Using Scientific Nutrition Research to Reach Millennial Consumers

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Connecting with Millennial Moms
A Healthy Lifestyle

• 6 out of 10 Millennials report eating healthier than their parents

• Care deeply about companies, brand’s actions – and the ingredients they are putting in their products

• 89% of Millennial Moms have admitted to sharing health, beauty tips with friends and family members

• Search 8+ hours a day online looking for information to validate their decisions. Trusted sources are RDs, nutrition experts and peers
Food Conscious

- Very conscious about what they are buying – especially with food and beverage

- 7 out of 10 watch food videos weekly and 68% have admitted to buying food from the videos they have watched.

- Our audience uses mobile / online to search for answers – especially for food and supporting research.

- Searching for recipes and items to help them infuse nutrition into their family’s diets – looking for easy to use tips to make their lives easier.
The Complete Package

- Counts as a fruit serving
- Nutrient dense
- Bioactives, (polyphenols)
- No added sugar
- Health benefits
- Not associated with weight gain
- Taste and convenience
Heart Health

100% OJ consumption has been associated with favorable effects on several markers of cardiovascular health, including blood lipids, blood pressure, blood vessel function, and inflammatory and oxidative stress markers.

- OJ, high-flavanone OJ, and homogenized whole orange had a positive effect on blood flow with high fat meals (Rendeiro 2017)

- OJ and GFJ top 5 food in fruit group in PR adults with high quality diets had lower BMI, insulin and insulin resistance and inflammation (Mattei 2017)

- OJ for 15 days did not change LDL, total cholesterol, or glucose levels (Moriera 2018)

- OJ for 3 months reduced total cholesterol, LDL, insulin resistance, blood glucose, and insulin and did not hinder weight loss in obese adults. (Ribeiro 2017)
Recent Clinical Research: FLOJ and Blood Sugar

Blood Sugar
Clinical studies across various ethnicities show 100% OJ has no association with fasting glucose, insulin levels, insulin resistance, or other markers for Metabolic Syndrome

- Soda, compared with OJ, caused daylong higher glycemia and higher variability in blood glucose pointing to a difference in glucose metabolism. OJ also showed higher potassium levels and lowering uric acid (Busing 2018)

- Sugar water (when compared to OJ) increased blood sugar and insulin significantly and OJ had a positive effect of inflammation markers when eating a high fat meal (Chaves 2017)

- Reduced calorie OJ was no different than water in glucose or insulin responses when consumed with a meal in obese adults (Li 2017)
Flavonoids and hesperidin in oranges may help maintain cell health in brain tissue. These flavonoids are able to cross the blood-brain barrier, which the body uses to protect the brain from harmful agents.

Recent Clinical Research: FLOJ and Cognition

- Flavonoid-rich orange juice is associated with acute improvements in cognitive function in healthy middle-aged males. (Alharbi 2015)

- Citrus juices increased blood flow to the brain in healthy young adults results in improvement in cognitive functions (Lamport 2017)

- Healthy older adults who consumed 100% orange juice scored better on combined tests for global cognitive function (Kean 2015)
Recent Clinical Research: FLOJ and Hydration

• Consumption of 500 mL/d orange juice for 3 months resulted in less muscle fatigue and better response to training in women who did aerobic training 3 times per week (Aptekmann and Cesar 2010)

• Bioavailability of Hesperidin from OJ was greater during training for male endurance athletes (Pereira-Caro 2017)

• OJ performed as well as water and a carbohydrate electrolyte beverage in a hydration, electrolyte, GI distress, and thirst and palatability study (Kelly, 2018 submitted)
Notable Clinical Research

- OJ as a dietary source of antioxidants for patients with Hepatitis C during treatment (Goncalves 2017)

- OJ consumption was not associated with the risk of asthma in adults (DeChristopher 2018)

- Increased satiety and lower desire to eat when drinking OJ compared to water in adults (Dong 2016)

- OJ, oranges, and hesperidin was related to significantly lower odds of having age-related macular degeneration (Gopinath 2018)
Nutrient Adequacy and Diet Quality
NHANES 2003 – 2006 ANALYSIS

Florida Orange Juice consumers (children and adults)...

MORE LIKELY TO MEET EAR/AI:
- Vitamin C
- Potassium
- Folate
- Magnesium
- Vitamin B6

Non OJ Consumers

- Higher fiber, whole fruit intake
- Higher Healthy Eating Index scores
- More likely to meet fruit recommendations
- Lower risk of Metabolic Syndrome (men)
- Lower total, LDL cholesterol

OJ Consumers

**Weight Management**

**NHANES 2003 – 2006 ANALYSIS**

**ADULTS:** Lower BMI, waist circumference, % body fat

**CHILDREN:** No difference in anthropometrics

Higher kcals, CHO, total sugar, total fat (but this persisted after removing OJ from analysis)


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**Review:** In almost all clinical studies presented there was no significant increase in body weight or other anthropometrics with OJ in both children and adults.
Bringing the Studies to Light

- FDOC staff registered dietitian
- Internal catalogue of existing research
- Gap analysis
- Proactive projects
Reaching Our Audience

- Social media
- Nutrition websites
- Creating ambassadors
- Engaging and Leveraging Influencers
Nutrition Website: Weight Management

Detailed Nutrition Information

100% Orange Juice and Weight in Adults

Clinical studies have reported that 100% orange juice intake had no negative effects on BMI, waist circumference, body weight or body composition in adults (including large amounts of approximately 25 to 33 ounces per day for four to 12 weeks). In fact, men and women who consumed orange juice were reported to have a lower BMI and were 2.1 percent less likely to be obese compared to adults not consuming orange juice.

100% Fruit Juice and Weight in Kids

A comprehensive review performed by the Academy of Nutrition and Dietetics for their Evidence Analysis Library examined the association between 100% fruit juice intake and weight in children and concluded that the evidence does not support an association between 100% fruit juice consumption and weight status or adiposity in children ages 2 to 10 years of age.

Additional reviews showed no association between 100% fruit juice and weight, BMI, BM% score, ponderal index, or other measures of adiposity in children, after controlling for total energy intake. Furthermore, 100% fruit juice consumption is not linked with any clinically significant weight gain in children.

References

Influencer Connections

• One-on-one meetings
• Interactive Citrus experiences
• Proactive media engagement
• Broadcast segments
Connecting with Dietitians

Learning about florida citrus with @alissarumseyrd

Caught @worksitewellness in the middle of a FL orange grove 🍊 (aka with the VR goggles) 😄
Promoting Informed Healthy Choices

• Balanced, healthy eating with more fruits and vegetables
• Focus on nutrient-dense foods, such as 100% Orange Juice
• Educate on responsible consumption of foods
• Including 100% Orange Juice in the diet can help meet daily fruit intake, improve health and diet quality
“The best fertilizer in any grove is the owner’s footsteps.”

GROWERS WELCOME