

The Role of Out-of-Home Dining in Diet and Health

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THE GLOBAL HEALTH LANDSCAPE



Worldwide obesity has more than **doubled** since 1980. There are now **more obese people than underweight** in the world.

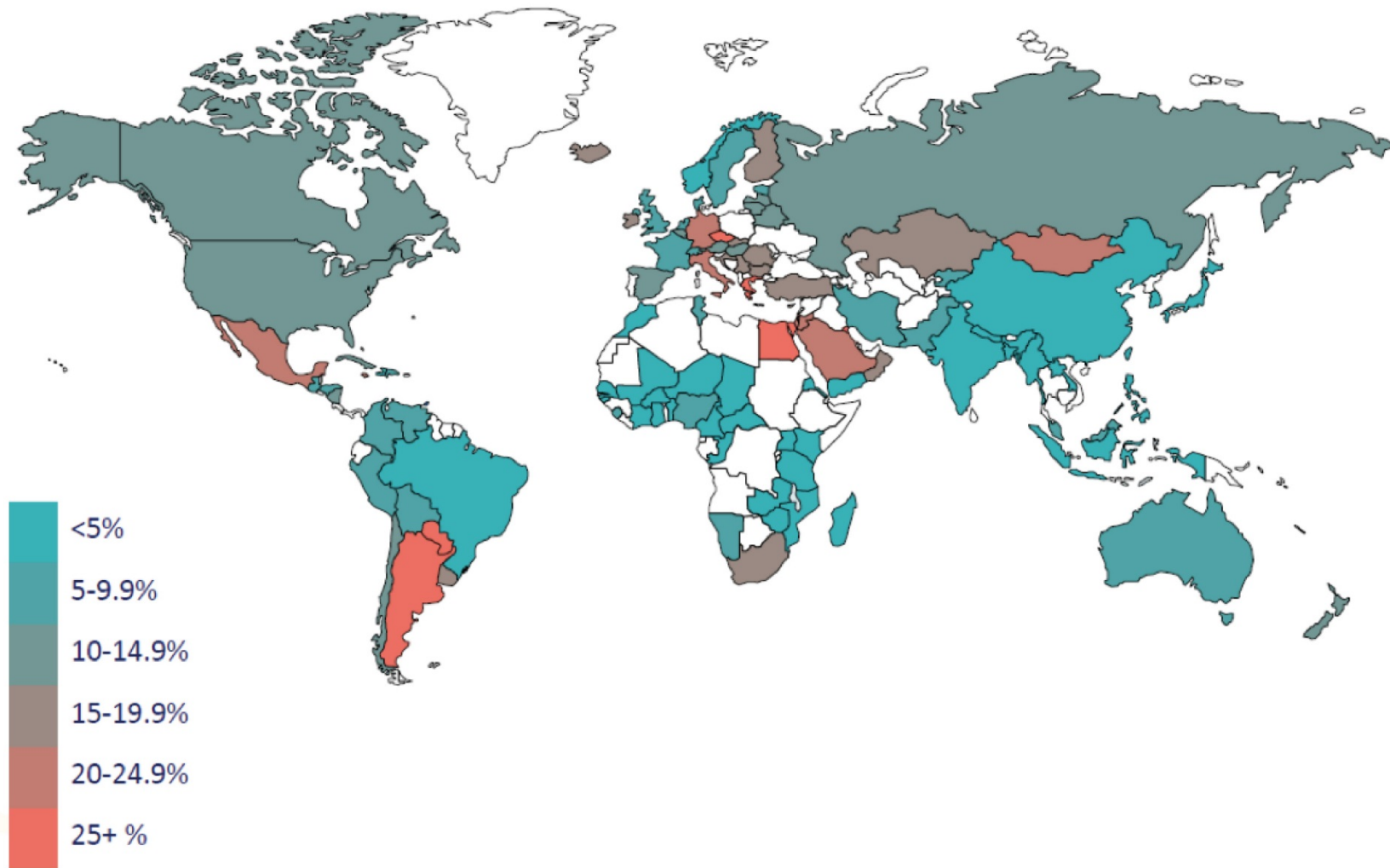


More than **1.9 billion** adults (39%), are overweight. Of these over **600 million** are obese – 13% of adults globally.

GLOBAL OBESITY IN THE 90s



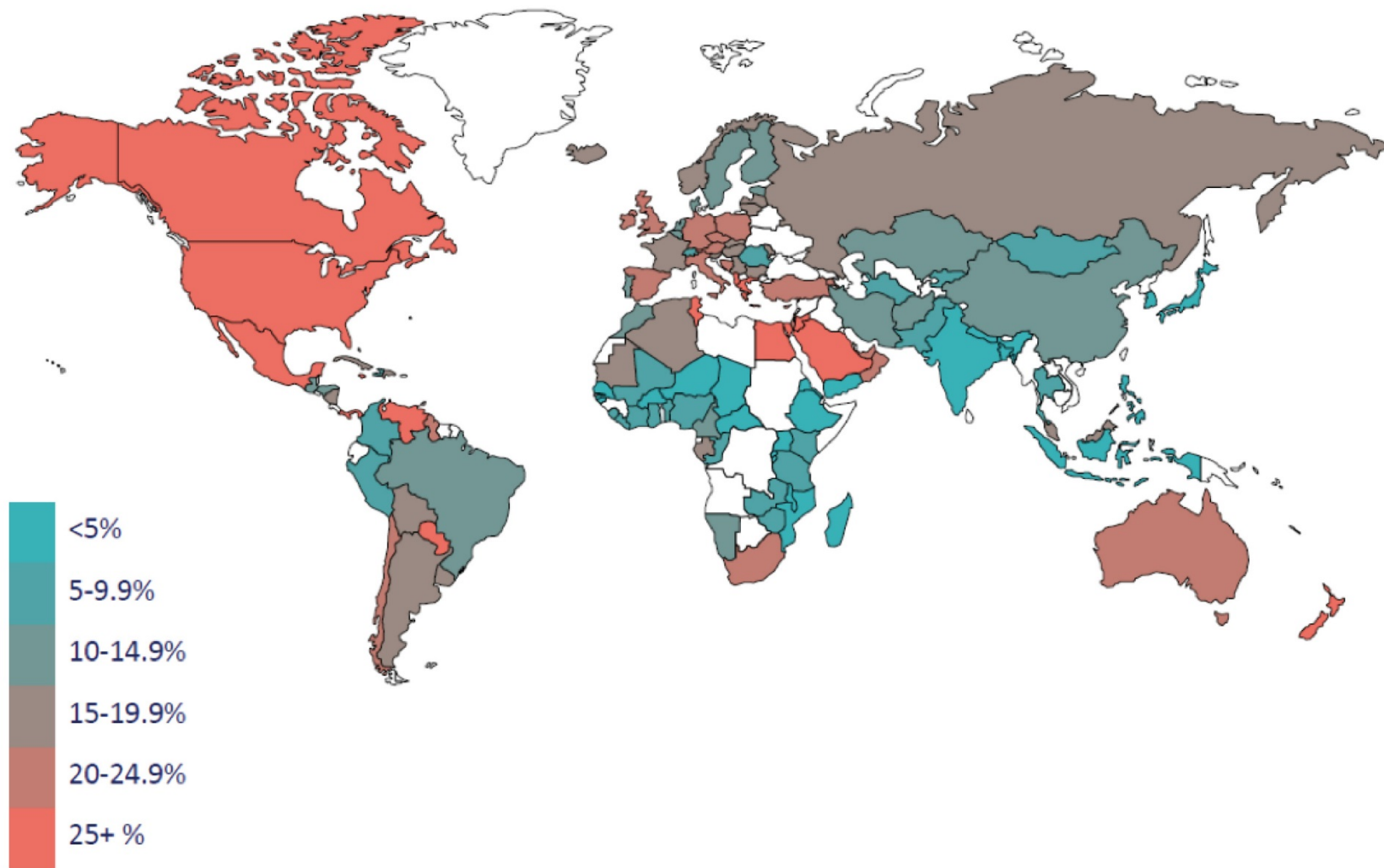
% Prevalence of Adult Obesity (BMI \geq 30 kg/m²)



GLOBAL OBESITY TODAY



Prevalence of Adult Obesity (BMI \geq 30 kg/m^{2*})



THE GLOBAL HEALTH LANDSCAPE

DIET RELATED DISEASES ARE PREVENTABLE



Worldwide obesity has more than **doubled** since 1980. There are now **more obese people than underweight** in the world.



More than **1.9 billion** adults (39%), are overweight. Of these over **600 million** are obese – 13% of adults globally.



Overweight is **associated with more deaths** than underweight.



More than **41 million children under the age of 5** are overweight or obese.



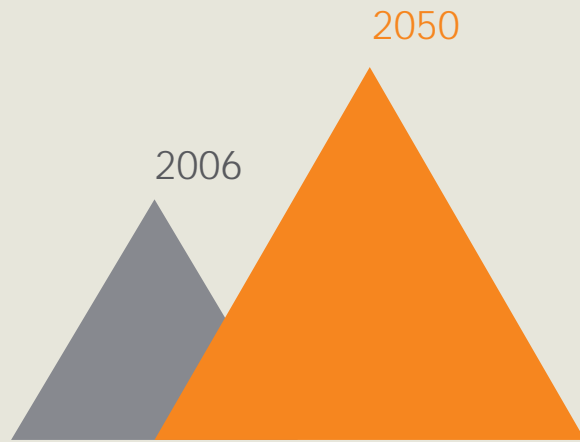
Undernutrition remains a problem. Nutrient deficiencies can lead to preventable blindness, cognitive impairment, stunting, and lower capacity.



Diet related disease has **high social and economic costs.**

THE GREAT BALANCING ACT

The world must achieve a 'great balancing act' to sustainably feed 9.6 billion people by 2050. Three needs must be met at the same time.



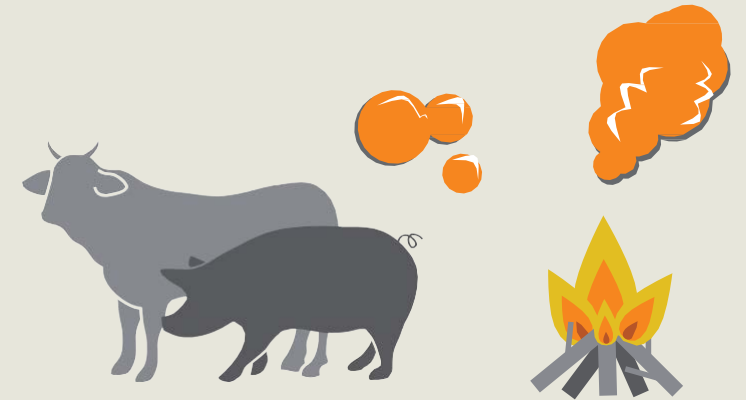
69%

Required increase in food calories to feed 9.6 billion people by 2050.



28%

Global population directly or indirectly employed by agriculture.



24%

Global greenhouse gas emission from agriculture and land use change.

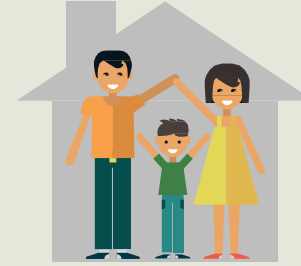


WHY IS IT RELEVANT TO CHEFS?

CONSUMERS RELY ON CHEFS IN THEIR REGULAR MEAL PATTERNS



CONSUMERS RELY ON CHEFS IN THEIR REGULAR MEAL PATTERNS



Traditional family gender roles



Two working parents

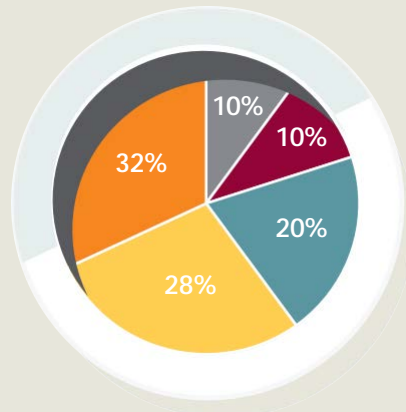


More single-parent families

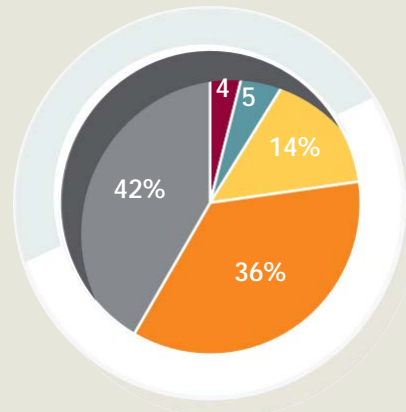


Urbanisation

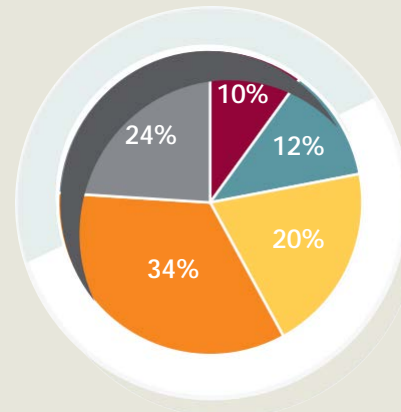
OUT-OF-HOME CONSUMPTION IS INCREASING



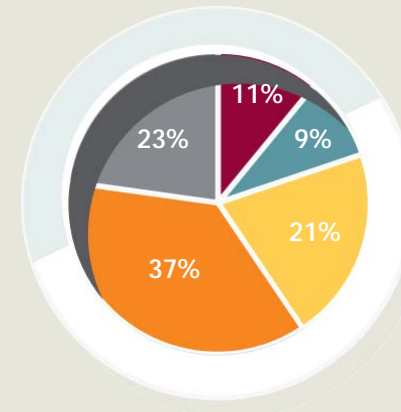
ASIA-PACIFIC



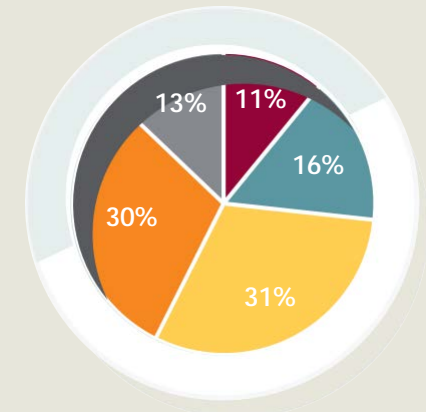
EUROPE



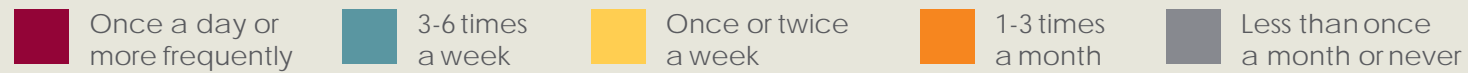
AFRICA/
MIDDLE EAST

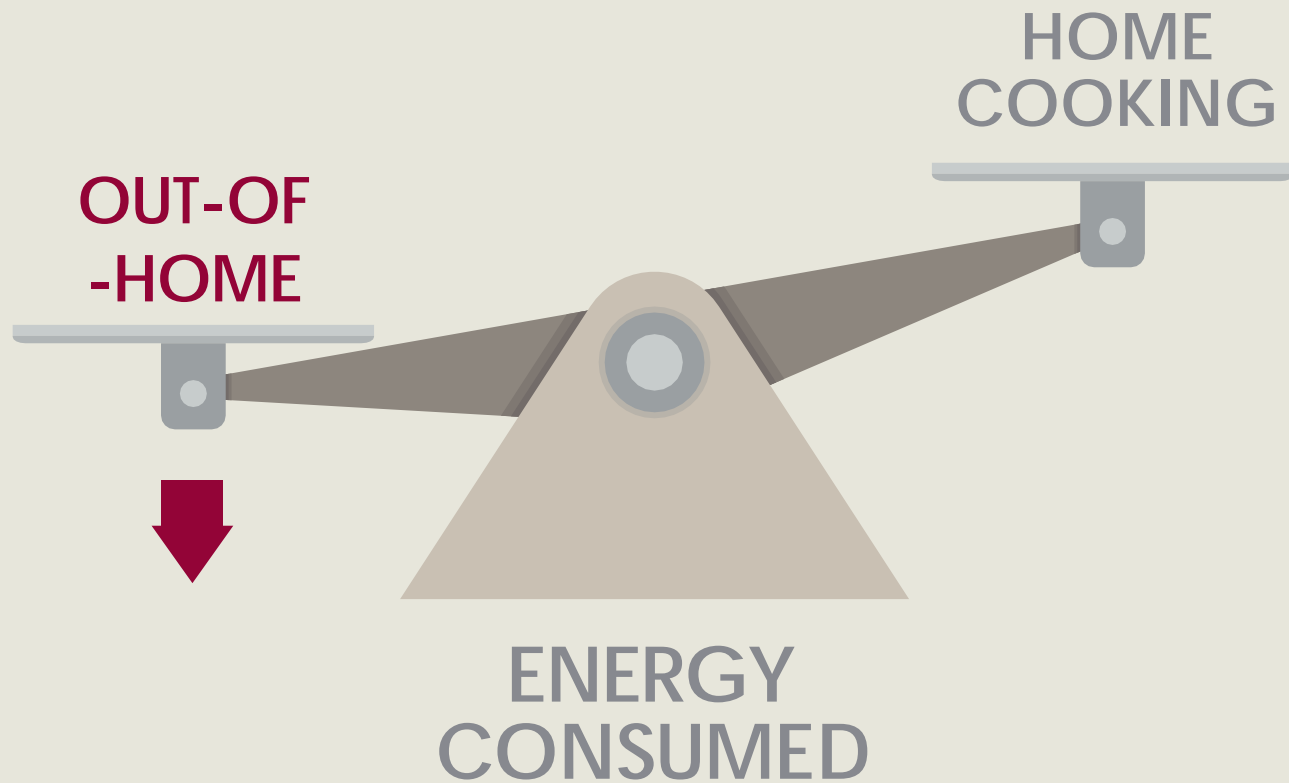


LATIN AMERICA



NORTH AMERICA

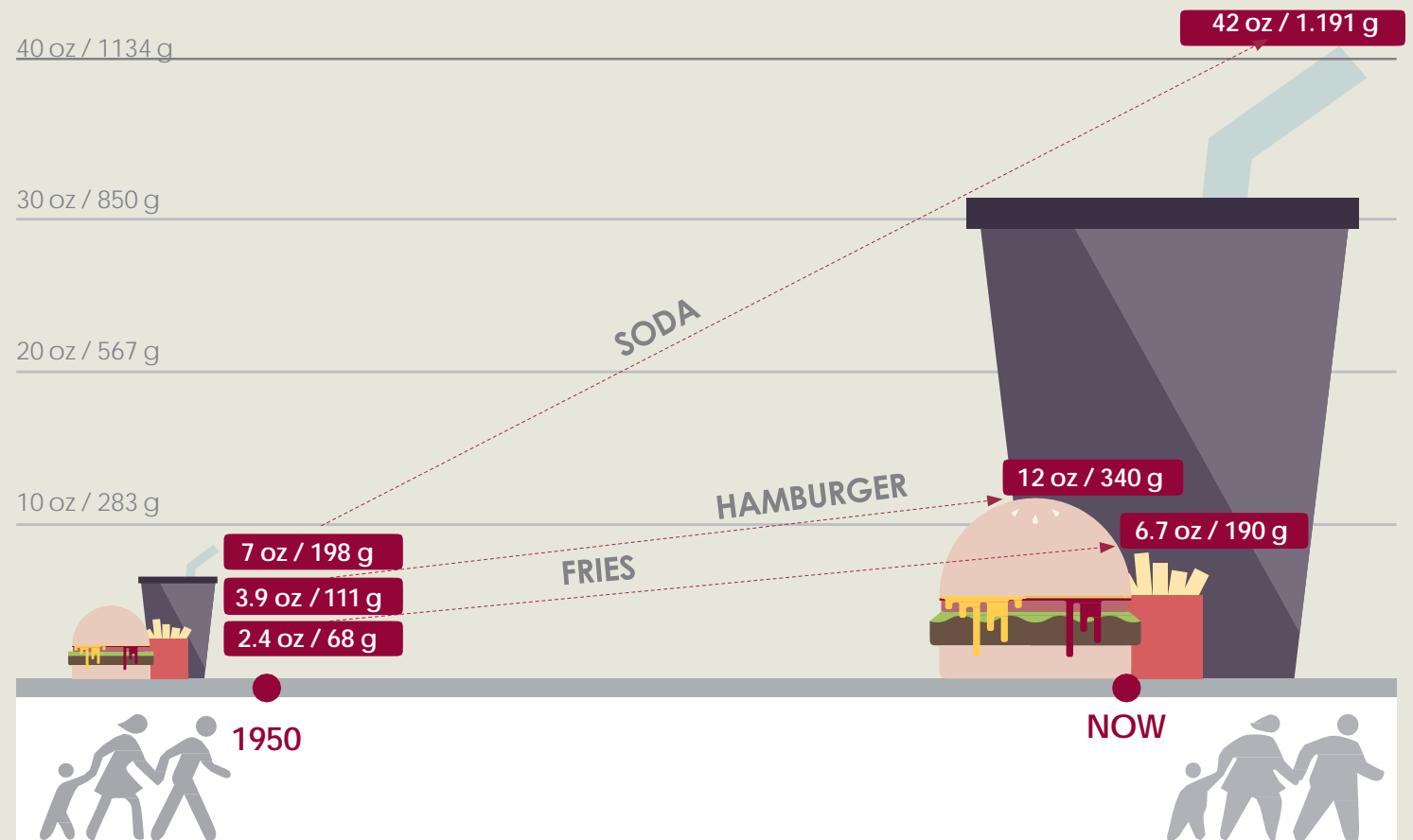


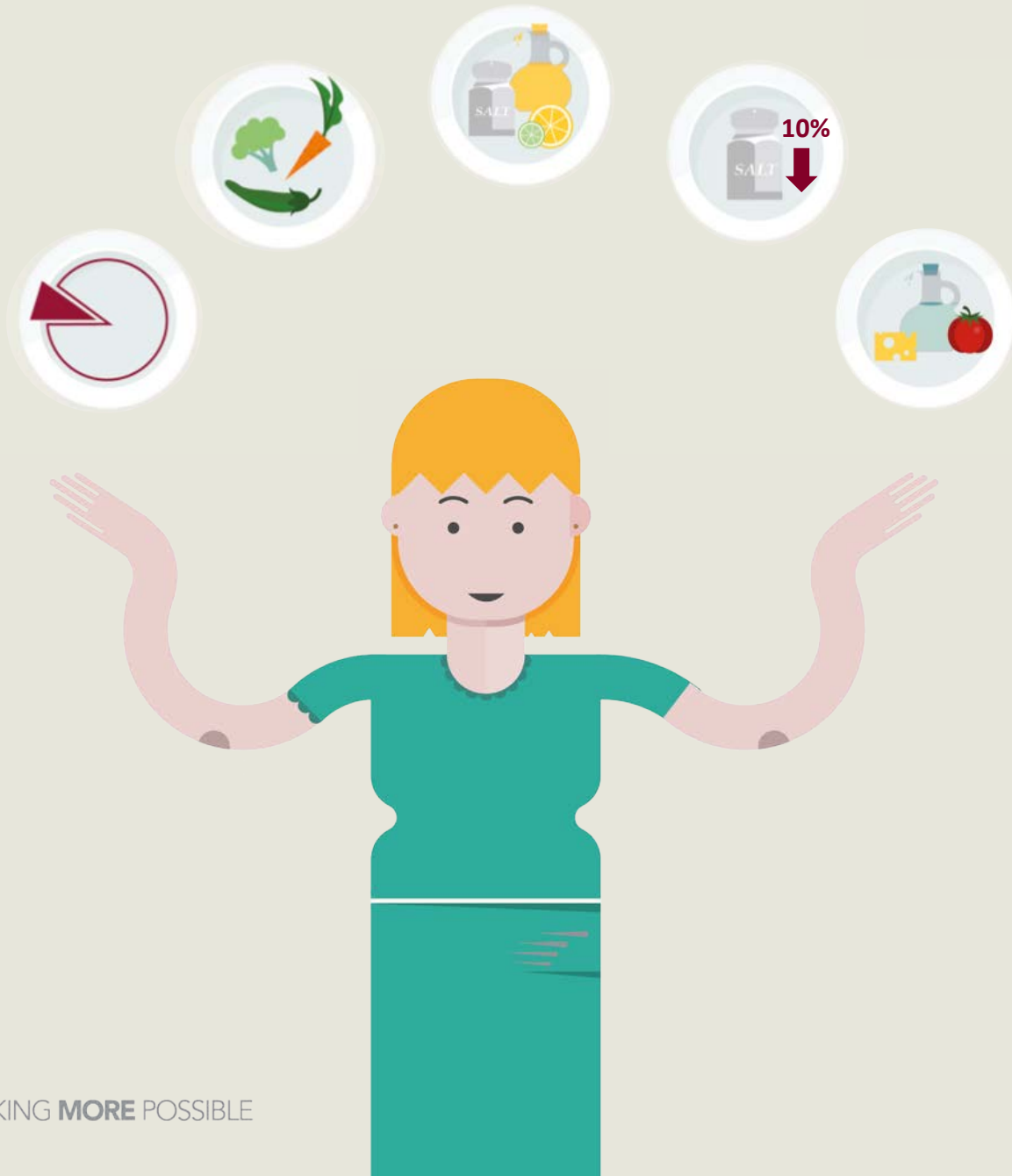


**OUT-OF-HOME
FOODS ARE
STARTING
TO REPRESENT
A SIGNIFICANT
PROPORTION
OF TOTAL ENERGY
CONSUMED**

FOODS PREPARED AWAY FROM HOME TEND TO BE LESS HEALTHY

- Larger portions
- More energy dense (calories)
- Less nutrient dense
- Higher in sodium
- Higher in fats (edible oils and animal foods)
- Higher in sugar and refined carbs
- Lower in plant-based foods (fruit, vegetables, grains)
- Lack of info to make healthy choices





TIPS FROM A NUTRITIONIST...

- Decrease portions
- Use vegetables portions to enhance perceived plate value
- 10% sodium without noticeable difference
- Don't try to reduce sodium and fat at the same time
- Experiment with acid and umami to boost salt perception (and enhance flavour)

**TAKE IT ONE STEP AT A TIME...
(BUT HAVE A PLAN!)**

PUBLIC PRESSURE IS INCREASING: HEALTH AUTHORITIES IDENTIFY RESTAURANTS AS CONTRIBUTORS TO POOR DIETS AND HEALTH

Increase in food regulations and taxes

MENU	
Spaghetti	900 kcal
Quiche	650 kcal
Sandwich & frites	1250 kcal
Panna cotta	475 kcal





CONSUMERS ARE DEMANDING MORE

- Transparency
(ingredients, provenance, etc.)
- Healthy options
- Clean label
- More natural

AND...

**THE CONSUMER DEFINITION OF
HEALTHY IS CHANGING**

CONSUMERS' DEFINITION OF HEALTHY VARIES GLOBALLY...

...but they all ladder up to a higher definition of naturalness and eating for long-term health



EUROPE

Respecting nature

- Fresh, pure
- Animal welfare, ethical sourcing
- Local

ASIA

Healthy food is safe

- Pesticide and hormone free
 - High nutrient value (protein, vits, mins)
 - Probiotics



NORTH AMERICA

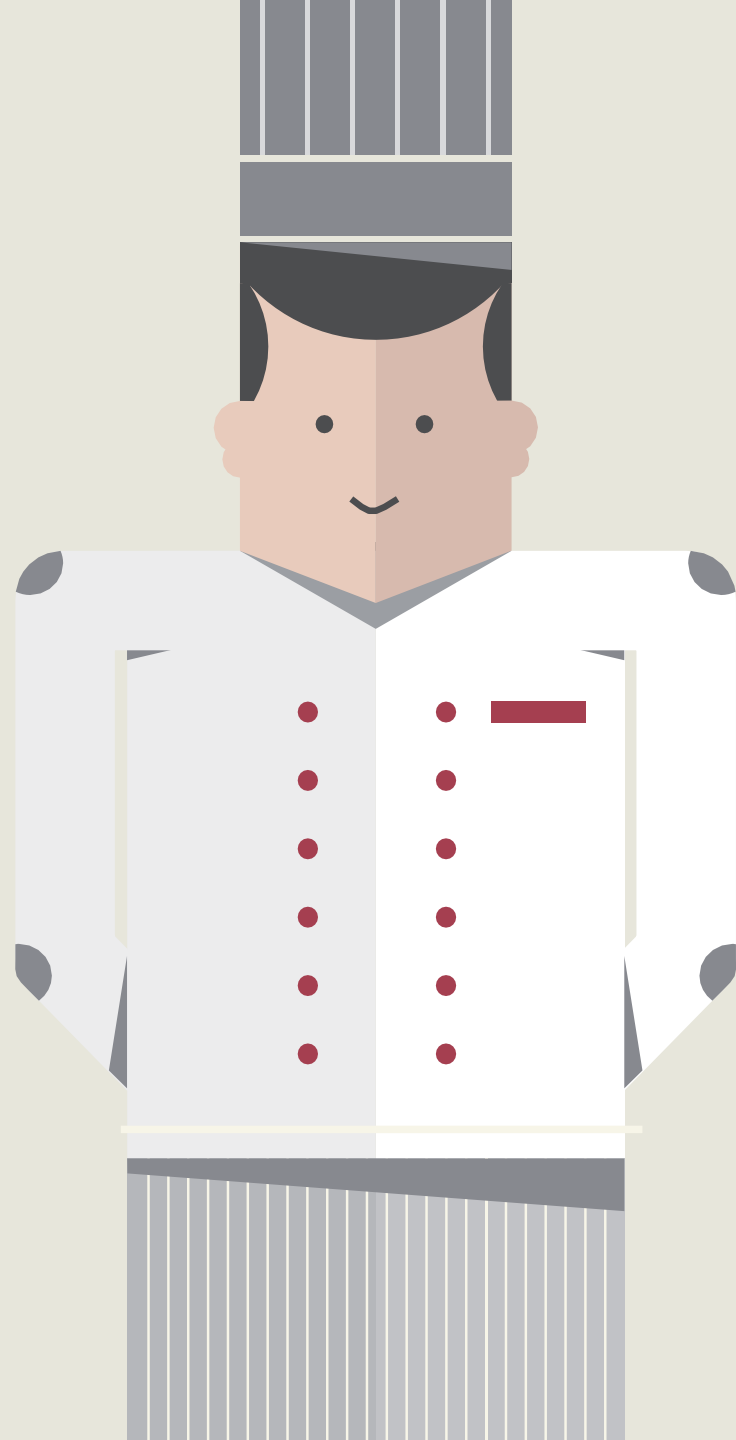
Getting back to basics

- Pesticide, antibiotic, GMO Free
- Local
- Demonstrating fresh

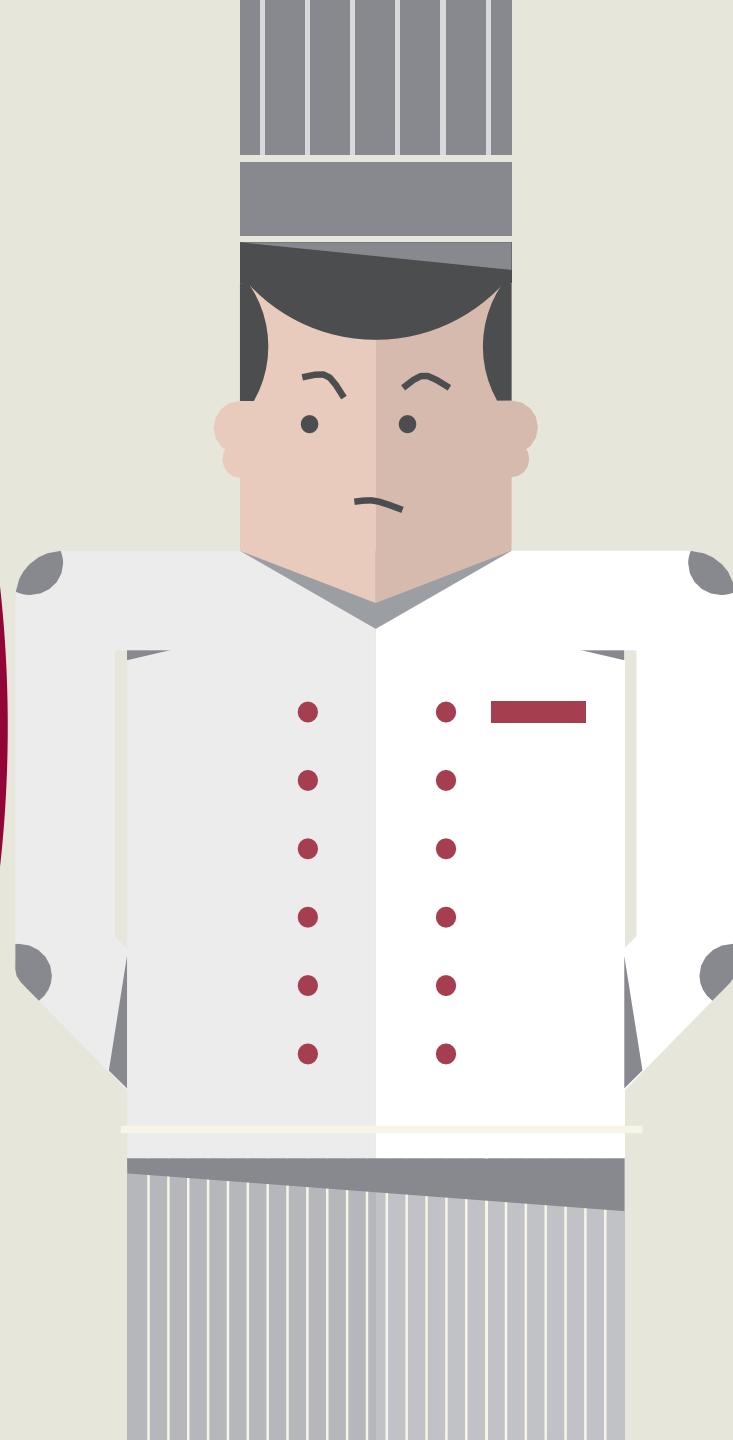
LATIN AMERICA

Wholesome foods

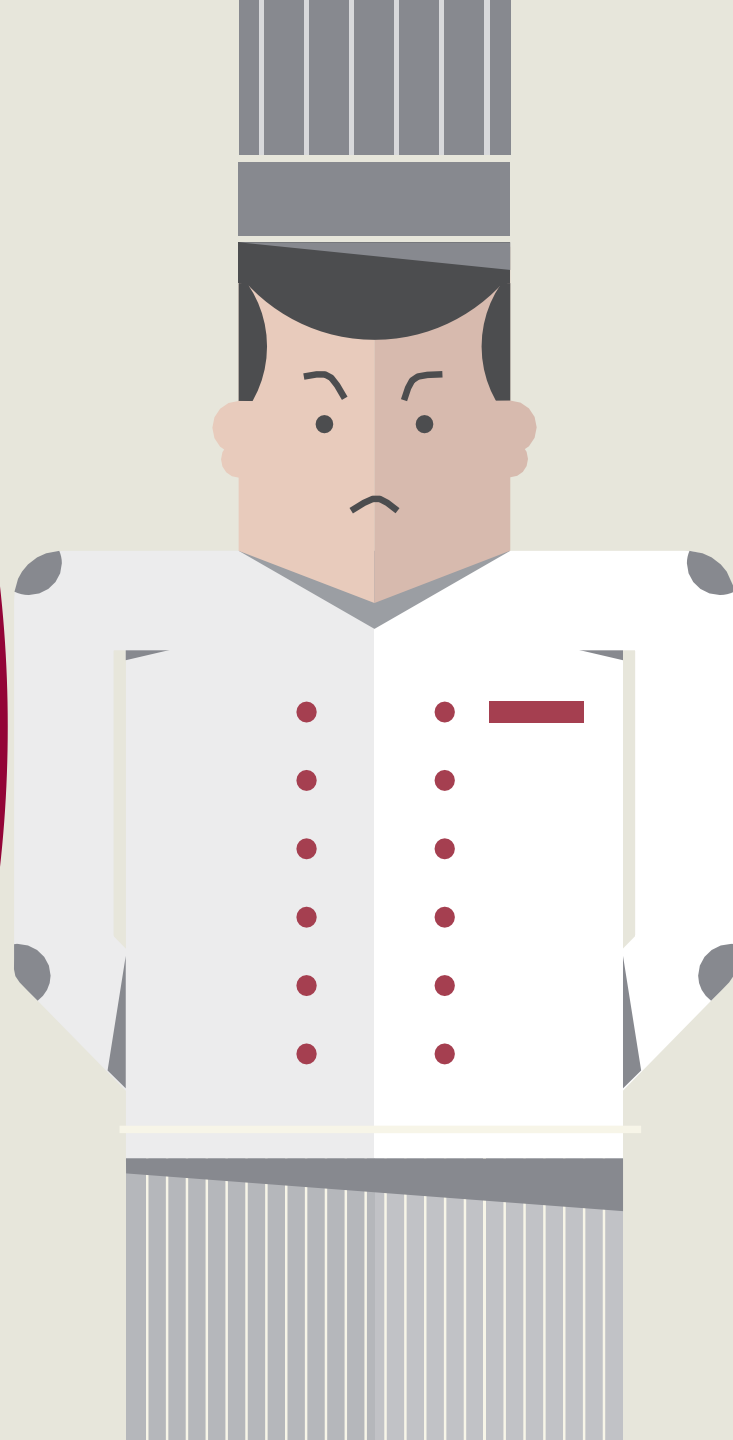
- Fresh
- Pesticide, antibiotic free
- Quality ingredients – healthy fats, whole grains, high in antiox, nutrients



**EVOLVING
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ENVIRONMENT
AND CRITICISM
FROM MEDIA
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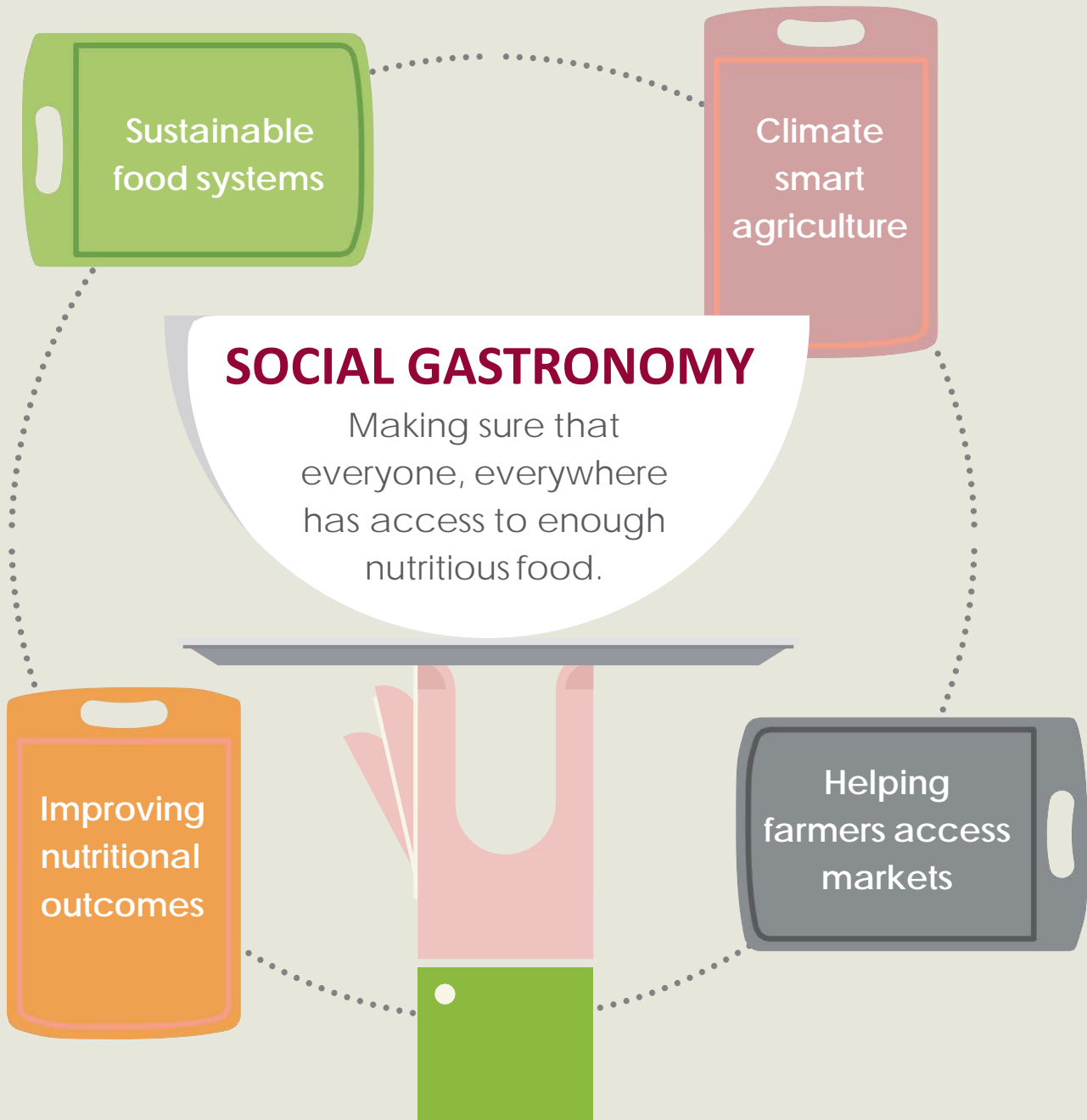
**CONSUMERS
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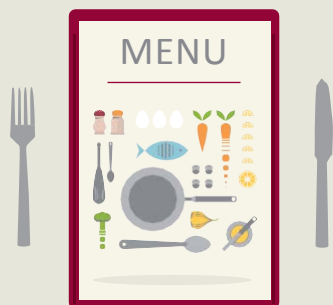


**CONSUMERS
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THE WORLD BANK CALLS ON CHEFS



CHEFS ARE PART OF THE SOLUTION: CONTRIBUTING TO HEALTHY POPULATIONS



TALK TO CONSUMERS IN THEIR TERMS

(menu descriptions that resonate with their definitions of healthy)



MAKE HEALTHY OPTIONS THE EASY CHOICE

(healthy and delicious don't have to be in opposition)



START CHANGING THE OUT-OF- HOME ENVIRONMENT

(advocate within the profession, promote nutrition education in culinary school and continuing education, mentor young culinary professionals)



MAKING **MORE** POSSIBLE

THANK YOU