



The Rise of Plant-Based Eating: Q & A with Jane Dummer, RD



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The appeal of plant-based eating has skyrocketed over the past year, encompassing a much larger market of consumers who are opting for flexitarian diet pattern (choosing more plant-based meal options while still consuming meat). Canada's revised food guide suggests people eat plenty of vegetables, fruits and whole grains, while also identifying a new category of "protein foods" which includes

plant-based choices.

With convenience top of mind for many shoppers, do all plant-based foods deserve a healthy halo? We checked in with Registered Dietitian Jane Dummer for expertise about plant-based eating.

Q1 - Should we assume that all plant-based options are healthy?

Ultra-processed meat and dairy alternatives have been and continue to be launched in retail and quick service restaurants. It's important to understand that these are still processed foods. Read the nutrition fact tables and the ingredient lists of these products, especially when it comes to the fat and sodium content.

I like how Rogers Foods has prided itself on offering consumers minimally-processed products from the beginning. Working directly with Canadian Farmers, Rogers Foods sources the best quality ingredients for their all-natural flour and cereal products. The Not Just Oats blends, including the Healthy Grains and Ancient Grains, have no added salt or added sugar.

Q2 - Why do you recommend consumers cook at home the majority of the time?

Health experts including me promote cooking at home, which has been on the decline over the past 15 years. I've always suggested the 80/20 guideline: 80 per cent of the time cooking at home with minimally-processed ingredients and 20 per cent of the time can be convenience, processed foods. Rogers Foods has many recipe solutions to keep you cooking at home with simple, wholesome ingredients like its Not Just Oats blends.

The 2018 Consumer Lifestyles Survey by Innova Market identifies that North American consumers want their own diet, as well as their family's diet, to be healthier, with over 39 per cent having already increased their consumption of fruit and vegetables in order to be "healthy." A recent small but well-designed **National Institutes of Health (NIH)** study finds heavily processed foods cause overeating and weight gain (1). On the ultra-processed diet, people ate about 500 calories more per day than they did on the unprocessed diet. They also ate faster on the ultra-processed diet and gained weight, whereas participants lost weight on the unprocessed diet.

Q3 - How has the traditional meal of meat, a starch and two vegetables changed with the Millennial generation?

With tech advances, we now live in a 24/7 society. Good or bad, this has affected our time management, blurring the lines between work and down-time. Based on this fact, traditional family meals and meal times have changed over the past 15 years as Millennials have become adults. Millennials on average watch more cooking shows than anyone else, and yet they cook less. They consider themselves the "Foodie Generation," but are less interested in making their own meals from scratch than previous generations, opting for more snacking and mini-meal occasions throughout the day.

Rogers Foods has a number of delicious, healthy mini-meal and snack recipes not only for plant-based and non-cooking Millennials, but also for flexitarians and cooks of all ages, including Stuffed Mushrooms, Mini Taco Bowls, Chia, Hemp & Ancient Grains Bites, Smoothies, Overnight Oats and Spinach and Artichoke Mini Quiches.

Let us know your favourite plant-based recipes using

Rogers Foods Not Just Oats!

References

1) Hall KD, et al. Ultra-processed diets cause excess calorie intake and weight gain: A one-month inpatient randomized controlled trial of ad libitum food intake. Cell Metabolism. May 16, 2019



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