A Taste of Latin American Heritage

Sara Baer-Sinnott
About Oldways

• A food and nutrition nonprofit

• Vision: A healthier, happier life through cultural food traditions.

• Mission: Inspire people to embrace the healthy and sustainable joys of the old ways of eating

• To fulfill our mission, we create and share healthy “how-to” resources & recipes and organize educational programs and events.

• We believe food is heritage’s great gift
Latin American Heritage Pyramid

- Beba Agua
  - Drink Water

- Con menos frecuencia
  - Pollo, Huevos, Quesos, y Yogur

- En raciones moderadas, diariamente o semanalmente
  - Pescado y Mariscos

- Frecuentemente, por lo menos dos veces a la semana
  - Frutas, Vegetales, Granos Enteros, Frijoles, Nueces, Leguminosas, y Semillas, Hierbas, y Especias

- Base cada alimentación en estas comidas

- Carne y Dulces
  - Meats and Sweets

- Less often
  - Poultry, Eggs, Cheese, and Yogurt

- Cerveza y Vino
  - En moderación
  - Beer and Wine
  - In moderation

- Moderate portions, daily to weekly
  - Fish and Seafood

- Often, at least two times per week

- Be Physically Active;
  - Enjoy Meals with Others.

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A Taste of Latin American Heritage Curriculum

- Lesson 1: Herbs & Spices
- Lesson 2: Tubers
- Lesson 3: Whole Grains
- Lesson 4: Fruits & Vegetables
- Lesson 5: Pulses
- Lesson 6: Nuts & Seeds
History, Culture, Nutrition and........

• A Taste of Latin American Heritage was inspired by the success of A Taste of African Heritage.
• Bi-lingual. Each page opens to English on one side, Spanish on the other.
Cooking and Eating!

- All of the recipes are completely plant-based, and include dishes from Mexico, Argentina, Ecuador, Cuba, Dominican Republic, Bolivia, Spain, Chile, and Peru.
Dr. Hannia Campos

- Latin American Diet Pyramid
- Nutrition and Health Disparities in Latin American Communities.
Nutrition and Health Disparities in Latin American Communities

Hannia Campos, Ph.D.
Hispanics/Latinos are the largest minority group in the U.S.
The Hispanic Population

- 40% Mexican
- 17% Puerto Rican
- 14% Cuban
- 11% Central American
- 7% South American
- 9% Dominican

Why nutrition & health?
Excess body weight

Risk factors

Chronic diseases

Unhealthy diet

Sedentary lifestyle
OBESITY
The Hispanic Community Health Study/Study of Latinos

42.6%  36.5%
Women   Men

Daviglus ML et al JAMA 2012
Prevalence of cardiovascular risk factors in the Hispanic Community Health Study/Study of Latinos

Daviglus ML et al JAMA 2012

N=16,415

Hypertension

High Cholesterol

Diabetes

Percent

Women

Men

16.9%

10.2%

Non-Hispanic Whites
Prevalence of diabetes by Hispanic/Latinos groups

Schneiderman N et al Diabetes Care 2014
Prevalence of diabetes by length of residence in the U.S. in the Hispanic Health Study/Study of Latinos

Schneiderman N et al Diabetes Care 2014
The nutrition transition has been a major contributor to the adverse health trends among Hispanic/Latino communities.

Unprocessed, plant-based foods, prepared at home

Processed, animal-based foods, away from home
Latin American Diet Pyramid
La Pirámide de La Dieta Latinoamericana
A higher proportion of white rice to beans is associated with higher blood pressure

Mattei, Campos et al AJCN 2011

p for trend < 0.001
A higher proportion of white rice to beans is associated with a more adverse lipid profile

Mattei, Campos et al AJCN 2011

p for trend < 0.001
Blue Zones

Regions of the world where people have the longest and healthiest lives

Nicoya Península
Blue Zones
Diet in the Nicoya Peninsula

1-3 times per day

Fruits & vegetables 74%
Black beans 83%
Corn tortillas 74%
Eggs 56%
Dairy 80%
Chicken/fish 3%
Red meat 0%

Momi A, Capitán C, Campos H, Rev Hisp Cienc Salud, 2017
Dietary intake in the Hispanic Community Health Study/Study of Latinos


N=12,406
Hispanic Community Health Study/Study of Latinos

Alternative Healthy Eating Index

<table>
<thead>
<tr>
<th>Food Group</th>
<th>Mexico</th>
<th>Puerto Rico</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole grains</td>
<td>53</td>
<td>43</td>
<td>22%</td>
</tr>
<tr>
<td>Vegetables</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts &amp; legumes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugar-Sweetened beverages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red/processed meats</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthy oils</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omega-3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Eating away from home is a major determinant of poor diet quality in the Hispanic Health Study/Study of Latinos

Better diet quality

Alternative Healthy Eating Index

OR (95% CI) for better diet quality

< 1/week

Frequency of eating away from home

McClain A, Mattei J et al Journal of Nutrition 2018
We need to look at ourselves and make a change..

Unprocessed, plant-based foods, prepared at home

Processed, animal-based foods, away from home
The OLDWAYS Latin American Diet Pyramid provides culturally relevant evidence-based recommendations to promote better diets for Hispanic communities.

Small changes can have a big impact!
Dr. Sylvia Meléndez Klinger

- The Healthy Food Traditions of Latin America
A Taste of Latin American Heritage

Sylvia E. Klinger, DBA, MS, RDN
Disclosures

• Presentation with Oldways
• Member, Grains Food Foundation Scientific Advisory Board
• Member, Bayer Crop Science LEAD Network
• Consultant to the Soyfoods Council
• Consultant to the Glutamate Association
Hello! It’s us!
My family
Latino/Hispanic/Latinx Demographics

Latinos in the U.S. are...

- 50.5 million people
- 16.3% of the population
- 1 in every 6 individuals
- 1 in every 4 children

56% of the population growth from 2000 to 2010

$1 trillion in buying power

- 65.5% Mexican
- 9.1% Puerto Rican
- 3.6% Salvadoran
- 3.5% Cuban
- 2.8% Dominican
- 2.2% Guatemalan
- 1.9% Colombian

...and more

Sources: U.S. Census Bureau, Pew Hispanic Center, Selig Center for Economic Growth
Visit: www.latinobrandingpower.com
Hispanic women still own their kitchen

**Male, 18-34**
36%

**Male, 35+**
40%

**Female, 18-34**
56%

**Female, 35+**
72%

*Source: Hispanic Cooking Enthusiast – US, October 2015*
Latinas View a Homemade Meal as the Gold Standard

Hispanics are 23% more likely than the total US population to be categorized as a “Cooking Enthusiast”

- Functional: Larger families
- Emotional: Cooking is an act of love, a conduit for gathering around the table and enjoying family

Source: Mintel

Source: Ahzul, 2016.
But Today’s Hispanic Women Wear Multiple Hats

Provider

Mother

Caretaker

Decision-maker

Spouse

Head of Household

Daughter

Friend

Comadre
Improving Consumption of healthy foods: Involve the Family in Food Decisions

80% of Hispanic shopping trips conducted with family and friends

INSIGHT: Market to the family, not just mom.

91% of Hispanic grocery shoppers will ask their family members “what they want” as part of their planning (vs. 77% of the general population)

39% of Hispanic shoppers say they “love” grocery shopping

44% of Hispanic grocery shoppers say they’ll buy a brand because “the kids asked for it” (vs. 16% of the general population)

Source: Mintel
Typical Latino Diet

• Traditionally, Latino diet is filled with whole grain corn, vegetables, fruits, beans, rice, herbs and spices has combined with a strong emphasis on family life, to support good health

• As Latin Americans adopt a more typically Americanized diet and lifestyle, however, they are at higher risk for many chronic diseases
Hispanics and Health

• Worry about their health on behalf of family
  • A life-threatening illness can affect their ability to provide for their family

• Focus on **wellness and prevention**
Thinking about Food and Diet

- Food = Love
  - Bonds the family
  - Mom interested in trying to cook healthier

- Superstitions or myths about food
  - Foods may be considered hot or cold - meals need to be balanced
Thinking about Food and Diet

• Cooking from scratch
  • Source of pride and self-expression
Lifestyle Characteristics

• Questionable habits:
  • Acceptance of large portions
  • Lack of nutrition education
• Lack of exercise
• Cultural isolation
• Longer time spent in U.S. generally = more western foods added to their diet
Lifestyle Characteristics

• Perceptions of healthy weight
  • Acceptance of larger body size
  • Sign of wealth, health, strength

• Cultural celebrations centered around food
  • Traditional dishes may be high in calories, fat, salt and/or sugar
Characteristics of the Hispanic Diet

• Influenced by country of origin
• Traditional Hispanic diet revolves around:
  • Grains
  • Beans
  • Fresh fruits and vegetables

## Food Differences by Hispanic Subgroup

<table>
<thead>
<tr>
<th>Grains/Starches</th>
<th>Commonly Used in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corn &amp; Amaranth</td>
<td>Mexico</td>
</tr>
<tr>
<td>Wheat, Quinoa &amp; Potatoes</td>
<td>South America</td>
</tr>
<tr>
<td>Rice</td>
<td>Caribbean, coastal regions of Latin America</td>
</tr>
</tbody>
</table>

Heise, D. USDA, ARS  
www.nal.usda.gov/outreach/HFood.html
# Food Differences by Hispanic Subgroup

<table>
<thead>
<tr>
<th>Beans</th>
<th>Commonly Used in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Cuba, southern Mexico, Central America, Venezuela</td>
</tr>
<tr>
<td>Pinto</td>
<td>Northern Mexico, Dominican Republic, Puerto Rico</td>
</tr>
<tr>
<td>Red Kidney</td>
<td>Cuba, Central America, Caribbean</td>
</tr>
<tr>
<td>Green Pigeon Peas</td>
<td>Puerto Rico, Dominican Republic</td>
</tr>
<tr>
<td>Chick Peas (Garbanzo)</td>
<td>Venezuela, Brazil</td>
</tr>
</tbody>
</table>
Food Differences by Hispanic Subgroup

• Differences in heat, spiciness and sweetness
  • Sofrito – used to flavor many dishes
    • Spanish: tomatoes and is sweet
    • Puerto Rican: cilantro and is robust
    • Cuban: parsley, tomatoes and is mild
  • Heat or spiciness
    • Cooks from the Caribbean (e.g., Cuba, Puerto Rico and Dominican Republic) tend not to use chilies in their cooking (maybe only as a condiment)
Characteristics of the Hispanic Diet

• Hispanics less likely to consume three meals per day, but more likely to eat any two meals.

• Hispanics consumed lower mean amounts of total fat, saturated fat, vitamin A, folate, vitamin E & calcium

What We Eat in America, age 2 and older, NHANES 2007-20082
Flavoring con Sabor

- Herbs and species such as cumin and smoked paprika
- Add more onions, garlic, cilantro, chiles, etc.
- Flavor desserts with more cinnamon, vanilla, ginger, citrus juices or zest and coconut
Portion Control and Food Combinations
Methods of Preparation
How to Increase Fruits and Vegetables
How to Increase Fruits and Vegetables
My Plate Guide to Portion Control

Create Your Plate for Hispanic Heritage Month!

#CreateYourPlate diabetes.org/hhm
A Guide to Healthy Eating

Latin American Diet Pyramid
La Pirámide de La Dieta Latinoamericana

Beba Agua
Drink Water

Con menos frecuencia
Less often

Pollo, Huevos, Quesos, y Yogurt

Pescado y Mariscos

Frecuentemente, por lo menos dos veces a la semana

Pesca y Mariscos

En raciones moderadas, diariamente a semanalmente

Fruits, Vegetables, Granos Enteros, Frijoles, Nueces, Leguminosas, y Semillas, Hierbas y Especias

Base cada alimentación en estas comidas

Esté Físicamente Activo; Disfrute su Comida con Otros.

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Focus on Hero Foods

• Hispanic “hero” foods are:
  • Highly nutritious
  • Variety = more power
  • Often lower in fat and calories

• Includes:
  • Grains
  • Beans/legumes
  • Fruits
  • Vegetables
  • Nuts and Seeds
Hispanic Hero Foods - Fruits

• Sample Hero Fruits
  • Avocado
  • Barbados Cherry (Acerola)
  • Guava
  • Mango
  • Orange
  • Papaya
  • Passion Fruit
  • Sapodilla
Hispanic Hero Foods - Vegetables

• Sample Hero Vegetables
  • Chayote
  • Chiles
  • Jicama
  • Pumpkin (Calabaza)
  • Sweet Peppers
  • Sweet Potato (Camote)
  • Tomatillo
  • Yuca (Cassava)
Hispanic Hero Foods – Grains, Seeds, Nuts

- Sample Hero Grains, Seeds & Nuts
  - Corn
  - Quinoa
  - Pumpkin Seeds (Pepitas)
  - Sunflower Seeds
  - Sesame Seeds
  - Almonds
Hispanic Hero Foods – Beans/Legumes

• Sample Hero Beans
  • Black eyed Peas
  • Black Beans
  • Chickpeas
  • Kidney Beans
  • Lima Beans
  • Gandules
  • Soybeans
Summary

• US Hispanic market is growing rapidly
• Hispanic women still owns the kitchen
• Spend more money on food purchases
• Interest in healthy food purchases and home cooking.
• Diets generally healthier, but need variety and moderate portions
• A significant number of favorite foods are nutrient dense
Closing Thoughts

Regardless of age and country of origin, the majority of Hispanics are retaining their unique identity and preserving their culture.

- Nielsen