

FINDING THE RIGHT BALANCE



FINDING THE RIGHT BALANCE

FOOD IS MOST IMPORTANT PART OF OUR LIFE

WE HAVE TO BALANCE



NUTRITION



TASTE

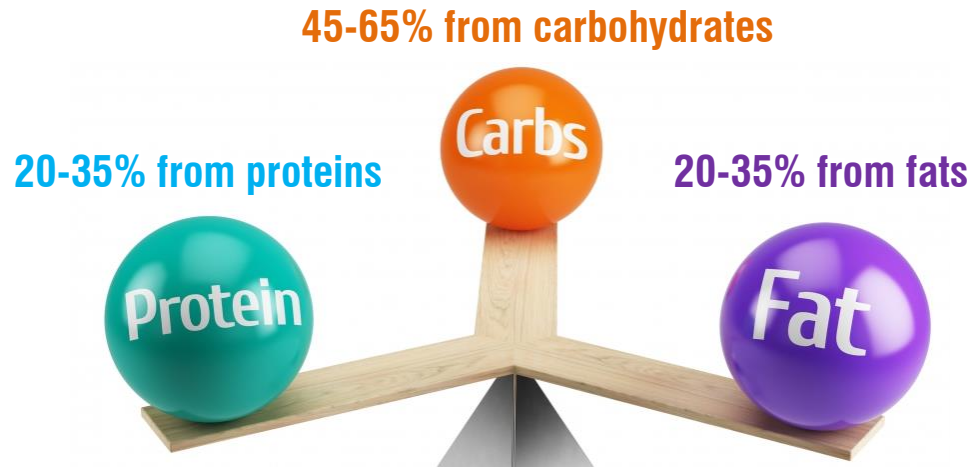


SUSTAINABILITY



AFFORDABILITY

Balance in Nutrition



BALANCED MACRONUTRIENT RATIO
OF THE TOTAL CALORIE INTAKE

Primary role

- ✓ Growth and maintenance
- ✓ Provide structure to the cells & tissues
- ✓ Maintaining fluid balance
- ✓ Build immunity and provide energy

Balance in Nutrition

India seems to be moving from a balance diet to carbohydrate rich diet .

Imbalanced diet

- Hypertension
- Coronary heart disease
- Obesity
- Diabetes



What do our nutritionists say ???

- Over 75% Indians are protein deficient
- About 90% population is unaware of the protein requirement
- About 75% population thinks they are getting enough protein
- Most of the Indians consume about 20-25% of the daily protein requirement
- Indians are attracting more of the metabolic disorders because of under and improper nutrition

Balance Health vs Taste

Taste Receptors

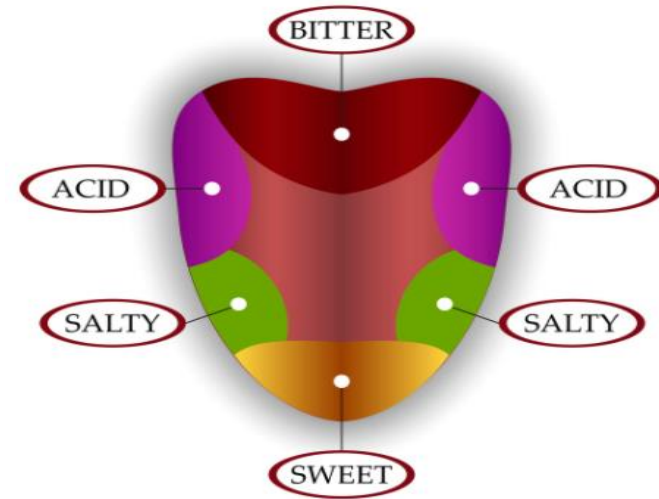
Sweetness

Sourness

Saltiness

Bitterness

Umami (also known as Savoury)



Balance Health vs Taste

Variables affecting taste sensitivity

- Age (taste sensitivity decreases with age)
- Gender (women show higher sensitivity)
- Ethnicity

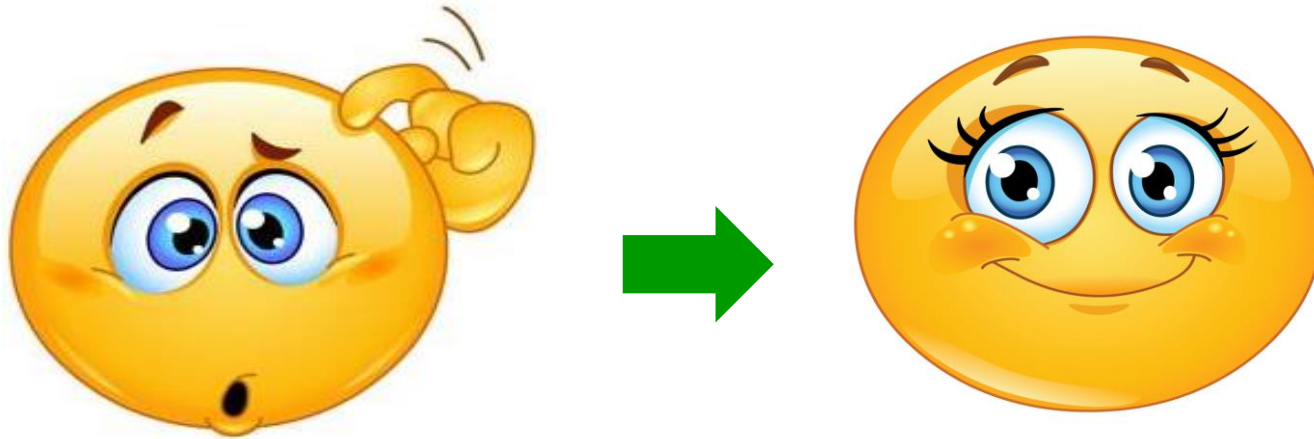
People want variety more sub- categories developing with time



Balance Health vs Taste

NO CHOICE – PEOPLE CHOOSE TASTE !

Healthy food needs to be Tasty Too !



The background of the slide is a photograph of a dry, cracked earth landscape. The ground is split into irregular, polygonal shapes by deep, dark fissures. The sky is a mix of light blue and yellow, suggesting a sunset or sunrise. In the distance, there are some dark silhouettes of trees and a body of water. A bright green horizontal banner is positioned in the upper third of the image, containing the title text in white.

Balance Sustainability & Growth

Climate Change is for Real – huge challenge

A photograph of a forest fire at night. The scene is dominated by bright orange and yellow flames and thick smoke rising from the trees. The trees are silhouetted against the intense light of the fire. A green rectangular box is superimposed over the upper middle part of the image, containing white text.

Balance Sustainability & Growth

Balance Sustainability & Growth



Balance Sustainability & Growth

Animal agriculture contributes to human-made greenhouse gas (GHG) emissions

After fossil fuels and is a leading cause of deforestation, water and air pollution and biodiversity loss.



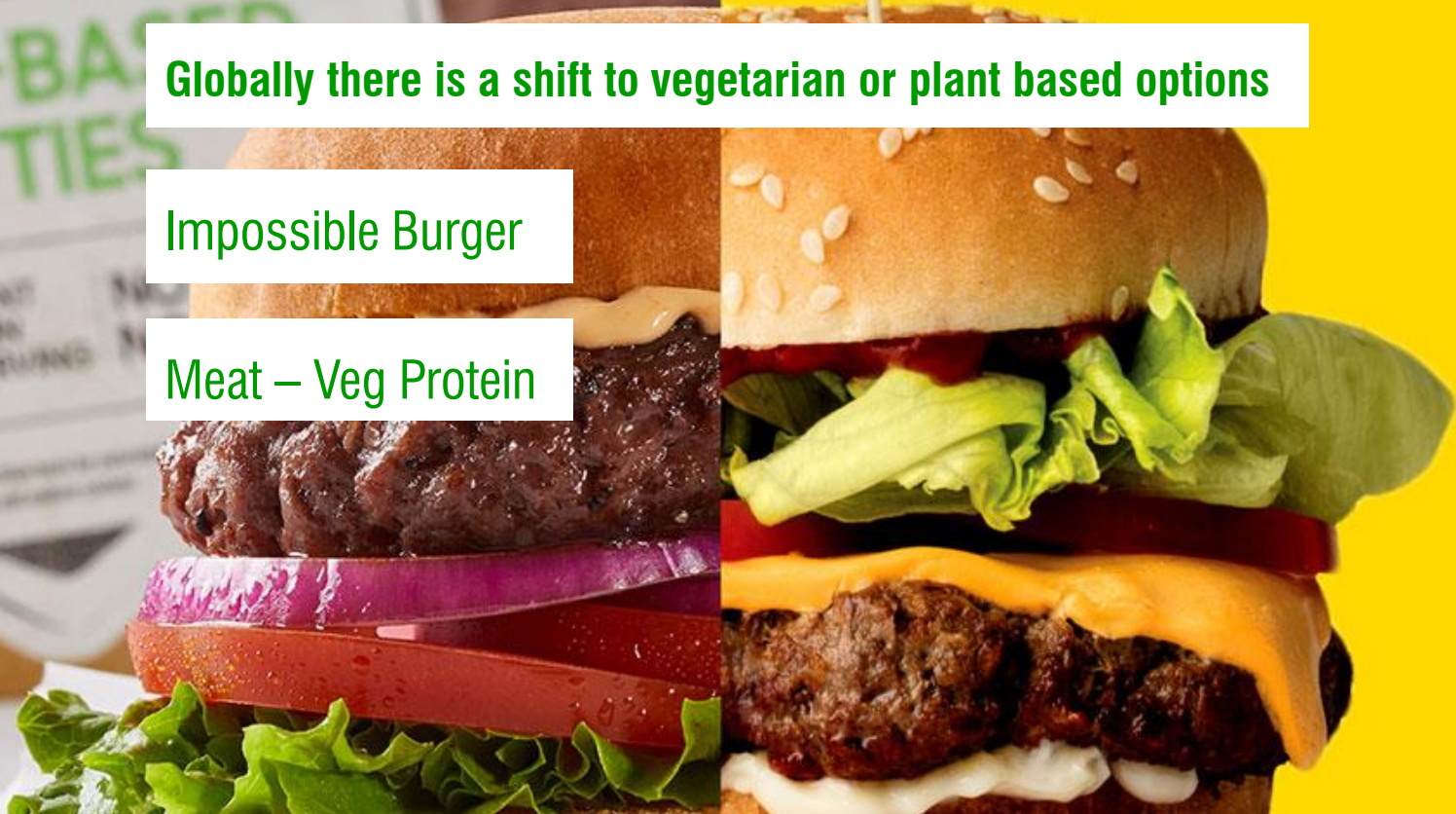


Balance Sustainability & Growth

Globally there is a shift to vegetarian or plant based options

Impossible Burger

Meat – Veg Protein



Balance Sustainability & Growth

In the milk 41% of US household buy plant based milk

Some studies show that up to 60%

Indians may be lactose intolerant





Balance Sustainability & Growth

Currently the way we farm animals is not humane nor sustainable – 40% of the world's grain crop is used to feed animals

70 Billion farmed animals are reared annually for a population of 7 Billion

Balance Sustainability & Growth

Some vegetarian food statistics

The most vegetarian country in the world is India (31% vegetarian population)

25% of Millennial are turning into vegetarians

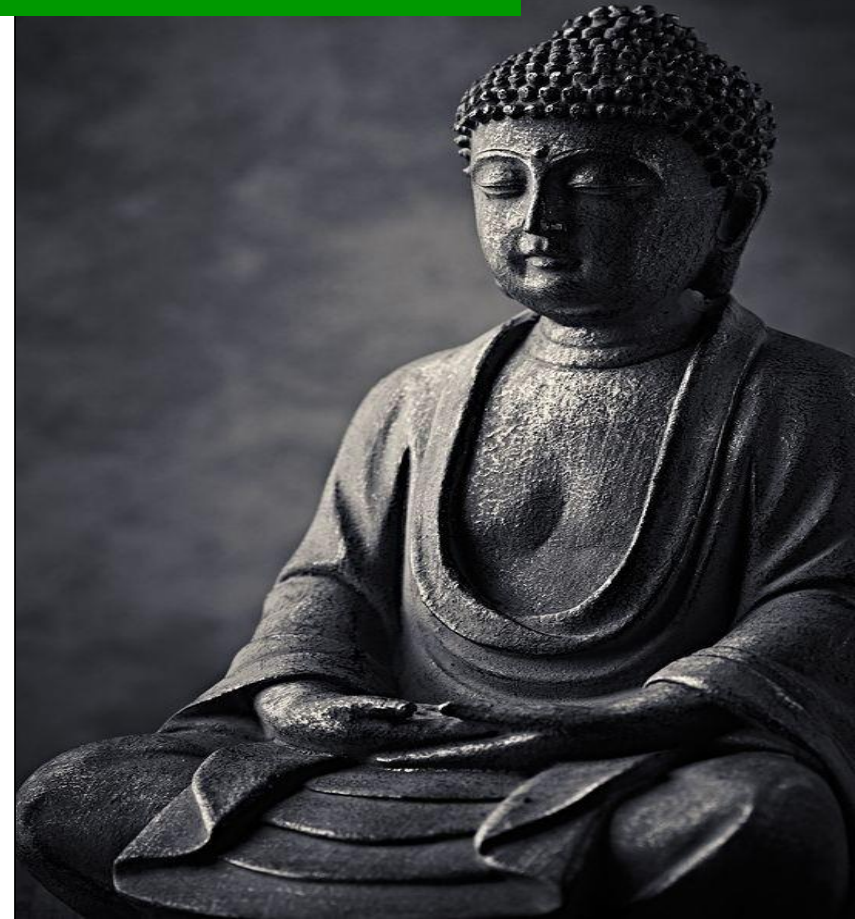
Vegan is a growing trend globally specially among the young

Balance Sustainability & Growth

West is moving towards Sustainability and against animal cruelty

India had a culture of vegetarianism for centuries

Gautam Buddha spoke against animal cruelty after originating in India between 6th and 4th centuries BCE





Affordability is the key factor for the consumption of nutritious food

Solution to the Imbalance

Increase plant-based protein in diet

Have a flexitarian approach – a gradual shift towards vegetarianism

Replace the carb-rich trend with protein-rich trend

Solution to the Imbalance

Increase plant-based protein in diet



Soya



Lentils and sprouts



Chickpeas & beans



Nuts & seeds



Pea protein



Peanuts



Almonds

Solution to the Imbalance

Have a flexitarian approach – a gradual shift towards vegetarianism

A Global shift to a “ Flexitarian” diet is needed to keep climate change under 2C.

Solution to the Imbalance

Replace the carb-rich trend with protein-rich trend

Increase awareness of the macro ingredient composition of your daily diet

Work on formulations to increase the protein content while enhancing the taste of food

BLUE ZONE and IKIGAI – Live with a purpose

- OKINAWA, a remote island in Japan also part of Blue zone - unusually large population of centenarians, close-knit community
- Good Social interactions – strong community
- Diet – plant based, light, nutritious, low calorie, fruits and vegetables
- Access to fresh air, sunshine and exercise – hence healthier with stronger bones
- Impact on health and longevity
- Few incidences of cancer, heart disease, diabetes, dementia or depression

How much to eat – mindful eating

HARA HACHI BUN

Okinawans practice this

Eat until you are eight parts (out of ten) full or “belly 80 percent full”

Consume 1800-1900 cal / day

Zazen Yojinki (12th Century Zen Teaching)

advises practitioners to eat about two-thirds of their capacity

Less meat, more vegetables



EAT UNTIL YOU ARE
80% FULL

Time to balance: Healthy humans on a healthy planet

Key technological changes coming in the world today

Energy : Renewable sources of energy

Foods : Environment sustainability and affordability

Golden era for food technologist to find balance of health , taste, affordability, sustainability

SAMYOG HEALTH FOODS

We are a start – up focused on improving health by enhancing protein content in foods

We believe plant – based diet is good for humanity

We have just launched a 20% protein Khakhra



Thanks for your attention we would like to learn from you. 😊

For ideas , comments or feedback reach out to us on

 **@itsprolicious**

THANK YOU