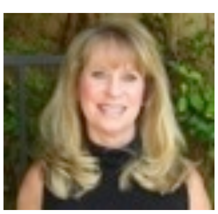
FOOD AND FUN

Cactus IFT

A professional group of IFT members in Arizona seeking to advance the science and technology of food through exchange of knowledge

A Quarterly Newsletter **February 2013**

Chair's Message



Lynn Abarr-Boubelik

The board members of Cactus IFT would like to congratulate Mrs. Holly Curtis-Long on her marriage! We wish Holly a happy, healthy, loving marriage! We'd also like to thank Holly for all of her help in launching our new website. You can check it out at www.cactusift.org.

With the holiday season over and a month into the new year, I want to wish everyone a healthy and prosperous 2013.

- On the evening of Tuesday, February 5, we have an exciting speaker who will discuss food trends in health and wellness. Jon Benninger is Vice President of VIRGO's Health & Nutrition Network, which includes *Natural Products INSIDER, Food Product Design* and the Supply Side brand franchise. In his role, Jon is responsible for the strategic direction of our media brands, events, brand extensions, global presence and go to market strategy from a sales, marketing and content perspective. Jon volunteers for many industry associations, committees and initiatives, is a frequent speaker and moderator at industry events, and works directly with VIRGO clients to develop content marketing solutions and strategies. He joined Virgo in 1995 and has served as editor, publisher, and group publisher prior to his current position. He earned a degree in journalism at Arizona State University. Thanks to all our members who signed up to attend the presentation. We're sure that the event will be very informative and exciting.

- Next month, March 9th, we have an outing at the Talking Stick baseball field. Thanks to Tony DeCastro for spearheading this second event of 2013!

- On April 2nd, is the Cactus Section Supplier's night at the Fiesta Inn. For this event, will have two special guests attending from the National IFT: Sharon Kneebone and Erin Carter.

Suppliers' Night - April 2, 2013

Save the date and let us know if you'd like to be involved!

- On May 4th, we'll have our first golf outing, thanks to Brian Giannini.

What an exciting few months ahead!

I want to personally thank Holly Curtis Long for all her hard dedicated work to support the Cactus Section and all the other members of the board for your dedicated support to make the Cactus Section grow and succeed.

— Lynn Abarr-Boubelik, Cactus IFT Section Chair

Wine and Chocolate

Touring Community Orchard Learning Center

Wine and chocolate, dinner with friends; just a few of my favorite things, and for the December 4th IFT Cactus Section meeting, it was the perfect way to say goodbye to 2012 and build excitement for the new year.

My AZ Kitchen transformed their meeting space into a private dining room with wines from Stephan Granzow of Quintessential Wines of Napa, California and Mary Josephs of Chocolate's by M Josephs of Higley, Ariz., both guests of the Cactus IFT Section.

Appetizers and dinner were prepared by Chef W of My AZ Kitchen and Eggplant and Chicken Parmesan were the main entrees. For wine, we started with a Famiglia Bianchi Chardonnay 2008. This Chardonnay from Mendoza, Argentina is 13.7 percent alcohol and 6.64 g/l total acidity with hints of vanilla, apples and spices. The Valentin Bianchi Malbec 2010, also from Mendoza, was also served and is 14.9 percent alcohol and 4.8 g/l total acidity with ripe plums, cherries, hints of vanilla and coffee.

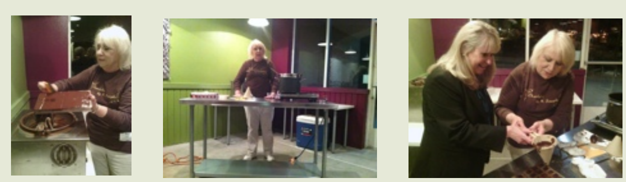
The Two Angels Petite Sirah 2008 ended up being my favorite of the three with 14.1 percent alcohol and 5.4 g/l total acidity. Nearly black, boasts savory aromas of ripe, dark berries, violets and ripe plum with toasted oak and a touch of black licorice; it really paired well with Mary's amazing chocolates.

Mary Josephs, graduate of the Professional School of Chocolate Arts, Ecole Chocolate, of France and participated in the Master Chocolatier Program of Valrhona, one of the largest and most prestigious chocolate manufacturers in France. Mary performed a truffle-making demonstration and with one of the truffles, she made the ganache for the center of the truffles ahead of time so that the flavors would infuse and blend using the Two Angels' Petite Sirah. That was a treat that was.

With her Hilliards Tempering Machine, molds and some decanting support from Lynn Abarr-Boubelik and we all savored the flavors. To top it off, liquid chocolate. Double dessert, a chocolate fountain with marshmallows, strawberries and pound cake was available to cap the evening.

It was a great turnout and everyone seemed to be enjoying themselves; looking forward to the year ahead, I these meetings are great ways to connect and network with others. Thank you to those that made this a successful event; your efforts are appreciated.

—Madonna Kash, Restaurant Marketing Partners



Mary Josephs teaches Cactus IFT members the science and art of making chocolate truffles.

To learn more about Stephan Granzow of Quintessential Wines. Visit the company's website at http://www.quintessentialwines.com

Learn more about M Josephs at http://www.chocolatesbymj.com

Cactus IFT members enjoy dinner, wine tasting, and networking at My AZ Kitchen.

Top 10 Functional Foods

by A. Elizabeth Sloan | Abridged from *Food Technology*, April 2012, Volume 66, No.4

Increased attention to disease risk factors, unhealthy kids, interest in high-protein products, and a demand for real-food solutions are driving the lucrative functional foods sector.

The healthy foods sector is alive and well and recovering quickly from a slight slowdown in spending that stemmed from the sluggish economic climate of the past several years.

Tough times have reminded consumers of the long-term value of staying healthy. Eight in 10 Americans are making some or a lot of effort to eat healthfully; 42% are very concerned about the nutrient content of the foods they buy (FMI, 2011a,b). Sales of functional foods and beverages were estimated at $38 billion in 2010; the overall U.S. healthy foods sector has sales of about $140 billion (NBJ, 2011a).

Self-treatment of minor ailments, supplement use, and interest in alternative therapies is at an all-time high. Thirty percent of consumers say they always or usually purchase grocery products labeled for improving specific health conditions (e.g., heart, digestive, or blood sugar issues); 36% say they sometimes do (Packaged Facts, 2012a).

The shift to positive eating continues. Young adults ages 18–24 remain the top users of functional foods and beverages (Mintel, 2009a). Oatmeal and yogurt are the products most frequently purchased for their specific health benefits (Packaged Facts, 2012a).

Consumers are increasingly balancing health concerns with pleasurable eating, spawning an unstoppable healthier menu movement in quick- and full-service restaurants. Just about one-third of the best-selling new foods and beverages introduced in 2010–11 carried a natural claim; one-quarter claimed added nutrients/nutrition, high fiber/whole grain, reduced calories or low-fat/fat-free content. In addition, one in 10 made a claim about energy, antioxidants, or trans fat (IRI, 2011a).

Healthy foods are dominating new channels. Two-thirds of consumers say they're more likely to shop in a convenience store that offers healthy options (CSNews, 2012). The top 10 fastest-growing drug store categories all feature edible products, and six of them include frozen or refrigerated products (Mitchell, 2012).

Diabetes and overweight are the top two health conditions that food is used to prevent, followed by high cholesterol, digestive disorders, and cancer (Figure 1; Hartman, 2010a).

From new school lunch and heart-healthy eating guidelines for kids' meals to ongoing regulatory issues surrounding immunity/probiotics, the road to success in the functional foods sector is fraught with both obstacles and opportunities. It is the intention of this article to help food technologists navigate the sea changes in the functional foods sector and find the best directions for the years to come.

1. Real Food Nutrition

When it comes to delivering health and wellness, more often it is now about real food and the ability to provide nutrients and health benefits naturally. Nearly nine in 10 grocery shoppers (88%) believe it is very important to get their nutrients from foods naturally rich in vitamins/minerals (HealthFocus, 2010).

In fact, the desire for natural functionality is so strong that core supplement users are limiting the number of supplements they take daily due to pervasive doubts about their bioavailability, a belief that nutrients in foods are best, and concern over the long-term effects of supplementation on digestion (Hartman, 2010a).

One-third (32%) of consumers are making a strong effort to eat more foods/drinks that are naturally rich in nutrients, 28% seek products that are naturally rich in antioxidants, and 28% look for fresh/minimally processed products vs 19% who are interested in more fortified foods (MSI, 2010a). While 65% of adults are still making a strong/some effort to eat more fortified foods, those making no effort rose 7% from 2009 to 2010 to a total of 35% (MSI, 2010a).

2. Mini-Managers

These days, rather than the big, sweeping dietary changes of the past decade, it's small, simple swaps and substitutions for everyday fare that are getting the nod from consumers.

Swapping for healthier versions of the same foods is the most practiced healthy shopping strategy; 58% of shoppers practice it more than half the time (FMI, 2010). In 2011, 56% switched to whole-grain bread, 42% to whole-grain pasta, and 39% to whole-grain rice (FMI, 2011a).

Just over half (52%) replace less healthy choices with different foods altogether (e.g., carrots instead of cookies); 47% stop buying foods they perceive to be unhealthy; and 46% buy new healthy products that they haven't bought before (FMI, 2010).

3. Buying in to Bioavailability

Steady gains in consumers' confidence in the effectiveness of nutrients to deliver highly desirable health benefits have caused Americans to refocus their attention on individual nutrients (MSI, 2010a).

Vitamins were the sixth-fastest-growing CPG product category overall in food, drug, mass, and convenience stores in unit sales in 2011, up 6% over last year. Vitamins ranked second overall in the health-care segment, making the top 10 list in both sectors for the past four years (IRI, 2012).

More than one-quarter of the best-selling new foods/beverages introduced in 2010–11 carried an added vitamin/nutrient claim (IRI, 2011a). Vitamin/mineral health claims on labels are very important to 37% of grocery shoppers (FMI, 2011b). Nearly half (46%) of food shoppers are very concerned about the nutrient content of their food, up 5% vs 2009 (FMI, 2011b).

4. Protein Power

Protein is the next super nutrient, delivering a bevy of health benefits—from helping to prevent frailty in seniors to toning bulging boomer bodies. Four in 10 consumers are making an effort to eat more protein; 39% say a high protein claim is very important on a food label (IFIC, 2011; FMI, 2011a).

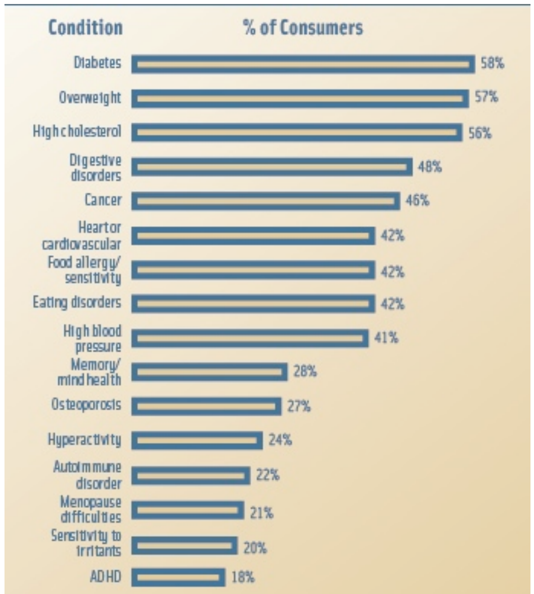


Figure 1. Among consumers working to prevent health conditions, many of those polled reported using food to prevent specific conditions. From The Hartman Group, 2010

Consumers rank protein as the fifth-most-important component of healthy eating, behind vegetables, fruits, limited processed foods, and foods low in saturated fats (Mintel, 2009b). Two-thirds (65%) of adults believe that protein helps build muscle, 39% say that it helps you feel full, 39% say it is beneficial for aging, and 34% believe that it aids with weight loss (IFIC, 2011).

New evidence indicates that consuming 25–30 g of protein per meal optimizes muscle growth and weight management. With only 10 g of protein currently consumed on average for breakfast vs 15 g at lunch and 65 g at dinner, expect high protein breakfast items to reach superstar status.

5. Plant-Based Diets

The continuing shift to positive eating is putting plant-based foods on the front burner. In 2011, 63% of consumers wanted to know more about what foods to eat vs what to avoid, up 7% over the past two years (IFIC, 2011).

When it comes to naturally rich-in foods, consumers say vegetables, fruit, nuts, pulses, whole-grain breads, and beans top the list (MSI, 2010a). Whole grain and high fiber topped the list of the most sought after health claims on food products in 2011; older shoppers have the highest interest in whole grains/fiber (FMI, 2011b).

6. Gourmet Nutrition

Consumers are no longer willing to give up taste for health; more than half believe that healthy food should taste good (French, 2011). With 31 million self-proclaimed foodies in the U.S. and a new more culinarily sophisticated segment savoring food experience cutting across all dayparts and defined by freshness, distinctive flavors, and foodie narratives, it was only a matter of time before demand for more upscale healthier fare crossed over the culinary line(Sloan, 2012b).

Seven in 10 consumers believe that food described as fresh is healthier; more than two-thirds (68%) look for freshness descriptors when purchasing foods(Technomic, 2010). Most important, when eating alone, behavior that is now at an all-time high, diners are more likely to replace frozen meals with fresh, less processed alternatives in order to savor the meal experience more (Hartman, 2010c).

7. Risk Awareness on the Rise

With 83 million Americans already afflicted with some form of cardiovascular disease, it's not surprising that the market for heart-healthy products is shifting from general heart health to risk factor reduction. In 2011, one-third (32%) of grocery shoppers sought out "reduces the risk of heart disease" claims on labels (FMI, 2011b).

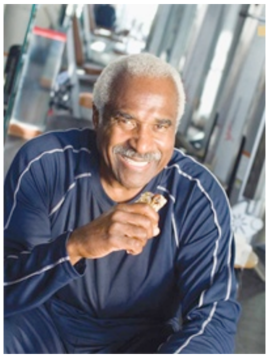
Concern over heart disease risk factors is growing quickly among younger adults. Two-thirds of boomers are concerned about high blood pressure, 48% of Gen X consumers, and 40% of Gen Y; for cholesterol, the percentage of adults expressing concern is 68% among boomers, 54% for Gen X, and 40% for Gen Y. The percentages of those worried about general cardiovascular health are much lower (Hartman, 2010a).

8. First Aid

Savvy food, beverage, and dietary supplement marketers continue to pursue more natural solutions to common everyday aches and ailments. And it's a very big idea. One-quarter (26%) of adults successfully used a natural alternative remedy in 2010; 55% had not but were interested in doing so.

Young Gen Yers are the most likely to believe that functional foods/beverages can be used in place of some medicines; belief in this approach declines as age increases (French, 2011). With one in five consumers affected by gastrointestinal issues, digestive health remains a highly sought after functional food benefit (HealthFocus, 2010). In 2011, 17% of U.S. adults made some or a lot of effort to regularly consume foods/beverages with probiotics (Packaged Facts, 2012a).

9. Kids, Dads, and Grandparents



Healthy kids' foods are a missed opportunity; only 40% of the $10 billion kids food/beverage market, which is projected to grow to $14 billion by 2014, was positioned as better-for-you in 2010 (Packaged Facts, 2011b).

Two-thirds of moms monitor their children's diets very closely; 60% of families practice some form of healthy eating strategy (MSI, 2010c; FMI, 2010). More than one-third of moms are making a strong effort to increase their child's consumption of calcium, vitamins/minerals, whole grains, protein, and vitamins C and D; 24% are working to increase fiber intake, 20% omega-3s, and 18% probiotics (MSI, 2010c).

One in eight children have two or more risk factors for heart disease; one in three is overweight or obese (NCHS, 2010). Two-thirds of moms are concerned about their kids' energy/stamina after school, especially for those who play sports (Mintel, 2010a).

Protein, vitamin D, calcium, omega-3s, vitamin C, lutein, fiber, B vitamins, and potassium are, in descending order, the most sought after nutrients by those 50+ (HealthFocus, 2010). Retaining mental sharpness as they age, avoiding heart disease, preventing cancer, bone health/strength, maintaining the ability to continue with normal activity as they age, and preserving eye health are among the issues those 50+ are very/extremely concerned about (HealthFocus, 2010).

Lower cholesterol, digestive health, weight, lower blood pressure, and promoting healthy blood sugar levels and immunity are the most sought after functional food attributes for those age 55 and older (Mintel, 2009b).

10. Liquidation

Weight control/nutrition liquids and powders and energy drinks, both up 18% in unit sales, followed by sports drinks, up 11%, were the fastest-growing CPG categories in 2011 in food, drug, mass, and convenience stores excluding Walmart (IRI, 2012). In 2011, U.S. energy shot sales hit $1 billion (IRI, 2011c). One-third (31%) of those ages 18–24 used an energy shot at least once a month, 26% of those 25–35 did so, 19% of those 35–44, and 11% of consumers 45–54 (Sprinkle, 2012).

Instant coffee, hot cocoa mix, ready-to-drink iced tea, milk, ground bean coffee, apple juice, and leaf tea were other top sales gainers over the past five years. Four out of five drinks posting gains of greater than 10% were single-serve, three in five were natural, and two in five were refrigerated (Sprinkle, 2012).

Energy/alertness, gut health, heart health, immunity, sports/recovery, and weight control were the top claims on new U.S. functional beverages in 2011; globally, the top claims were energy/alertness, vitamin/mineral, sports/recovery, immunity, and heart health, (Innova, 2011).

Six in 10 beverage R&D executives report that their company will launch more new drinks in 2012 than in 2011; 58% plan for more water and juice, 39% more sports/energy beverages, and 19% more carbonated soft drinks (Zegler, 2012). Beverage executives cited health, convenience, natural, and low-calorie as the top market needs/interest states for 2012. Fruit is projected to dominate the best-selling beverage flavors in 2012. Use of superfruit flavors in beverages fell in 2010 and 2011. Açai and pomegranate dropped off the list of projected best-sellers in 2012.

In 2011, 174 million Americans drank tea, and 183 million had coffee (Packaged Facts, 2012b; Mintel, 2011a). Sales of medicinal teas reached $108 million in combined natural/food, drug, and mass merchandisers excluding Walmart channels for the year ended 2/18/12, up 10.8%, surpassing herbal teas at $88 million, up 7.6% (SPINS, 2012).

Half of those who drink 100% juices look for all natural, no preservatives; four in 10 are seeking no sugar added and a full serving of fruit or enhanced vitamins/minerals. In addition, one-third seek low sugar, antioxidants, and no high fructose corn syrup in the juice they buy. One in 10 seeks out a specific functional ingredient (Mintel, 2012b).

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If you're interested in serving in a volunteer role for your Cactus Regional IFT Section, please let us know!

New CactusIFT.org Website

Our new Cactus IFT website has launched. You can find it at http://www.cactusift.org. Now it's easier than ever to keep up with Cactus IFT news, join our events, and even share with your colleagues. We will also be maintaining a blog that will share news similar to this Cactus IFT newsletter. Each blog post will also be shared on social media websites such as LinkedIn, Facebook, and Twitter.

Social Media

Speaking of social media, have you joined our LinkedIn and Facebook groups? Or have you started following our Twitter and blog feeds? If not, then learn more at the following below:

Facebook: Search for "Cactus IFT" group and "Join" (be sure to "invite" fellow Cactus IFT group members)

LinkedIn: Under "Groups," search for "Cactus Regional Section Institute of Food Technologists"

Follow us on Twitter: @cactusift

Cactus IFT web community

Have you become part of the Cactus IFT community on the national website at www.ift.org? If not, then please join us! It will become one of the best avenues we have for communicating new events, Cactus IFT news, and hiring opportunities. Learn more at http://community.ift.org

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