Health through Heritage

Cynthia Harriman, Oldways
Health through Heritage

• What is Health through Heritage? *a merging of 5 important trends*

• How can supermarket dietitians use HTH and benefit from it?

• How can food manufacturers benefit from it?
Five Trends Together

• Real Foods
• Traditional Processing
• “Locale” Food
• Super Diets Trump Superfoods
• It’s More than Just the Food
Health through Heritage
Health through Heritage for Supermarket Dietitians
In-store Flyers
In-store Promotions

Retailers to Celebrate Mediterranean Month in May

Roseanne Harper, Supermarket News
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WEST DES MOINES, Iowa - Hy-Vee Stores, based here, and Giant Eagle Stores, Pittsburgh, Pa., will be celebrating May Is Mediterranean Month in their produce departments with demos featuring “Mediterranean potato salad.”

Working in conjunction with Oldways, a Boston-based, non-profit, educational organization and the Mediterranean Food Alliance, the U.S. Potato Board developed the recipe for the salad.

During May, the demos, in selected stores, will be augmented by POS materials calling attention to Mediterranean Month and to the Mediterranean Diet — both of which are promoted by Oldways, and the MFA.
Supermarket RD
+ Oldways Health through Heritage Materials
= More Sales of Healthy Foods
YouTube Videos

Giant Eagle® — Whole Grain Breads

GiantEagleInc  Subscribe  107 videos

Whole Grain
10g or more per serving

EAT 48g OR MORE OF
WHOLE GRAINS DAILY

GIANT EAGLE

OLDWAYS
Health Through Heritage
Health through Heritage for Food Manufacturers
Packaging
Co-branding
Websites

Westbrae Natural products provide a foundation for nutritious meals centered around vegetables, whole grains and beans. As an integral part of the Vegetarian Diet Pyramid, delicious, versatile foods such as our beans, vegetables, soups and pastas help you to make the transition toward a vegetarian lifestyle.

There are many varieties of vegetarians, and there are many reasons why people choose an alternate food lifestyle. We suggest researching your options so you can make the decision that is right for you. In the meantime, we’ll help clear up some general vegetarian misconceptions with a few simple definitions to help you decide your type:

**Vegan** — a person who eats absolutely no animal products of any kind (no eggs, dairy, fish, honey, etc.)!

**Lacto-Ovo Vegetarian** — very popular because it is based on a diet of vegetables, fruits, grains, legumes (beans), seeds and nuts, and includes eggs (ovo) and dairy (lacto). No meat, poultry or fish!

**Lacto-Vegetarian** — No eggs! Other than that, it is similar to lacto-ovo vegetarian.

**Pesco-Vegetarian** — This vegetarian diet includes fish, eggs and dairy, but no chicken or meats.

**Macrobiotics** — based on a philosophy of a healthy balance. Whole grains make up about one third of the day’s foods, vegetables make up about a quarter to a third, legumes average 10% of your intake. Fish is also eaten by many.
Websites

Rich flavors, the promise of health and vitality, and a lifestyle that celebrates friends and family around the table have lured people to the Mediterranean for centuries. To help Americans incorporate the foods of the Mediterranean into their daily meals, the Mediterranean Diet Pyramid was developed in the 1990’s. Recently, the Pyramid was updated to showcase the role of herbs and spices, placing them at the heart of every meal for the flavorful and health-promoting antioxidants they provide.

It’s easy to add Mediterranean herbs and spices – Oregano, Rosemary, Thyme and Red Pepper/Paprika – to family favorites. Try these simple, flavorful ideas for spicing up meals the Mediterranean way.

**MEDITERRANEAN LIFESTYLE RECIPES**

- **Tomato Florentine Pasta Bake**
  Under $1.75 per serving. Full of health-promoting antioxidants, this baked pasta dish delivers all the flavors of lasagna in less than half the preparation and baking time. Serve it with crusty sourdough rolls and a tossed green salad.

- **Mediterranean-Style Stuffed Peppers**
  The delicious stuffing features ground beef, brown rice, golden raisins and almonds seasoned with a flavorful Super Spice combination.

- **Pear and Field Green Salad with Pomegranate Vinaigrette**

**MEDITERRANEAN DIET PYRAMID**
A contemporary approach to delicious, healthy eating.
Websites

Whole Grains
As health professionals, you know how important it is to help patients and clients understand how to get more whole grains into the diet. This can be as easy as recommending a simple swap, like switching from white bread to 100% whole wheat bread. But you may not realize that consumers can actually be getting in some whole grains from their favorite snack chips!

What are Whole Grains?
According to the Whole Grains Council, whole grains are the food products that include the entire grain including the bran and germ. Including more whole grains in the diet can reduce the risk of many chronic diseases and improve overall health.

Health Benefits from Whole Grains
Research has shown that whole grains provide substantial benefits when it comes to our health. It is thought that different nutrients within the whole grains have a collaborative effect on the body and that these health benefits may not be seen in the same effect from the individual nutrients, such as when taken as supplements. Whole grains have primarily been shown to improve health in the following areas:

- Reduced risk of heart disease
- Improved blood pressure
- Lowered cholesterol levels
- Improved insulin sensitivity

Food Sources of Whole Grains
Because whole grains are becoming more prevalent in the American diet, many of our traditionally consumed foods are now incorporating whole grains. In order to find these foods, look for the Whole Grains Council stamp on the package.
Websites
Thank You!

Oldways is a nonprofit food and nutrition education organization, with a mission to guide people to good health through heritage.