for specific populations
  - Increase activity
  - Balance caloric intake
  - Trans fat as low as possible
  - Increase fiber with whole grains
- USDA Dietary Guidelines for Americans, www.choosemyplate.gov
- Institute of Medicine, www.iom.edu
- American Heart Association, www.americanheart.org
- National Salt Reduction Initiative (NSRI)

100% All Natural was part of our health platform

- Tyson was the first National Brand to offer the category of All Natural formulation on core FBBC products - nuggets, patties, and tenders
- The All Natural claim is among the top three key benefits to consumers:
  - No Artificial Ingredients
  - All Natural
  - No Preservatives

Sodium Reduction Initiative

- Cross-functional team
  - Food Technologist: develop tools
  - Marketing: capture consumer insights, communicate to business units
  - Registered Dietitians: analyze, provide nutrition perspective and regulatory input
  - Sensory Science: informal and formal

Sodium Reduction
What we need to understand

- Impact of salt reduction / replacement on:
  - Flavor
    - Flavor balance
  - Preservation
    - Overall shelf life
    - Microbiological stability / inhibition of pathogens
  - Processability
    - Sliceability
    - Bind / texture
    - Yield / water holding capacity
    - Processing times

Tyson’s Response for Sodium Reduction

- We have a toolbox of techniques to reduce sodium content without significant sensory impact

Tyson Deli, Inc.
Tyson Skillet Creations

March 2010 Prepared Foods

School Food Service

- USDA Final Rule for New School Regulations
  - More fruits, vegetables and whole grain
  - Reduced sodium
  - Calorie limits
  - Potential for decreased participation without significant innovation

Tyson School FS Team

- Roasted Chicken with Orange Sauce & brown rice and steamed veggies
- Kid Tested, Kid Approved

Kids won’t eat what they don’t like

Future Trend Tracking for Product Development

- Sodium
- Calories
- Portion Size
- Whole Grain
- Gluten
- Menu Labeling
Product Development Challenges

- Ingredient availability
  - Whole grain
- Cost
- Technology
- Regulatory Issues:
  - gluten labeling, school standards, front of package, menu labeling
- Taste always trumps nutrition

Questions?

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