



## **GAZETTE**

**Save the Date– Mon. Oct. 6, 2020**

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### **A Message from the Chair:**

**I hope everyone is safe and healthy! Those of us in the food industry have been working tirelessly to ensure a safe food supply chain remained upheld to the highest safety measures during these difficult times. Each and every one of you should be proud of your efforts. We are New York Strong!**

**The board of Long Island IFT is very much looking forward to kicking off a new year this October. Stay tuned for some exciting dinner topics with special events.**

**Have a safe and enjoyable summer.**

**Sincerely,  
Allison Jeffrey  
Chair**

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I found a very interesting article in the LI Business section of the Sunday *Newsday* of November 10, 2019, entitled, "Cannabis Products For Sale," "High Demand, Regulatory Uncertainty For Retailers of CBD- Infused Food," written by Daysi Calavia-Robertson

Long Island retailers are selling CBD-infused food and beverage products despite federal state and local government agencies warning that the sale of such goods is not allowed.

CBD, or cannabidiol—a cannabis derived compound that isn't psychoactive—is a key ingredient in a range of edible products including brownies, chocolate bars, gummies, dried fruit, lollipops, popcorn, teas and waters sold at businesses from gas stations and vape shops to cafes and health food stores.

A recent *Newsday* spot check found these items lining the shelves of more than a dozen businesses in Nassau and Suffolk counties.

Consumer interest in CBD however, is abundant. An April 2019 Consumer Reports survey of 4,000 Americans found that more

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**In Memoria:**

**Joseph M. Laino, Sr of Mineola on  
April 30, 2020**

We are so saddened to learn of Joe's passing. He was one of the founders of our Long Island section, and Joe remained very active in the operation of all aspects of our section, for many decades.

Our thoughts and prayers go out to his family: daughter Susan Sein, son Joseph M. Laino, Jr. and grandson Joseph M. Laino, III. Burial was at Calverton National Cemetery, and a memorial service was planned.

**MEETING PLACE & DIRECTIONS**

**Date: Monday, Oct. 6, 2020**

**Place: The Inn at New Hyde Park**

**Times: 5:45PM-6:45PM, networking  
6:45-? dinner and speaker**

**Price: \$40.00 per person with reservation  
\$50.00 per person at the door**

**Reservations: Carol Zamojcin @ 516-352-5772,  
only when dates times and  
speakers are finalized.**

## **Two Thirds of dietitians Reportedly Recommend Food & Dietary Supplements to Patients**

*Nutraceuticals World*, Dec. 2019

Two thirds of registered dietitian nutritionists said they recommend both food and dietary supplements to their clients, according to a survey of 200 U.S. based professionals, 70% personally take supplements four times or more per week. The data came from Trust Transparency Center's 2019 Registered Dietitian Insights Survey.

The top supplements that dietitians reported they personally used were multivitamins/multivitamin injections (50%), vitamin D (43%), fish oil/omega/krill (26%), calcium (25%), probiotics (17%), vitamin C (10%), protein (8%), biotin (8%), minerals (7%) and B complex (6%).

These dietitians said they primarily rely on their own research when deciding to take supplements, with dietary deficiencies being the biggest concern (52%), followed by personal research (49%) and personal physician recommendation (31%). Other reasons for taking supplements include condition-specific concerns such as inflammation, energy, GI issues, etc.

Most dietitians surveyed were formally educated on the use of supplements, generally while obtaining their nutrition degree (73%) followed through by continuation education (60%). They stay informed regarding supplements via continuing education, medical journals, and colleagues.

Regarding nutritional ingredients, the supplementation conversation may need to extend to functional foods in order to appeal to dietitians that prefer food solutions.

Over three quarters of dietitians recommend supplements to 25% or more of their clients, and dietitians who use more supplements themselves are more likely to recommend them to their patients. The most popular reasons for making recommendations include dietary deficiencies, poor nutrition, caloric needs, wound care, GI or renal problems, and old age. The top five supplements they recommend are: multivitamin (and multivitamin injection) (50%), vitamin D (40%), calcium (27%), probiotics (20%) and protein (18%).

Dietitians are also increasing their

recommendations for specialty supplements such as prebiotics, CoQ10, curcumin/turmeric, and collagen. These recommendations are being driven by an increase in research in the categories and dietitians being better informed.

"Americans are generally failing with their diets and physicians have self-reported they're not equipped to address dietary concerns. Dietitians are the optimal conduit to educating people on nutritional needs and supplements, have a clear place as part of other healthy lifestyle changes," said Traci Kantowski, certified health coach and Trust Transparency Center's communications director. "This research shows that dietitians are taking supplements themselves and recommending them, but will benefit from more education."

TTC conducts this dietitian survey and other insight research on an annual basis.

## **Top Trends for 2020 Reflect Fragmented Consumer Demands**

From Cauliflower pizza to beetroot bread, convenient plant-based products are on a strong long-term growth trajectory, according to New Nutrition Business.

At the same time, while people opt for plants due to their natural functionality, they are still consuming meat too. Despite social attacks about health and sustainability credentials, which made it look as if the meat category was set for long-term decline, consumption has increased in both the U.S. and in Europe in recent years.

"Consumer perception of meat as a tasty and high-quality protein is driving the reinvention of meat and will secure its permanent place on the plate, and as a snack," said Julian Mellentin, a consultant to the food and beverage industry and author of the report 10 Key Trends in Food, Nutrition and Health 2020. This annual trend analysis identified, for the first time, meat as a growth opportunity alongside plant-based.

"People want plants, but we're not all turning into vegans," said Mellentin. "In a world where consumers hold fragmented beliefs, there's room for both plants and meat."

"With plant-based getting all the attention and meat under attack, creative meat producers are taking steps to reinvent their category, for

example with sustainability, provenance, and convenience,” he added. For example, U.S. sales of meat snacks grew 6.7% in 2019 to \$4.5 billion, according to IRI.

Nielsen data has shown that meat brands that communicate about provenance, sustainability, and animal welfare are growing fast and earning premium prices. U.S. sales of meat with health in environmental claims are growing rapidly led by “organic” up 13.1% and “grass-fed” up by 12.2%

It’s a transformation that will be welcomed by consumers, who love to hear that something they enjoy is also good for them—as happened with red wine and chocolate. And they’re particularly receptive right now to positive messages about meat, said Mellentin, thanks to the influence of other key consumer trends identified in the report, including Protein, Lower Carb and the Rebirth of Fat.

Consuming fewer carbs—which by definition means eating more fat and/or protein, often in the form of meat—is growing in popularity, fueled by diet patterns such as keto. And low-carb eating is now legitimized by science. The American Diabetics Association recommends low-carb eating to fight diabetes and for weight management, and low-carb diets are being adopted by doctors in the U.K.

Fear of the ultimate “bad carb”—sugar—is now the mainstream. A massive 80% of U.S. consumers say they are limiting or avoiding sugar in their diets, and there are similar levels of concern in Europe and South America.

It’s a reflection of the fragmentation of consumer beliefs that, alongside a growing demand for low-carb products, honest indulgence is also a big growth driver, “In the midst of the focus on health and nutrition, let’s not forget that most people buy bakery products for pure pleasure,” said Mellentin. “Natural ingredients, provenance, and great taste all matter more than nutrition.”

Many cereals and granolas are discovering that they can gain sales by using inulin in order to offer consumers low-sugar products that also benefit digestive wellness. The Troo Granola brand in the U.K., for example, uses inulin syrup in its products because it serves both as a prebiotic and a sweetener, giving a more appealing taste to consumers while keeping sugar content down.

These twin benefits have caused demand for inulin to surge—the number of products launched that feature inulin doubled between 2012 and 2019.

The 10 key trends identified in the report include: 1) Digestive Wellness 2) Good Carbs, Bad Carbs, 3) Plant-Based, 4) Protein, 5) Sugar—Reinventing Sweetness, 8) Provenance and Authenticity, 9) Energy, 10) Mood

The report also included four “Mega Trends” that companies in all categories must consider: 1) Naturally Functional 2) Fragmentation, 3) Snackification and 4) Sustainability.

### **Generational Differences offer Opportunities to Tailor Holistic Nutrition**

Research from Innova Market Insights has identified key characteristics and differences among generation Z, millennials, generation X, and baby boomers and the way that holistic nutrition approaches can be tailored to these generational groups.

Generation Z, the youngest age group aged 22 or below, is the most likely to use physical activity to improve health. Sixty-seven percent of U.S. consumers in this age group in an Innova Market Insights consumer survey claimed to be increasing physical activity to improve their health and well-being. As a result, they are seeking food and beverage products that support physically active lifestyles and protein-rich innovations are surging.

These consumers have been born into a highly connected world, where travel has become readily accessible and convenient.

According to the Innova Consumer Lifestyle and Attitudes Survey (2018), travel is the top choice among generation Z for experiences and events most enjoyed during leisure time (average of U.K., U.S., Brazil, China, France, and Germany). They are traveling the world and being exposed to new cultures and food experiences, such as adventurous dishes, along the way. The industry has widely responded by developing world flavors for young consumers to taste when not traveling.

Meanwhile, millennials, those born between 1981 and 1996, tend to focus on balancing body and mind, with 53% reporting a focus on increasing their “happiness.” They are interested in mental as well as physical well-being, in ethical consumption, and in healthy indulgence. They are also seeking to increase positives in their diet, such as protein and fiber, rather than reducing “bad” nutrition. This is preferably combined with on-the-go solutions to fit with their busy life-styles. They are also the most concerned age group when it comes to environmental and ethical issues and they are willing to pay a little more for products that align with their values.

Generation X, now aged between 39 and 54 years old, has a strong focus on emotional well-being with 55% of the U.S. consumers in this age group taking steps to improve their mental health. They like to prioritize family time and to socialize, particularly outside the home, have above-average levels of interest in natural and organic foods, and tend to look to reducing meat, alcohol, and caffeine while upping the consumption of fruit, vegetables, and fish. Natural, positively processed and guilt-free products are most likely to make connections with generation X customers.

Baby boomers, generally regarded as those born between 1946 and 1964, making them between 55 and 73 years old, now make up 23% of the U.S. population and perhaps unsurprisingly, healthy aging is the top of mind for them. They are the most likely of the generations to change their diet to improve health, with a strong interest in functional foods, personalized nutrition solutions, plant-based options, and in reducing intake of “bad” ingredients

such as sugar fat, and salt. An Innova Market Insights consumer survey indicated that 54% of U.S. boomers had reduced sugar intake or bought more reduced sugar products to be healthier.

—->cont'd from pg. 2—->“Cannabis”

than a quarter have tried a product containing CBD. One in seven said they use it every day.

The U.S. Food and Drug Administration, New York State Department of Agriculture and Markets and Nassau and Suffolk County health departments all prohibit the sale of edible products containing CBD, but enforcement efforts are limited.

CBD is also sold in topical creams, lotions and cosmetics; the sale of those products is not regulated by New York State.

Regulators say there are unanswered questions about the science, safety, and quality of products containing CBD. “What happens if you eat food infused with CBD in it, use CBD-infused skin cream, and take other CBD-based products on the same day? What if you use these products daily for a week or a month?” a July FDA Consumer Update asks.

FDA testing found that many products did not contain the levels of CBD they claimed, the agency reported last month. “Consumers should beware purchasing and using any such products,” it said.

Local sellers of the edible products cite high consumer demand, along with confusion over rules they say are in flux and enforcement that is inconsistent or non-existent, as reasons they decide to keep selling the items.

This article will continue in the next edition of the Long Island IFT Gazette.







