

Health through Heritage

Cynthia Harriman, Oldways



Health through Heritage

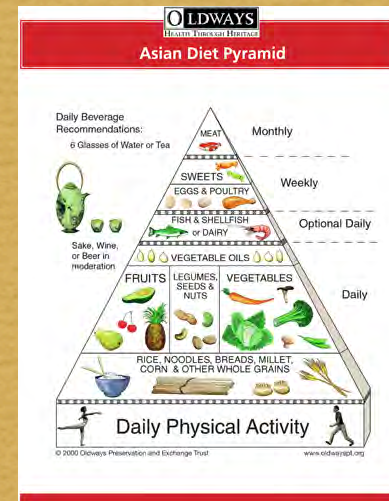
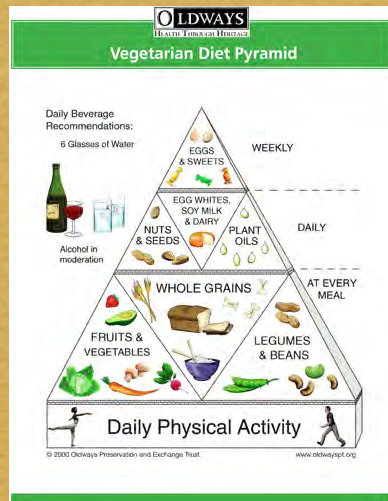
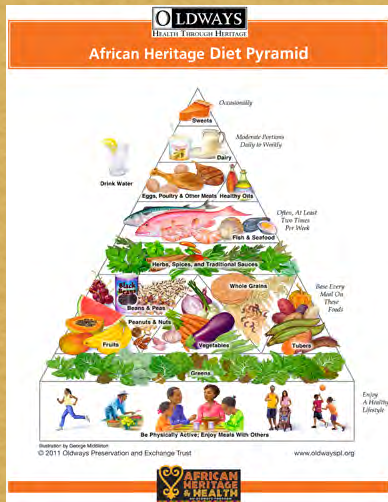
- What is Health through Heritage?
a merging of 5 important trends
- How can supermarket dietitians use HTH and benefit from it?
- How can food manufacturers benefit from it?

Five Trends Together

- Real Foods
- Traditional Processing
- “Locale” Food
- Super Diets Trump Superfoods
- It’s More than Just the Food



Health through Heritage



Health through Heritage for Supermarket Dietitians



In-store Flyers



Celebrate Your Health with The Mediterranean Diet

Longevity and lower rates of heart disease are found amongst individuals living in the Mediterranean. This traditional food pattern encourages the following foods for optimal health:

- Use healthy, plant-based fats...Olive oil, nuts, avocados
- Include beneficial bacteria in foods like...Yogurt
- Choose nutrient-packed **Whole Grains**
- Eat plenty of **Fruits & Vegetables**
- Increase intake of omega-3-rich foods like **Fish**



Barbara Ruhs
Registered Dietitian

Mediterranean Diet Pyramid

A contemporary approach to delicious, healthy eating
Source: Oldways Mediterranean Foods Alliance
www.OldwaysPT.org



Dannon Greek Yogurt
Selected varieties, 5.3 oz
Thank You Card Price

10⁰ FOR 10



Nature's Own Rounds
Selected varieties, 12 oz
Thank You Card Price

2⁵ FOR 5



Food Club Tomatoes
Selected varieties, 14 oz
Thank You Card Price

79¢



In-store Promotions

SN
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Retailers to Celebrate Mediterranean Month in May

Roseanne Harper, *Supermarket News*
Apr. 19, 2010 11:00am

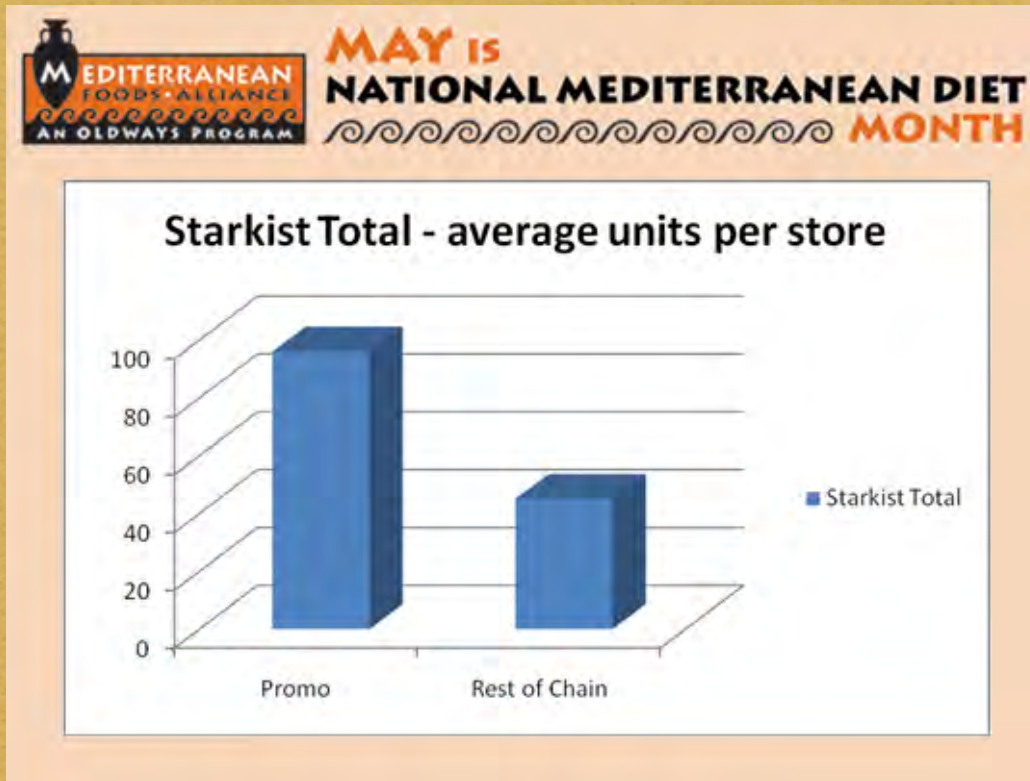
WEST DES MOINES, Iowa - Hy-Vee Stores, based here, and Giant Eagle Stores, Pittsburgh, Pa., will be celebrating May Is Mediterranean Month in their produce departments with demos featuring "Mediterranean potato salad."



Working in conjunction with Oldways, a Boston-based, non-profit, educational organization and the Mediterranean Food Alliance, the U.S. Potato Board developed the recipe for the salad.

During May, the demos, in selected stores, will be augmented by POS materials calling attention to Mediterranean Month and to the Mediterranean Diet — both of which are promoted by Oldways, and the MFA.

In-store Promotions



Supermarket RD
+ Oldways Health through Heritage Materials
= More Sales of Healthy Foods

YouTube Videos



Health through Heritage for Food Manufacturers



Packaging



Co-branding



Websites

WESTBRAE NATURAL®

Delicious Vegetarian Products Since 1970



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VEGETARIAN FOOD GUIDE

The Traditional Healthy Vegetarian Diet Pyramid



© 1996 Oldways Preservation Trust

INTERESTED IN A VEGETARIAN LIFESTYLE?

Westbrae Natural products provide a foundation for nutritious meals centered around vegetables, whole grains and beans. As an integral part of the Vegetarian Diet Pyramid, delicious, versatile foods such as our beans, vegetables, soups and pastas help you to make the transition toward a vegetarian lifestyle.

There are many varieties of vegetarians, and there are many reasons why people choose an alternate food lifestyle. We suggest researching your options so you can make the decision that is right for you. In the meantime, we'll help clear up some general vegetarian misconceptions with a few simple definitions to help you decide your type:

Vegan -- a person who eats absolutely no animal products of any kind (no eggs, dairy, fish, honey, etc.)!

Lacto-Ovo Vegetarian -- very popular because it is based on a diet of vegetables, fruits, grains, legumes (beans), seeds and nuts, and includes eggs (ovo) and dairy (lacto). No meat, poultry or fish!

Lacto-Vegetarian -- No eggs! Other than that, it is similar to lacto-ovo vegetarian.

Pesco-Vegetarian -- This vegetarian diet includes fish, eggs and dairy, but no chicken or meats.

Macrobiotics -- based on a philosophy of a healthy balance. Whole grains make up about one third of the day's foods, vegetables make up about a quarter to a third, legumes average 10% of your intake. Fish is also eaten by many.

Websites

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SPICES FOR HEALTH

Super Spices

Tips

Recipes

Take the 30 day Challenge

Mediterranean Flavors

Health with Dr Wendy

Printable Materials

Savor the Flavors of the Mediterranean

Rich flavors, the promise of health and vitality, and a lifestyle that celebrates friends and family around the table have lured people to the Mediterranean for centuries. To help Americans incorporate the foods of the Mediterranean into their daily meals, the Mediterranean Diet Pyramid was developed in the 1990's. Recently, the Pyramid was updated to showcase the role of herbs and spices, placing them at the heart of every meal for the flavorful and health-promoting antioxidants they provide.

It's easy to add Mediterranean herbs and spices - Oregano, Rosemary, Thyme and Red Pepper/Paprika - to family favorites. Try these simple, flavorful ideas for spicing up meals the Mediterranean way.

MEDITERRANEAN LIFESTYLE RECIPES

Tomato Florentine Pasta Bake
Under \$1.75 per serving.
Full of health-promoting antioxidants, this baked pasta dish delivers all the flavors of lasagna in less than half the preparation and baking time. Serve it with crusty sourdough rolls and a tossed green salad.
[View recipe](#)

Mediterranean-Style Stuffed Peppers
The delicious stuffing features ground beef, brown rice, golden raisins and almonds seasoned with a flavorful Super Spice combination.
[View recipe](#)

Pear and Field Green Salad with Pomegranate Vinaigrette

MEDITERRANEAN DIET PYRAMID

A contemporary approach to delicious, healthy eating

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Websites



[HEALTH & WELLNESS](#)
[HEALTHIER SNACKING](#)
[WHOLE EATING AND COOKING](#)
[TRUTH ABOUT CHIPS](#)
[RESOURCES](#)










Whole Grains

As health professionals, you know how important it is to help patients and clients understand how to get more whole grains into the diet. This can be as easy as recommending a simple swap, like switching from white bread to 100% whole wheat bread. But you may not realize that consumers can actually be getting in some whole grains from their favorite snack chips!

What are Whole Grains

According to the Whole Grains Council, whole grains contain all three parts of the grain: the bran, germ, and endosperm. When grains are refined, the bran and germ are removed, leaving only the endosperm. Some whole grains include whole barley, whole wheat, and whole oats. The refining process removes the fiber and nutrients found in the bran and germ.

Health Benefits from Whole Grains

Research has shown that whole grains provide substantial benefits when it comes to our health. It is thought that different nutrients within the whole grains have a collaborative effect on the body and that these health benefits may not be seen to the same effect from the individual nutrients, such as when taken as supplements.² Whole grains have primarily been shown to improve health in the following areas:

- Reduced risk of heart disease
 - Although whole grains have been shown to help reduce the risk of heart disease, the effect is not as strong as when taken with other nutrients.
- Reduced risk of type 2 diabetes
 - The Whole Grains Council has found that whole grains can help lower blood sugar levels, which is why they are often recommended for people with diabetes.
- Improved weight management
 - Whole grains can help you feel full longer, which can help with weight management.

Food Sources of Whole Grains

Because whole grains are becoming more prevalent in the American diet, many of our traditionally consumed foods are now incorporating whole grains. In order to find these foods, look for the Whole Grains Council stamp on the package.



related documents

[Fat Facts: The Truth about Fats \(PDF\)](#)

Websites

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Nutri-Grain®
Eat better all day.

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More of the whole grains your body needs

More people are becoming aware of the benefits of eating whole grains. Still, most people don't get enough whole grains – 80 percent of us are not consuming the recommended levels of whole grains. (NIH/NES 2003-2004)

Learn more about the benefits of whole grains, dietary recommendations and helpful tips to get more nutrition into your diet each day at www.kelloggsonutrition.com

With 8 grams of whole grains in each bar, **Nutri-Grain®** Bars give you more of what your body needs.

Kellogg is making it easy for you to know how many whole grains you are consuming by using the **Whole Grains Council®** stamp on all **Nutri-Grain®** Cereal and Yogurt Bars. The stamp lets you know that **Nutri-Grain®** contains at least half of a serving (8 grams) of the recommended three servings or more of whole grains people need each day.

Sets you up to eat better all day

Studies have shown that when you make the right snack choices at the beginning of your day, you are more likely to make better snack decisions the rest of the day. **Nutri-Grain®** Bars make a delicious addition to a complete breakfast. Eating a **Nutri-Grain®** Bar as a mid-morning snack provides 4 times more whole grains than traditional morning snacks.

Enjoy a Delicious Fusion!

We've taken traditional fruit and blended it with superfruit flavors, then surrounded it with a crust made with whole grain.

NEW Kellogg's® Nutri-Grain Superfruit Fusion™ flavored cereal bars not only taste delicious and have a hearty texture, they're also rich in antioxidants, vitamins C & E.

Choose Nutri-Grain®, made with real fruit and more of the whole grains your body needs.

WHOLE GRAIN
8g or more per serving
EAT 48g OR MORE OF WHOLE GRAINS DAILY

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Thank You!



Oldways is a nonprofit food and nutrition education organization, with a mission to guide people to good health through heritage.

