

New health trends



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The main points

- New habits
- New trends
- The importance of dairy
- Dairy opportunities



New habits

New consumption patterns



New habits

Self supply, urban gardening, local products



New habits

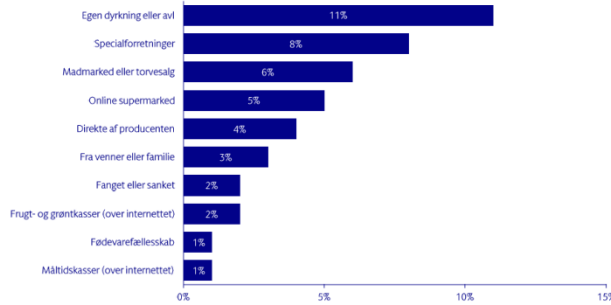
Tal om mad

Madindeks 2016



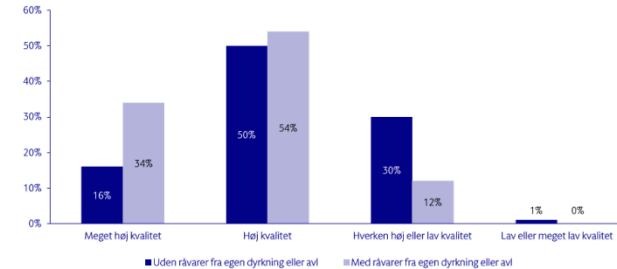
Madindeks Madkulturen
 oprindelsesstedet af den
 madkulturelle udvikling i
 Danmark
 madkulturen.dk

Figur 16
Alternative salgskanaler for fødevarer
 Andele af aftensmåltider tilberedt i private hjem, der indeholder varer fra alternative salgskanaler.



Kilde: Madindeks 2016.

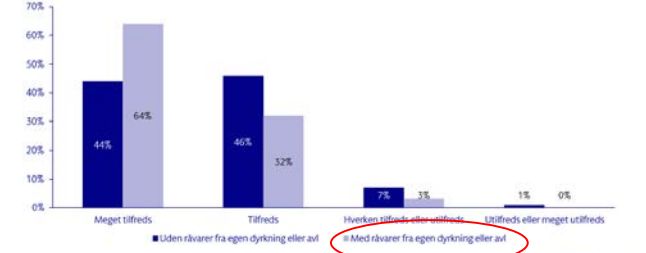
Figur 53
Hjemmedyrkede råvarer og råvarekvalitet
 "Hvordan vil du vurdere kvaliteten af de råvarer, der blev benyttet i det aftensmåltid, du spiste i går?"



Kilde: Madindeks 2016

Note: Andele beregnet på baggrund af aftensmåltider tilberedt i private hjem.

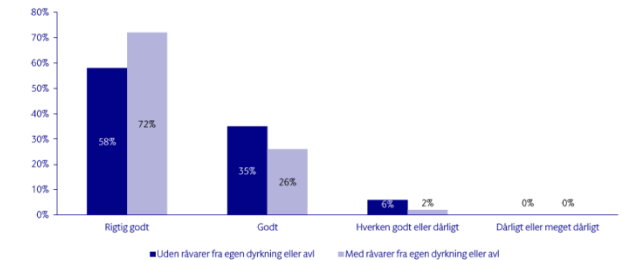
Figur 52
Hjemmedyrkede råvarer og tilfredshed med måltidet
 "Hvor tilfreds var du med det aftensmåltid, du spiste i går? Her tænkes både på madens smag, udseende, sundhed og råvarenes kvalitet."



Kilde: Madindeks 2016

Note: Andele beregnet på baggrund af aftensmåltider tilberedt i private hjem.

Figur 54
Hjemmedyrkede råvarer og smag
 "Hvor godt eller dårligt smagte det aftensmåltid, du spiste i går?"



Kilde: Madindeks 2016

Note: Andele beregnet på baggrund af aftensmåltider tilberedt i private hjem.

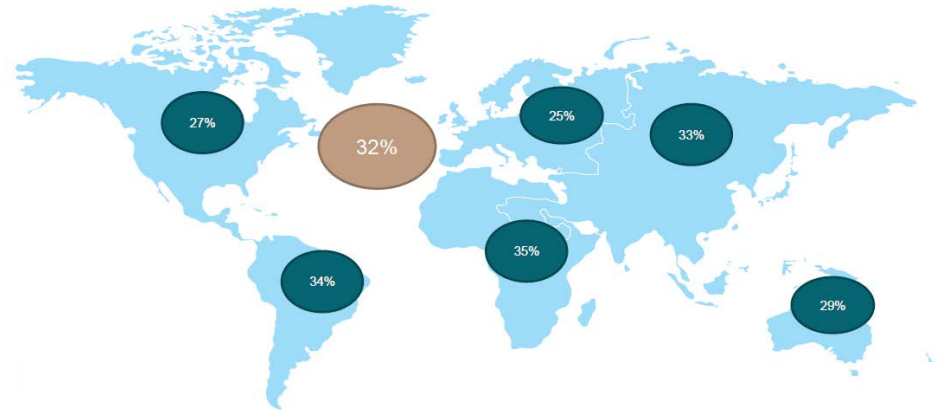
New habits

The millennials New generation – new values

Who are they:

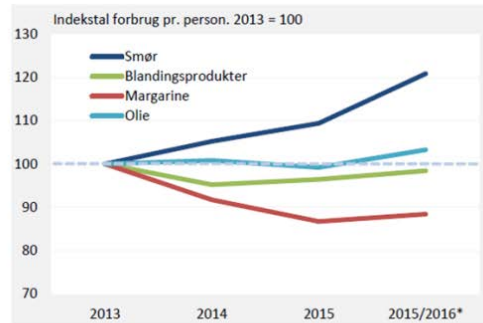
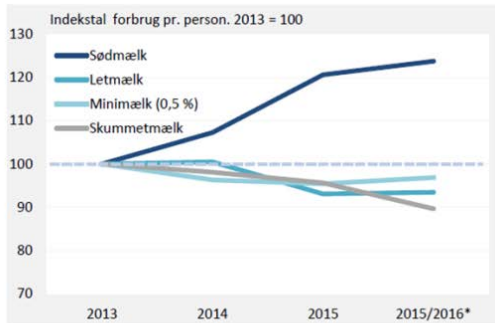
- Young consumers between 16 and 33 years
- Born between 1983 and 2000
- 1,2 mio Danish millennials
- Born into a digital world
- Raised in the shadow of the financial crisis
- Socially engaged
- Looking for changes and new inspiration
- Well-informed
- On-line 24/7
- Strong values on animal welfare and sustainability
- Identify with the brand story – or buy a cheaper product
- Passion for food and cooking
- Focus on health and physical activity
- Interested in new and innovative products

1/3 of consumers globally are millennials



New trends

- Fat is back
- Focus on mental health
- From slim to strong
- Balance (fiber, kefir, etc)
- Flexitarian



Kilde: GfK ConsumerScan.
Base: 3000. Forbrug pr. person, indeks 2013 = 100



New trends

Vegetarian - flexitarian

% of consumers that reported eating meatless meals once a week or more:

69%



53%

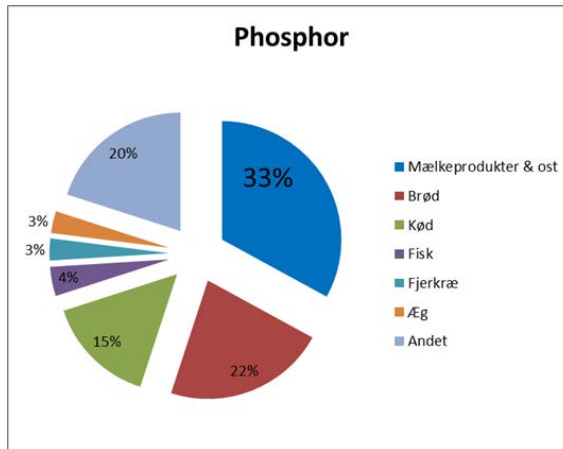
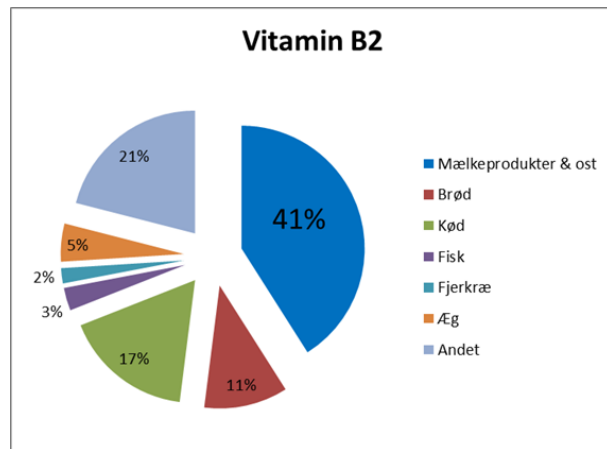
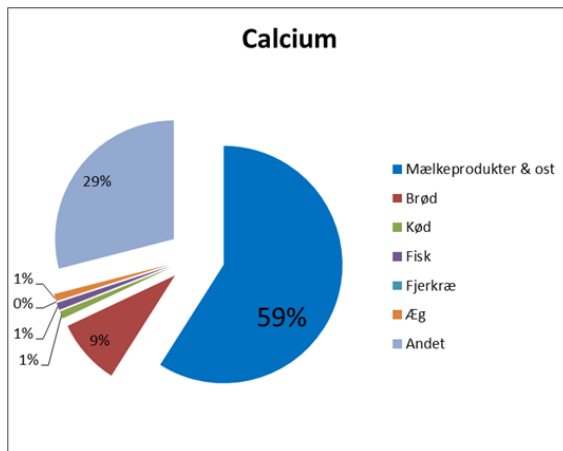
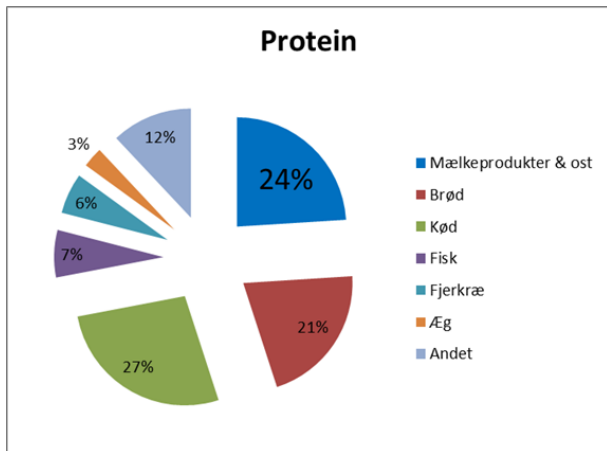


38%



→ **32%**
forbrugere i
Tyskland svarer,
at de har
**reduceret deres
indtag af kød**
inden for de
sidste 2 år

The importance of dairy



How the present diet contributes to the intake of nutrients In Denmark.

Numbers from the report: Dietary habits in Denmark 2011-2013. Main results.

DTU Food, National Food Institute

The importance of dairy

food & nutrition
research

CO
action

REVIEW ARTICLE

Milk and dairy products: good or bad for human health? An assessment of the totality of scientific evidence

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Abstract

Background: There is scepticism about health effects of dairy products in the public, which is reflected in an increasing intake of plant-based drinks, for example, from soy, rice, almond, or oat.

Objective: This review aimed to assess the scientific evidence mainly from meta-analyses of observational studies and randomised controlled trials, on dairy intake and risk of obesity, type 2 diabetes, cardiovascular disease, osteoporosis, cancer, and all-cause mortality.

Results: The most recent evidence suggested that intake of milk and dairy products was associated with reduced risk of childhood obesity. In adults, intake of dairy products was shown to improve body composition and facilitate weight loss during energy restriction. In addition, intake of milk and dairy products was associated with a neutral or reduced risk of type 2 diabetes and a reduced risk of cardiovascular disease, particularly stroke. Furthermore, the evidence suggested a beneficial effect of milk and dairy intake on bone mineral density but no association with risk of bone fracture. Among cancers, milk and dairy intake was inversely associated with colorectal cancer, bladder cancer, gastric cancer, and breast cancer, and not associated with risk of pancreatic cancer, ovarian cancer, or lung cancer, while the evidence for prostate cancer risk was inconsistent. Finally, consumption of milk and dairy products was not associated with all-cause mortality. Calcium-fortified plant-based drinks have been included as an alternative to dairy products in the nutrition recommendations in several countries. However, nutritionally, cow's milk and plant-based drinks are completely different foods, and an evidence-based conclusion on the health value of the plant-based drinks requires more studies in humans.

Conclusion: The totality of available scientific evidence supports that intake of milk and dairy products contribute to meet nutrient recommendations, and may protect against the most prevalent chronic diseases, whereas very few adverse effects have been reported.

Keywords: obesity; type 2 diabetes; cardiovascular disease; osteoporosis; cancer; mortality

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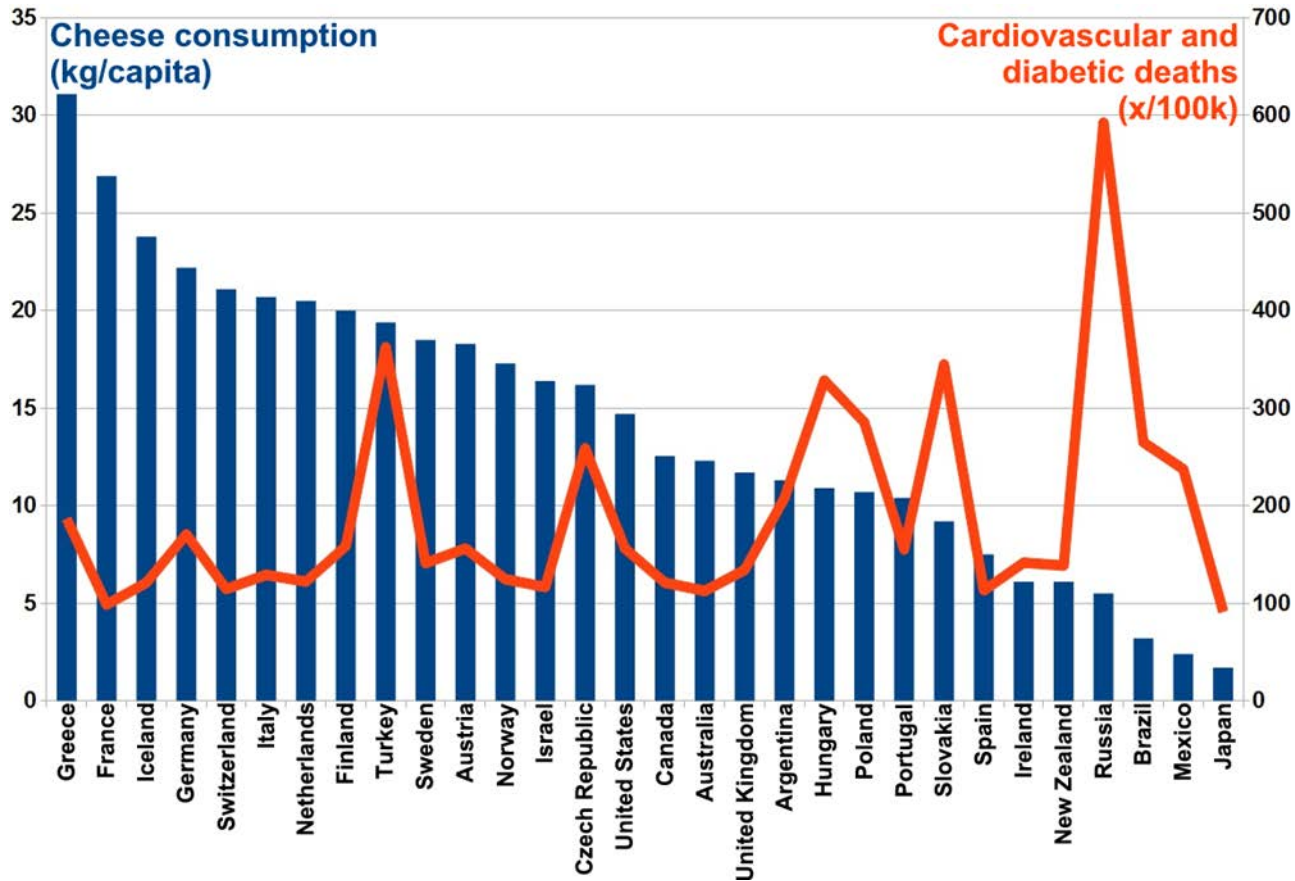
Several media stories and organisations claim that dairy increases risk of chronic diseases including increases the risk of these chronic diseases. Given the increasing prevalence of these chronic diseases it is



Prevention of lifestyle diseases

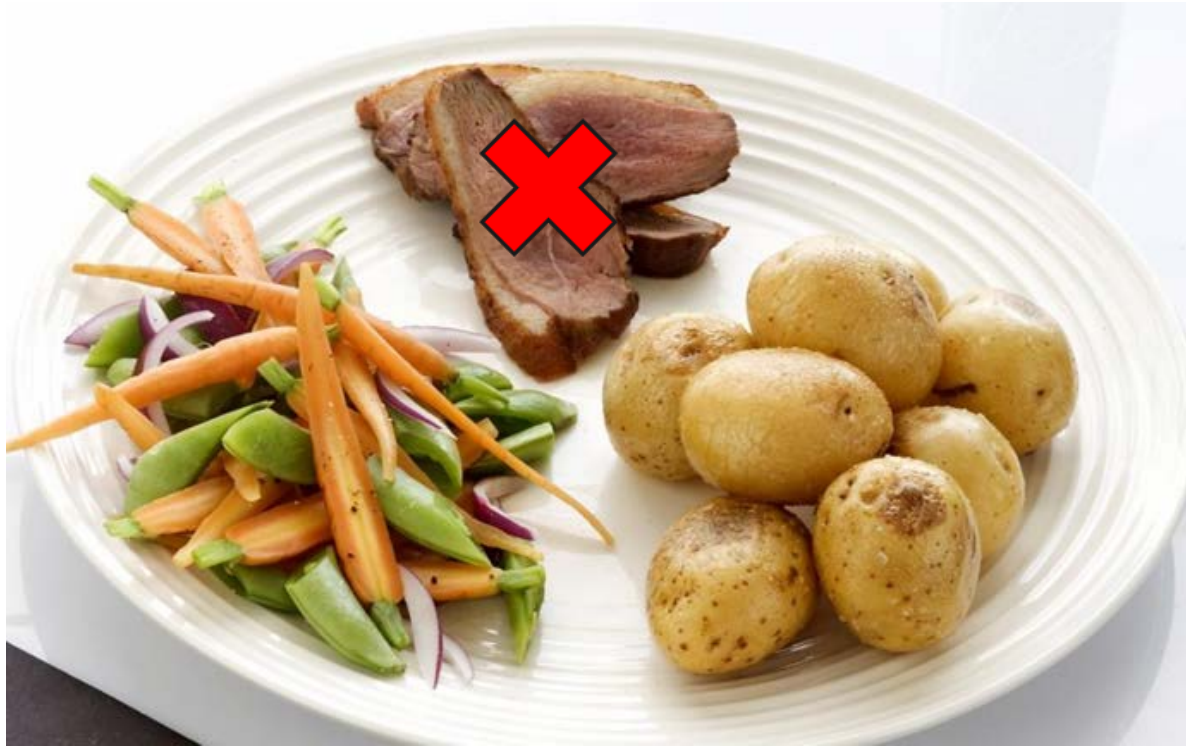
- Overweight and obesity (children)
- Heart diseases
- Type 2 diabetes
- Bone health
- Some cancer types

The importance of dairy



Source: Wikimedia, based on WHO-data

Dairy opportunities



Replacement ?

Dairy opportunities

Tap into new consumer trends



VS

