Nutrition and Sustainability: The Best of Both Worlds on Your Menu

Presented by Jeffrey Clark
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National Restaurant Association
05/18/2019
Sustainable options draw guests in

Percent of adults who say the availability of environmentally friendly food makes them more likely to choose one restaurant over another

- All adults: 51%
- Millennials (21-38): 58%
- Gen Xers (39-54): 45%
- Baby boomers (55-73): 50%

Source: National Restaurant Association, National Household Survey, 2019
Hankering for healthy cuisine
More than six in 10 adults say healthy options can sway their choice of restaurants.

Percent of adults who say the availability of healthy menu options makes them more likely to choose one restaurant over another

- **All adults**: 65%
- **Millennials (21-38)**: 72%
- **Gen Xers (39-54)**: 68%
- **Baby boomers (55-73)**: 62%

Source: National Restaurant Association, National Household Survey, 2019
# Kid’s Nutrition: It’s What’s Hot

## Top 20 food trends by year

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
</table>

**Source:** What’s Hot 2012 – 2018
## What’s Hot Sustainability

### Top 20 food trends by year

<table>
<thead>
<tr>
<th>Year</th>
<th>Trend 1</th>
<th>Trend 2</th>
<th>Trend 3</th>
<th>Trend 4</th>
<th>Trend 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Locally sourced meats &amp; seafood</td>
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<td>Locally sourced meats &amp; seafood</td>
<td>Sustainability</td>
</tr>
<tr>
<td>2013</td>
<td>Locally sourced meats &amp; seafood</td>
<td>Locally grown produce</td>
<td>Locally grown produce</td>
<td>Locally grown produce</td>
<td>Environmental sustainability as a culinary theme</td>
</tr>
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<td>2014</td>
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<td>2017</td>
<td>Hyper-local sourcing</td>
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*Source: What’s Hot 2012 – 2018*
Healthy kids’ meals
2019 What’s Hot
#3
Zero-waste cooking
And yet…

Despite restaurant pledges, most kids receive unhealthy items with fast-food kids’ meals.

From drugged oysters to birds full of plastic, oceans are feeling the burden of pollution.

Restaurants Have Gotten A Hall Pass On Obesity, And It Must End.

The Hidden Cost of Hamburgers – Social and Environmental Impacts
BY EMMIE RICHARDS - PUBLISHED JANUARY 17, 2016 - UPDATED APRIL 15, 2019
Where to Start? It’s complex & confusing…

**Sustainability**
- Food waste
- Energy efficiency
- Animal welfare
- Water efficiency
- Renewable energy
- Sustainable seafood
- GHG reduction
- Packaging

**Nutrition**
- “Clean” ingredients, removing:
  - Preservatives
  - Additives
  - Colors and dyes
- Calorie, fat, sodium, sugar levels
- Portion sizing
- Allergens
- More fruit and vegetables
Focus on both **Menus of Change**

- Examples of how to start
- 24 principles to:
  - Innovate around nutrition and sustainability
  - Offer transparency to customers
  - Boost whole grains and global plant-forward flavors
- We’ll cover 3.5…
Plants in the middle of the plate

- Innovate with new plant-heavy dishes
- Highlight vegetables, legumes, and nuts first; meats second
- Still serve meat, just less of it
- Big 40 oz. steak still has its place, but not every day...
- Both health and environmental benefits!
Blended Burger
(any ground meat)

- 25% fresh mushrooms into burgers
- Offers more plant-forward option
  ➢ But with beloved beef flavor
- Very delicious with more umami!
- Cuts fat, cholesterol, and carbon footprint by 25%
- Competition & chefs can win $5k
Plant-based meat

- Many brands launching alternatives
- Consumer pays approx. $1 extra for patty
- 45% of millennials would be very likely to order healthier options (Source: Technomic)
- Usually still relatively high in calories but:
  - Reduced environmental footprint
  - Fewer GHG emissions
  - Perceived health benefits

Reasons for purchasing plant-based meat

Source: Trying Burger King’s Impossible Whopper, CNET, YouTube.Com
Plant-based meat is forward looking

- Older generations not into it
- Flip to younger generations, unlikely to try: Boomers $\rightarrow$ Gen Z drops 20%
- Younger generations are “very or somewhat likely”:
  - 47% Gen Z
  - 73% Vegetarian
  - 71% Vegan

*Source: The Morning Consult survey, Aug. 2018*
Millennials eat at QSRs more...

Your future customers eat out at QSRs more and are more likely to eat plant-based burgers...

Source: The Morning Consult survey, Aug. 2018
More Sustainable Farming

• Shift supply chain and work directly with farmers
  • Minimal soil disturbance
  • Cover-cropping
  • Crop rotation/polyculture
  • Perennial crops/trees/hedgerows
  • Adding compost or grazing
• Must be locally appropriate
• Habitat restoration and stream protection (Riparian buffers)
The Perennial Farming Initiative

- Chef and restaurateur Anthony Myint
- Started Zero Foodprint
- Restore California program:
  - Restaurants verified as carbon neutral, or;
  - Add a 1% charge to customers’ checks
  - Funds pay farmers and ranchers to transition to climate-friendly practices
  - Gentler tilling methods
  - Cover cropping
  - Composting
- Farmers will be paid $10 per ton of carbon removed from the atmosphere.

ZeroFoodPrint.org
Innovate around beverages

• Big improvement for health
• Dairy and juice have larger environmental impacts
• Soon might not have a choice — policies have proliferated for kids supported by the beverage industry:
  ➢ Statewide: CA — water, milk, juice for kids meals in restaurants
  ➢ 12 different cities (eight in CA)
  ➢ Reintroducing bills: HI, MI, NH, NY, RI, VT
  ➢ Soda taxes/sodium labeling/sugar warnings: AR, AS, CA, MI, NYC

Source: Yet Another 'Footprint' to Worry About: Water, Wall Street Journal, 2009
Brand Your Menu with Kids Live Well National Restaurant Association

- Voluntary program to promote healthier for you kids meals
- Must follow specific nutrition criteria
- Requires 1 to 2 certified kids meals + sides
- Relaunching in October 2019
Proposed KLW Default Beverages**

**WATER**
Water or sparkling water with no added sweeteners

**MILK**
Milk or a non-dairy alternative, 8 oz. or less

**JUICE**
100% juice or juice combined with water, no added sweeteners, 8 oz. or less

**Other beverages available upon request**
McDonald’s: Tremendous progress, 2013

• Company serves 25 million people a day
• Happy Meals with water, milk, or juice orders
  • Up 12% globally since 2013
  • 36% to 48% (water, milk, or juice)
• Also working to:
  • Offering more balanced meals
  • Simplifying ingredients
  • Continued transparency
  • Responsible marketing
Takeaway 1

There is a growing demand, particularly among younger consumers, for options that are both healthier and more sustainable.

Takeaway 2

Innovation and creativity are sparking healthier and sustainable food options that people are actually ordering!

Takeaway 3

Voluntary programs and state and local policies are driving health and sustainability changes, usually for the better.

Thank you!
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Takeaway 3

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Takeaway 4 — Start with one effort and build from there!
Questions?

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