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
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
• 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.
Bring ATOLAH to Your Community

- License the digital curriculum at $300/year
- Printed materials coming soon to oldwayswebstore.org
- Write to Classes@oldwayspt.org to learn more
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
- **9%** Dominican
- **7%** South American

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

- Hypertension: 16.9% (Women) 10.2% (Men)
- High Cholesterol: 50%
- Diabetes: 16.9% (Women) 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

Schneiderman N et al Diabetes Care 2014

N=16,415

Diabetes Prevalence (%)

Length of Residence, Years

0-5 12.29
6-10 14.84
11-15 16.79
16+ 18.75

0 5 10 15 20

0-5 6-10 11-15 16+
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
Staple foods in two Latin American countries, 1961-2007

Mattei J Campos H. Globalization and Health 2015.
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

Mattei, Campos et al. AJCN 2011
A higher proportion of white rice to beans is associated with a more adverse lipid profile

**HDL cholesterol**

- **Rice**: Portion 1: 45 mg/dl, Portion 2: 44 mg/dl, Portion 3: 43 mg/dl, Portion 4: 42 mg/dl, Portion 5: 41 mg/dl
- **Beans**: Portion 1: 45 mg/dl, Portion 2: 44 mg/dl, Portion 3: 43 mg/dl, Portion 4: 42 mg/dl, Portion 5: 41 mg/dl

**Triglycerides**

- **Rice**: Portion 1: 220 mg/dl, Portion 2: 200 mg/dl, Portion 3: 180 mg/dl, Portion 4: 160 mg/dl, Portion 5: 140 mg/dl
- **Beans**: Portion 1: 220 mg/dl, Portion 2: 200 mg/dl, Portion 3: 180 mg/dl, Portion 4: 160 mg/dl, Portion 5: 140 mg/dl

*p for trend* < 0.001

Mattei, Campos et al AJCN 2011
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

<table>
<thead>
<tr>
<th>Food</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits &amp; vegetables</td>
<td>74%</td>
</tr>
<tr>
<td>Black beans</td>
<td>83%</td>
</tr>
<tr>
<td>Corn tortillas</td>
<td>74%</td>
</tr>
<tr>
<td>Eggs</td>
<td>56%</td>
</tr>
<tr>
<td>Dairy</td>
<td>80%</td>
</tr>
<tr>
<td>Chicken/fish</td>
<td>3%</td>
</tr>
<tr>
<td>Red meat</td>
<td>0%</td>
</tr>
</tbody>
</table>

Dietary intake in the Hispanic Community Health Study/Study of Latinos

- Whole grains
- Vegetables
- Nuts & legumes
- Fruits

Portions per day

N=12,406

Hispanic Community Health Study/Study of Latinos

Alternative Healthy Eating Index

Whole grains
Vegetables
Nuts & legumes
Fruits
Sugar-Sweetened beverages
Red/processed meats
Healthy oils
Omega-3
Sodium
Alcohol N=12,406

Metabolic syndrome

Puerto Ricans 43
Mexicans 53

22%
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

γ γ γ γ

< 1/week

Frequency of eating away from home
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

Caretaker

Mother

Decision-maker

Head of Household

Friend

Spouse

Daughter

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>
## 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!

STOP DIABETES
American Diabetes Association.
#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
Poultry, Eggs, Cheese, and Yogurt

En raciones moderadas, diariamente o semanalmente
Frecuentemente, por lo menos dos veces a la semana

Pescado y Mariscos
Fish and Seafood

Moderate portions, daily to weekly

Base every meal on these foods

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

- Nielsen