

FOOD, HEALTH, & CULTURE

Important Implications Behind Our Culinary DECISIONS

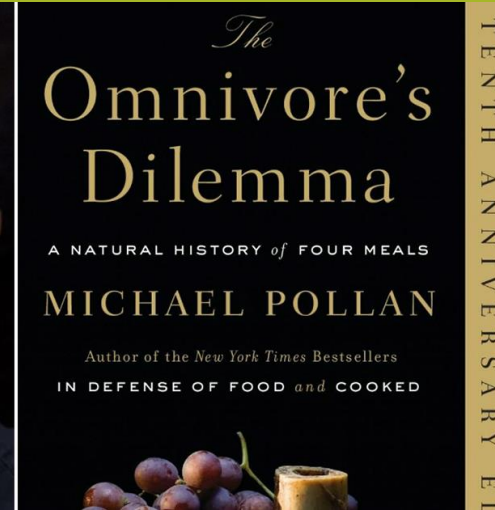
BRAINSTORM ?s

1. **P.E. in school? How many times/week? What types of activities?**
2. **Sports/Athletics you played growing up (how much at what levels)?**
3. **In what ways did those sports socialize your views on exercise and fitness?**
4. **Regular NON-Competitive exercise growing up? What types? How often?**
5. **What do you regularly do for fitness?**
6. **How many steps do you take per day?**
7. **What type of sports/exercises would you like to learn how to do NOW?**
8. **40-year old version of YOU...what do they do for exercise?**

Michael Pollan

1. Arguments

2021 SP FOOD DATA



<u>B-FAST</u>		<u>FOOD FAVORITE</u>	<u>FOOD HATES</u>	<u>SNACKS</u>	<u>FOOD RULES</u>	<u>COVID-COLLEGE</u>
Eggs-111111 Coffee111 G-nola-111 Smoothie-11 Shake-11 Oats-11 Apple/celery EngMuffin	Standing up1111 Sitting-111 At Desk-111 10-15min-11111 20+11 Alone-111	Oatmeal +Peanut butter Buttermilk waffles/strawberries Pancakes Chicken parm Sushi Chicken/broccoli Tacos Chicken wings Burger + fries	Peas White beans Beets seafood Scallops Cilantro White fish Egg plant Pickles Mayonnaise caramel	Yoghurt/nola Chips/salsa-11 Crackers Strawberries-11 CheezIts-11 Ice-cream Bananas-11 Apples Gnola bars Apple Blueberries Popcorn Oreos yoghurt	NO sugary drinks Sit-down dinner Vegetables or dishes Dinner together Wash dishes Milk w/dinner NO TV or Devices at Dinner Eat what is on your plate Pizza-Fridays No rules Grace	Eat out of boredom Overeating More control More obsessive Less healthy No meat/dairy More snacks More smaller meals Earlier dinner

Baseline FAQs

Eating habits are formed at an early age 1-6 yrs.

- a. Generally, you eat what your parents eat.
- b. You eat what your community eats
- c. You eat what your TASTE BUDS TELL YOU!
- d. Bad/good habits passed generationally WITHOUT knowledge or questioning.
- e. MEDIA: Parents, family, children are influenced by MEDIA
- f. FOOD POWER!! GLOBAL AGRICULTURAL/FOOD INDUSTRIES



Baseline FAQs

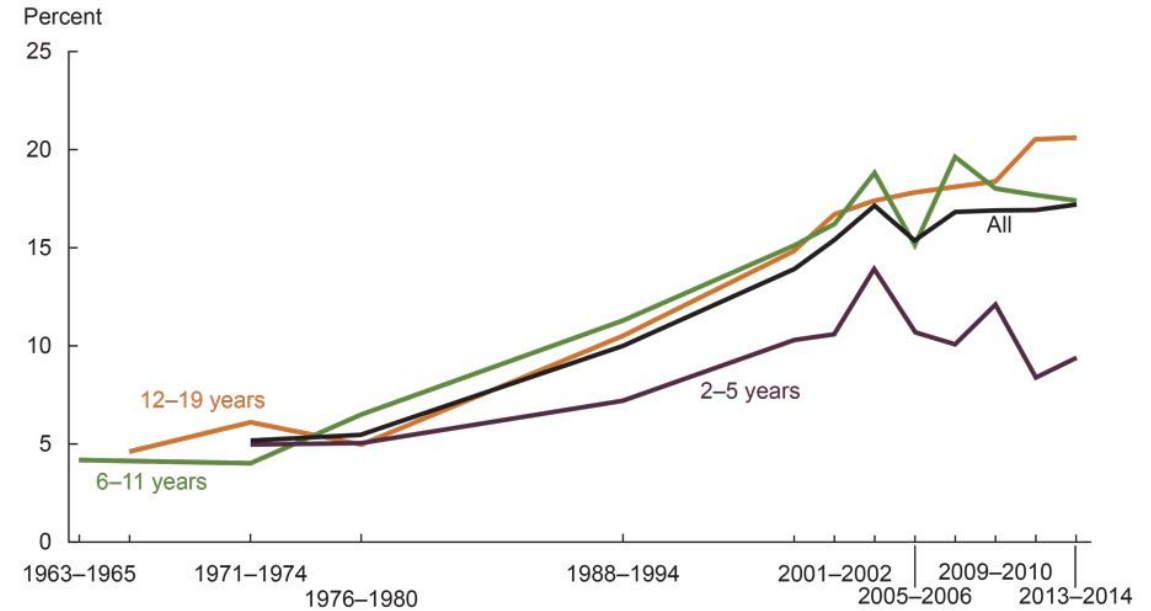
As a wealth \$\$ grows, waist lines do too, thanks to ...

- diets higher in protein, sugar, and fat→
- PROCESSED FOODS
- Eating out/Take-out

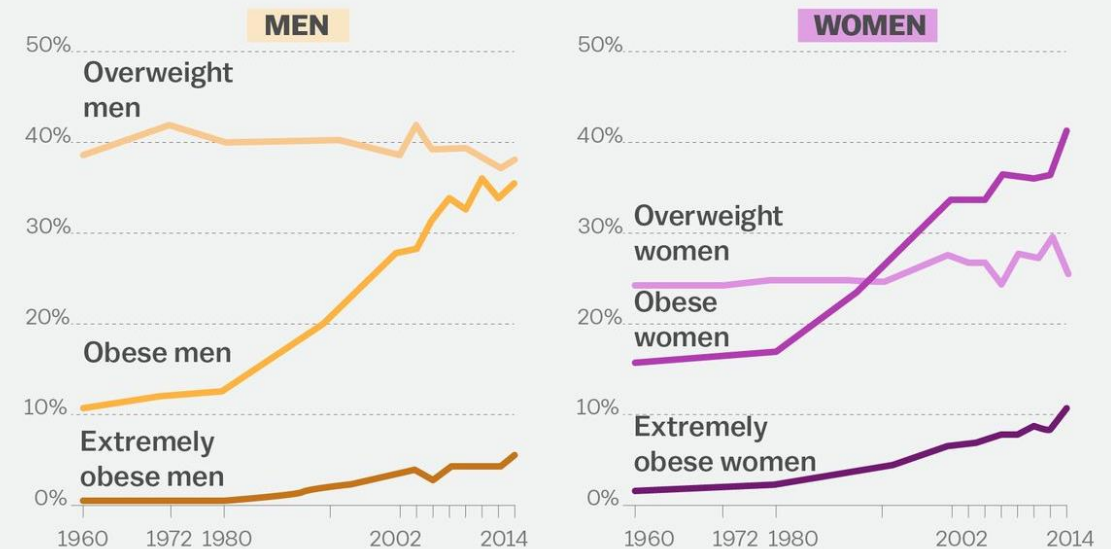
1. **OBESITY EPIDEMIC**→ is DIRECTLY connected to our food AND our lack of EXERCISE/movement.

2. **DIRECT CONNECTION TO MEDIA USE/HABITS!**

Trends in obesity among children and adolescents aged 2–19 years, by age: United States, 1963–1965 through 2013–2014

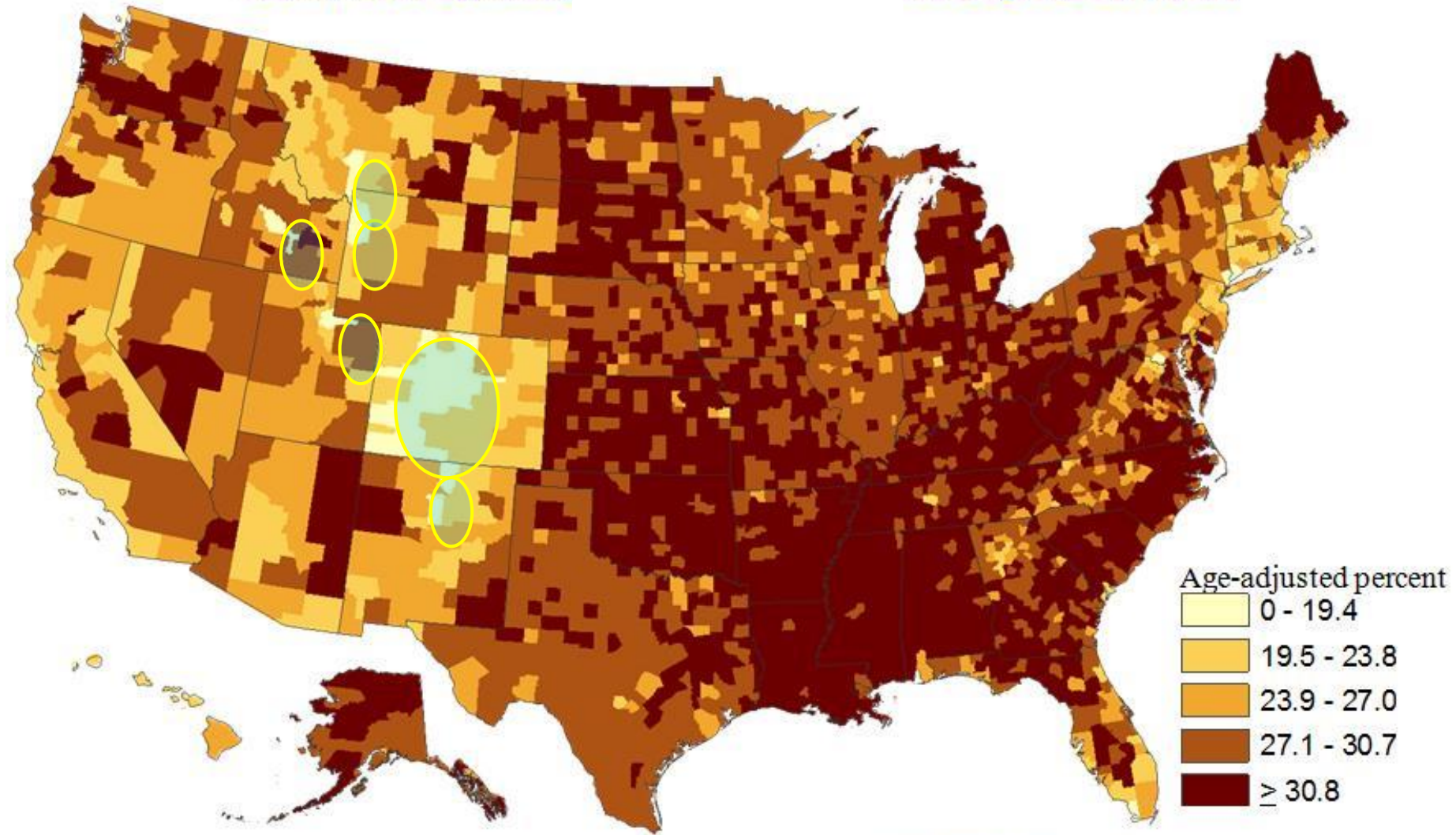


The stunning rise of obesity in America



United States

County-level Estimates of Obesity among Adults aged ≥ 20 years:



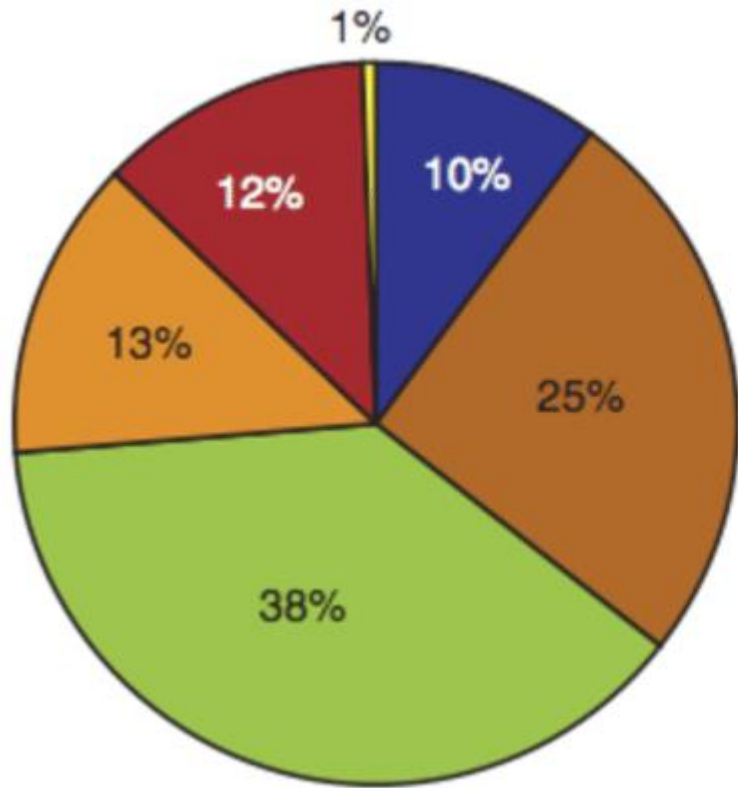
www.cdc.gov/diabetes

http://apps.nccd.cdc.gov/DDT_STRS2/NationalDiabetesPrevalenceEstimates.aspx?mode=OBS

How we eat is changing

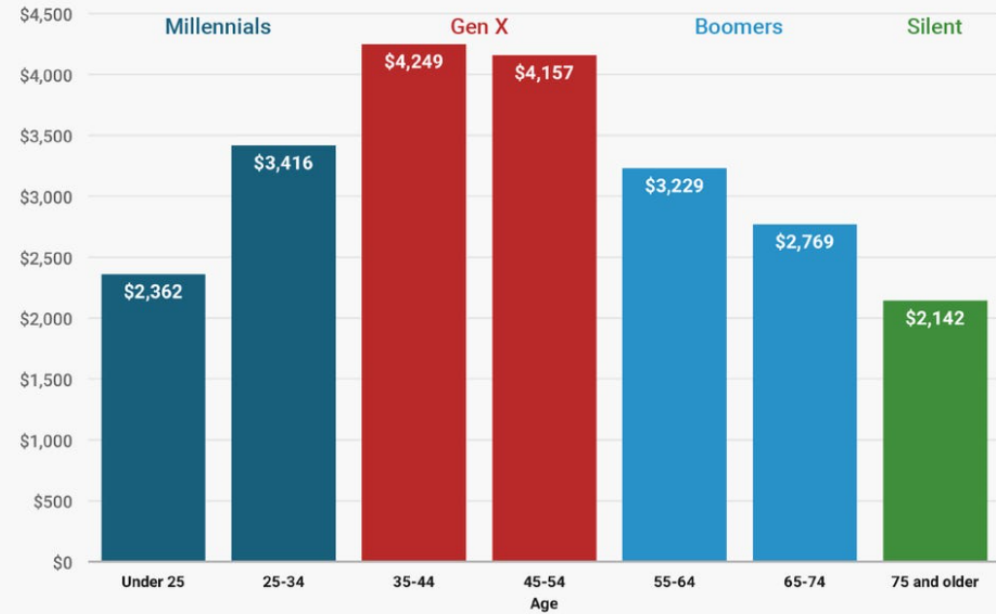


EATING OUT

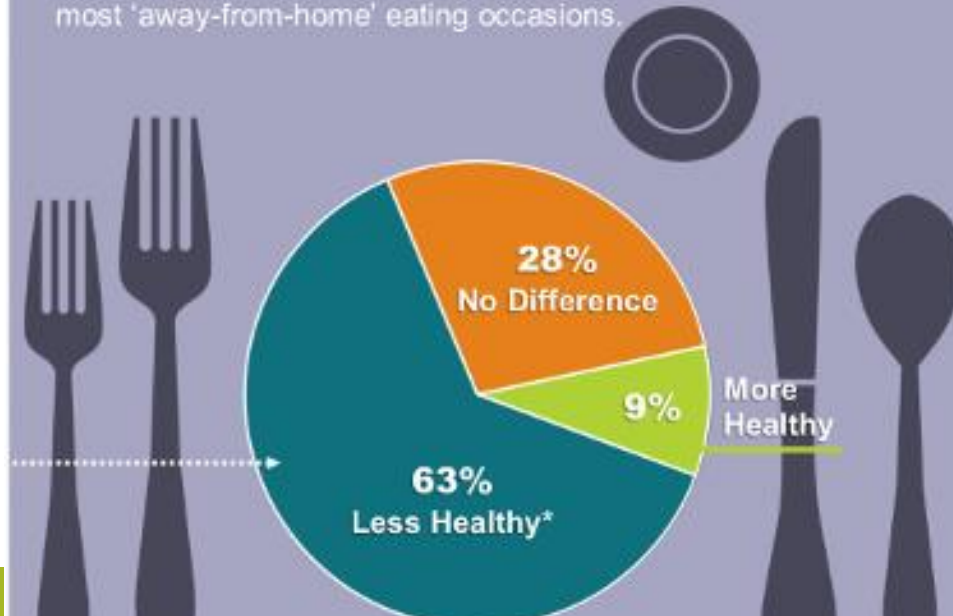


-  Almost every day
-  Every 2-3 days
-  Once a week
-  Once every 2 weeks
-  Once a month
-  Never

Average spending on food away from home



More than 6 in 10 consumers (63%) eat less healthfully when eating out, primarily because they have other motivations for most 'away-from-home' eating occasions.

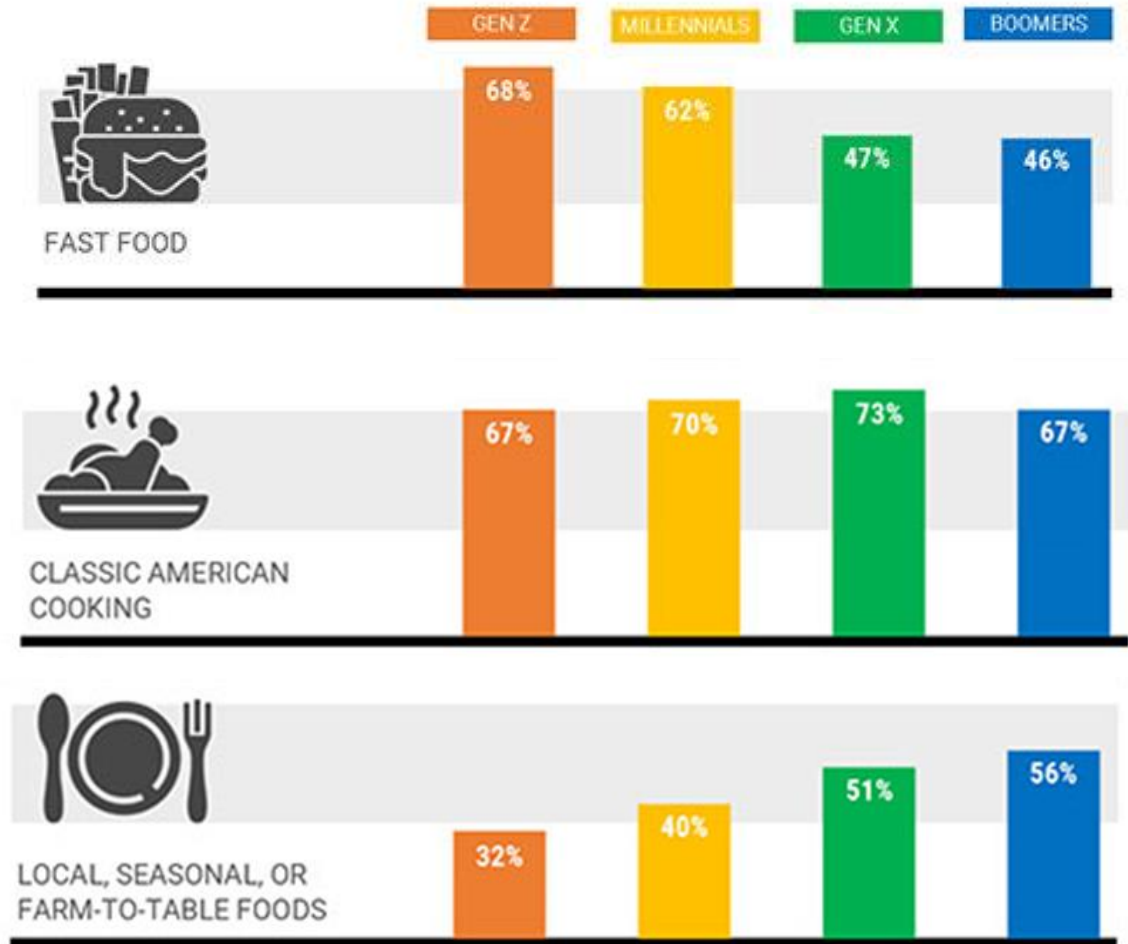


FOOD TRADITIONS are HARD to BREAK

- ▶ **GEN-Z = born between 1996-2010**
- ▶ **Millennial = Born 1981-1995**
- ▶ **Gen X = Born 1965-1980**
- ▶ **Baby Boomer = 1946-1964**
- ▶ **Silent Gen = Born 1928-1945**

GEN Z SHOW A PREFERENCE FOR FAST FOOD AND FAMILIAR TASTES

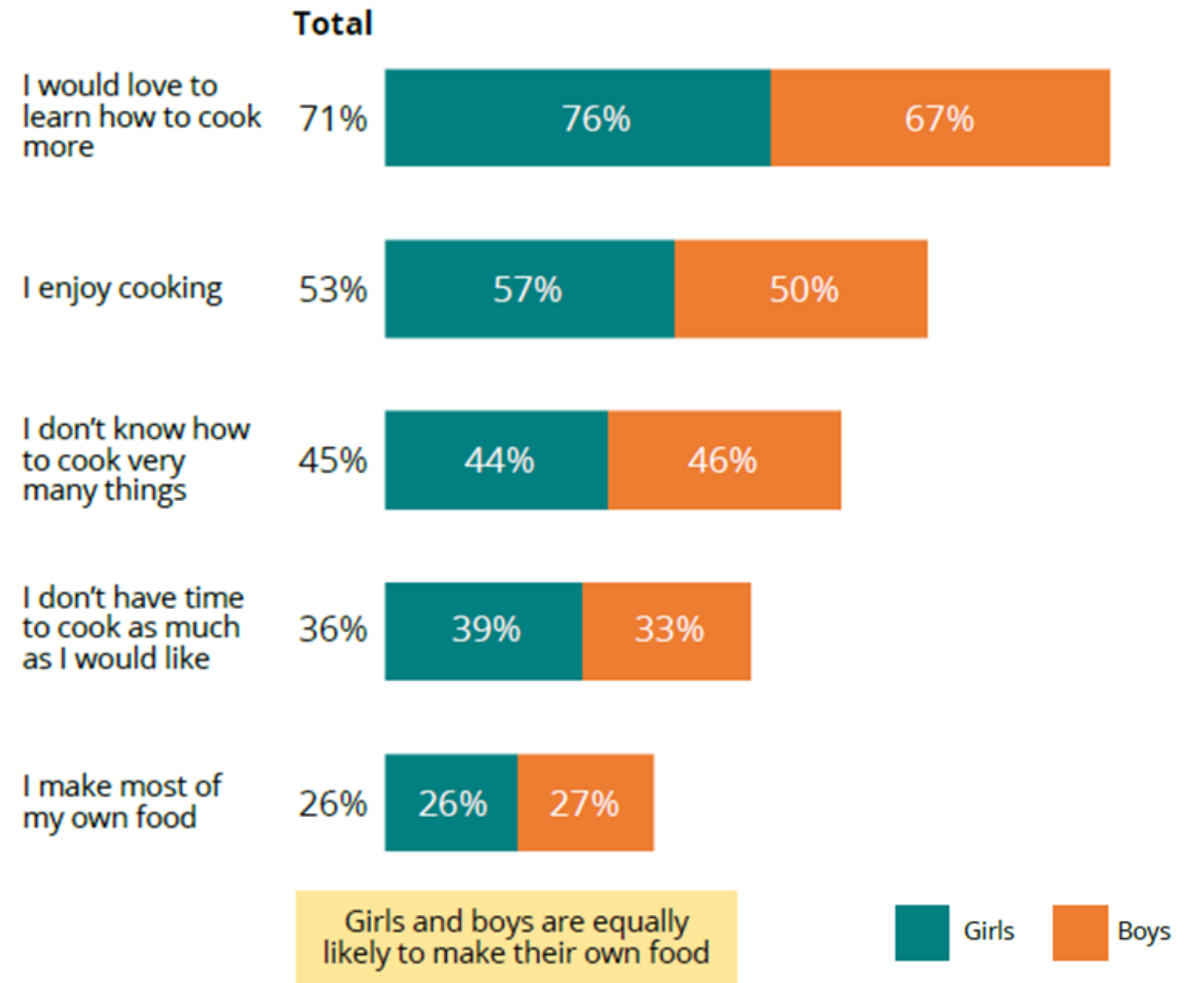
OLDER GENERATIONS ARE MORE LIKELY TO ENJOY LOCAL FOODS, WHICH TEND TO COME WITH HIGHER PRICE TAGS. CURRENTLY, YOUNGER CONSUMERS ENJOY MORE FAST FOOD, SUGGESTING A PREFERENCE FOR CONVENIENCE AND LOW COST.



How... and IF we cook is changing...

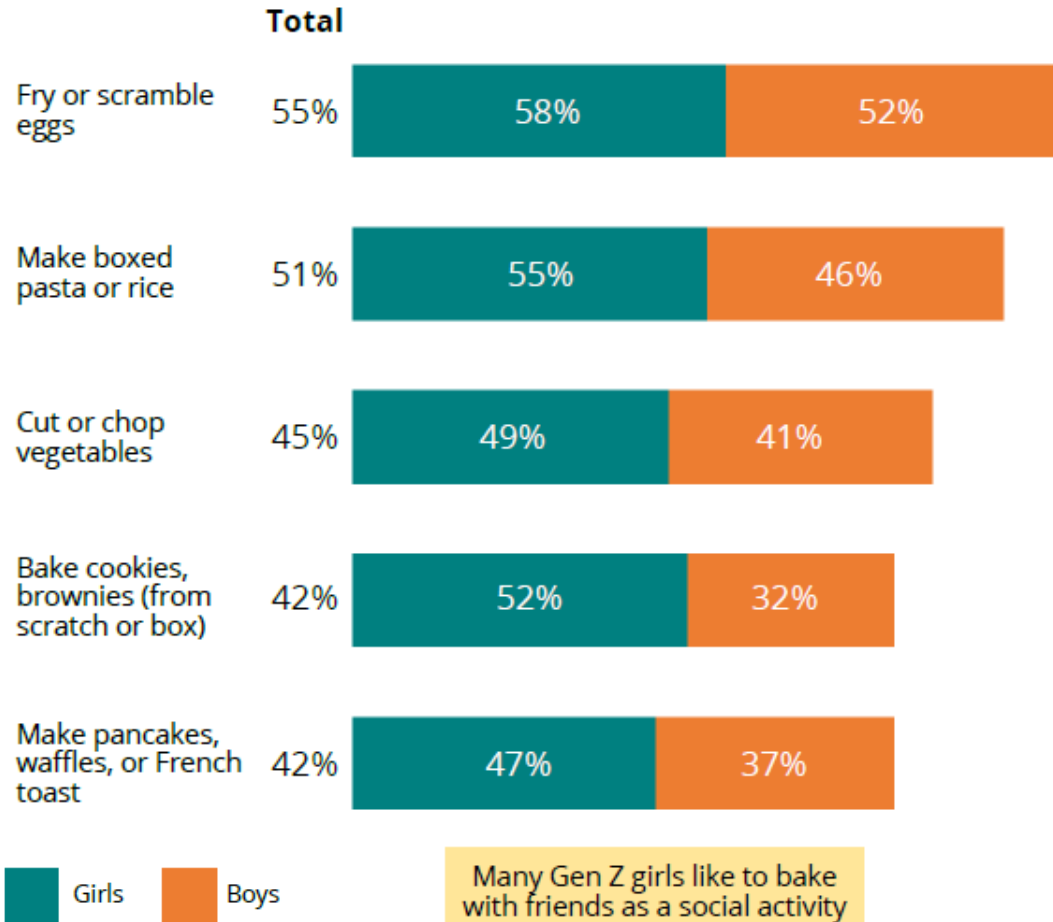
80% WANT TO KNOW MORE ABOUT HOW THEIR FOOD IS GROWN

Gen Z Cooking Attitudes and Skills
(Top 2 box of 5)



COOKING

What Gen Z Cooks — Top 5 (% answering I do this a lot)



Science News

from research organizations

Adolescents' cooking skills strongly predict future nutritional well-being

Confidence in cooking ability led to fewer fast food meals, more meals as a family, and more frequent preparation of meals with vegetables in adulthood, according to a new study

Date: April 17, 2018

Source: Elsevier

Summary: Evidence suggests that developing cooking and food preparation skills is important for health and nutrition, yet the practice of home cooking is declining and now rarely taught in school. A new study found that developing cooking skills as a young adult may have long-term benefits for health and nutrition.

Food Deserts

▷ Definition of a **food desert** =

- 🌴 An area in which it is difficult **or** impossible to buy affordable and good-quality fresh food.
- 🌴 Only processed and synthetic foods largely available.
- 🌴 High proportion of fast-food only options
- 🌴 Devoid of fresh fruit, vegetables, and other **healthful whole foods**.
- 🌴 A lack of basic grocery stores, farmers' markets, and healthy food providers.
- 🌴 A region where you must travel __miles to access good quality, fresh food.



- USDA reviewed cases where full service supermarkets were opened in **food deserts**, but with little effect on shopping or eating habits caused by conditioned behaviors and tastes.

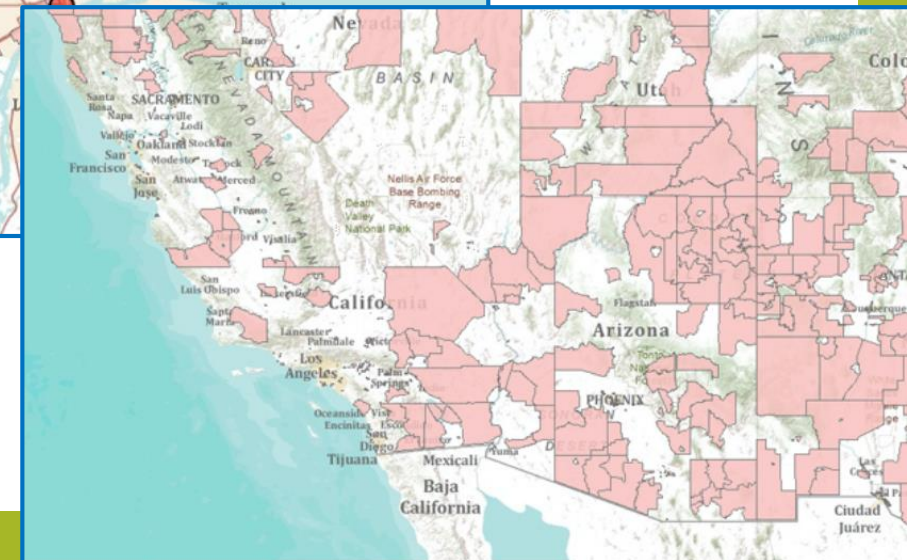
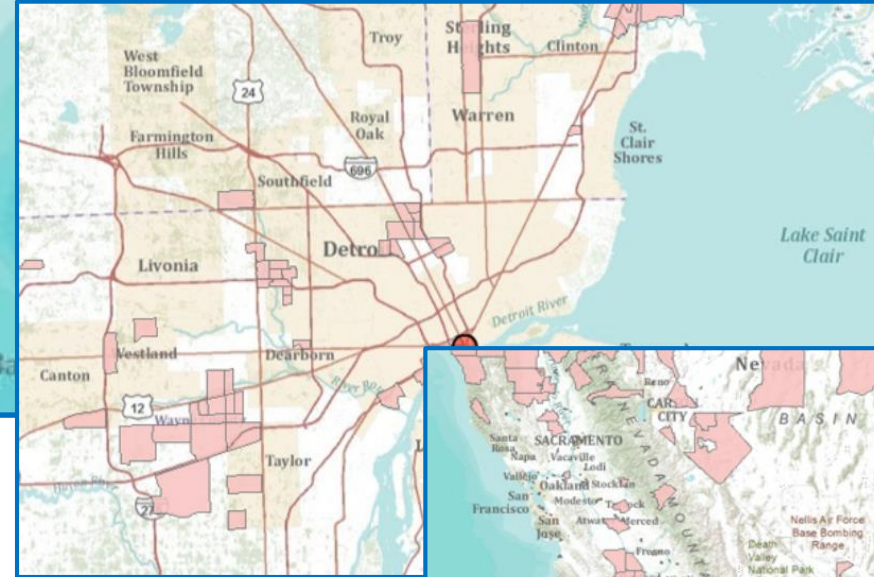
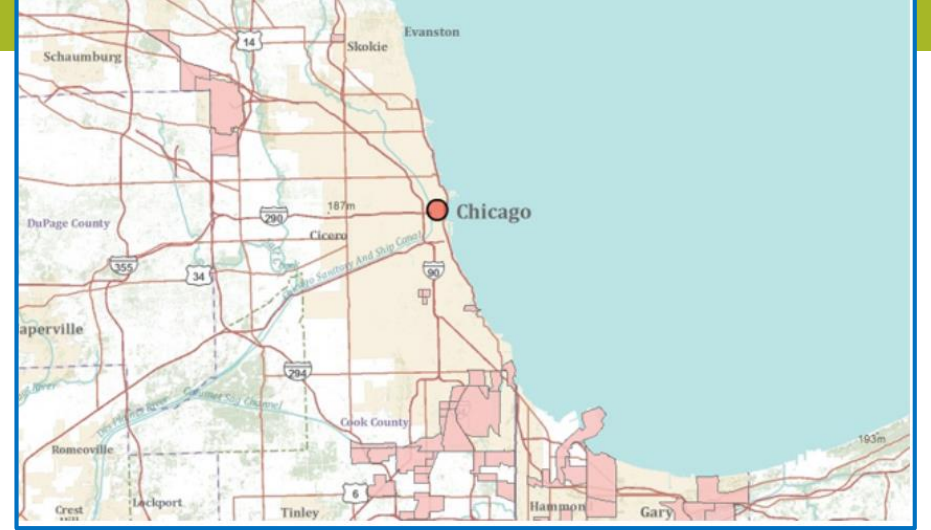
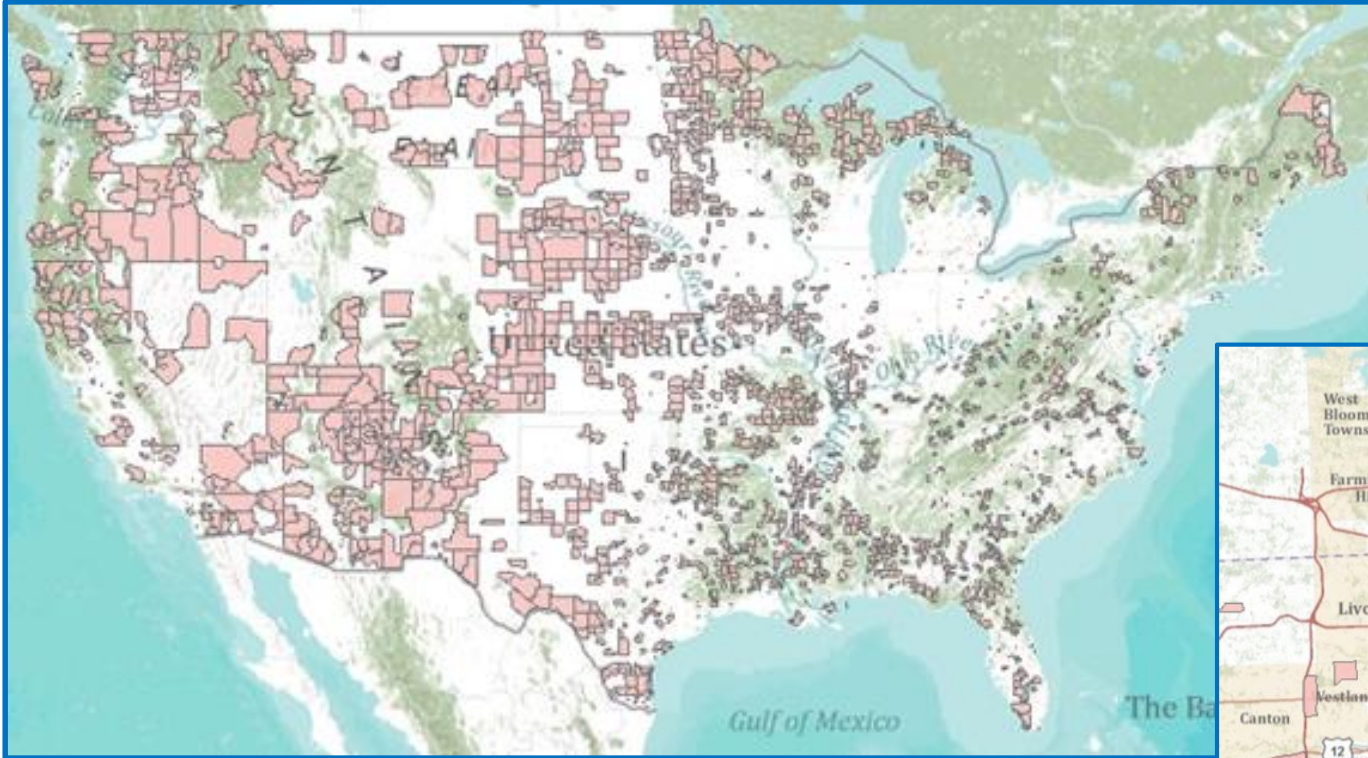
Food Oasis

▷ Definition of a **food OASIS**=

- An area with higher access to supermarkets or vegetable shops with fresh foods.
- **MULTIPLE ACCESS POINTS** for fresh fruit, vegetables, and other **healthful whole foods**.
- **Grocery stores**
- **Farmers' markets**
- **Healthy food providers**
- **Farm to Plate restaurants**

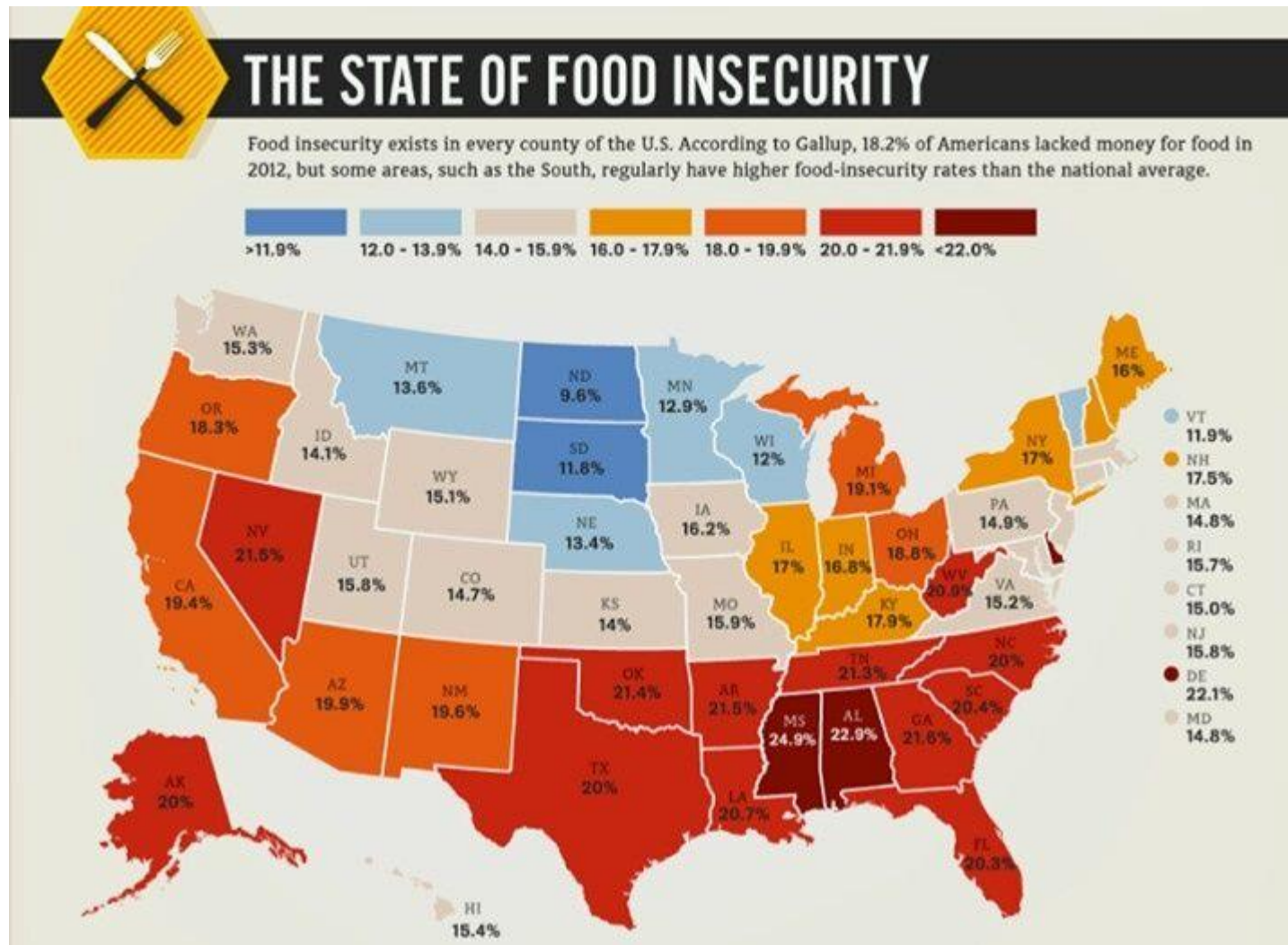


Food Deserts Maps



Food Insecurity

- Chronic-Long-term lack of access for entire communities.



Food Divisions

- Food Apartheid?
- [Inside America's Hunger Capital: Memphis](#)



Food Divisions

- Food Apartheid?
- Washington D.C.
- NPR



The video player shows a street scene with a red octagonal stop sign in the foreground. A person wearing a dark jacket and a backpack is walking away from the camera. In the background, there are trees with autumn-colored leaves and parked cars. The NPR logo is overlaid in the center, and the WAMU 88.5 American University Radio logo is in the bottom right. The video player controls at the bottom show a play button, a progress bar at 0:00 / 3:30, and various settings icons.

NPR is an American public broadcast service. [Wikipedia](#)

Food Deserts in D.C. | Let's Talk | NPR

