

# Nutrition trends



Nutrition Trends" One of the biggest trends in the present scenario is food trend. It is always been accentuated because of the remarkable growth of digestive health brands and a significant enhancement in finest brands. The recent trends in nutrition is directly correlated with the economical trends and hence to the thwart age related complaints. The following trends are back in action:

1. Recession-proof eating: It has brought at-home cooking back in the picture. This is to spotlight the value of food with maximum nutrient value within the budget (Helm, 2009).
2. Stress easer: To meet everyday challenges and to prove ones worth stress is silently plays a pivotal role and one seek the necessity of new food items and beverages to have a feel of distressed mental makeup. Taking advantage of this trend companies are coming up with products enriched with amino acids GABA, L-theanine and tryptophan (Helm, 2009).
3. Catnap food: To meet the everyday challenges it is essential to procure healthier sleep at night. For this as many as 30 food products including beverages have been launched that claim to induce sleep, encompassing chocolate and hot cocoa drinks (Helm, 2009).
4. Planetary health: Apart from personal health trend also paves the way for "eco friendly"; "go green" products are being promoted including the kind of packing that has been adopted to have a safe environment (Helm, 2009).
5. Defensive foods & inflammation fighters: Trend implies the inclination for food products that keeps the doctor away and enhance immunity through vitamin C and antioxidants, thereby, promoting foods minimizing the probabilities of chronic illness akin to heart and obesity related issues or diabetes (Helm, 2009).

In order to evade the risk of chronic diseases, the Dietary Guidelines for Americans [Dietary Guidelines] affords scientific recommendations to endorse health and to trim down menaces. Repercussions of underprivileged dietary practices and physical sluggishness encompass cardiovascular disease, type 2 diabetes, hypertension, osteoporosis and some cancers. The following guidelines suggested are:

1. Adequate nutrients within calorie needs with least saturated and trans fats, salt, sugar, high cholesterol and alcohol. Depending upon the age and pregnancy conditions the food must be adequately supplemented with vitamins B, C, D, minerals, iron and calcium.
2. Weight management & Physical activity: A balance must be maintained between the intake and expenditure of calories. To maintain a perfect health adequate physical activities must be performed.
3. Recommended Food Group: Ample of fruits, vegetables, legumes, grains, low fat milk and milk products must be consumed. It is directly correlated with the age. The diet must be low in fat and should be rich in mono- or polyunsaturated fatty acids, the same also holds true for poultry products. The food must comprise ample of carbohydrate and fibres. Sodium and Potassium must be adequately balanced. It is recommended that alcoholic beverages must be avoided. Microbial invasion should be circumvented by adopting clean and hygienic methods (Dietary Guidelines for Americans 2005).

It is essential to recognize that every food item has its own pros and cons, therefore individuals perception, awareness and knowledge plays a pivotal role to follow healthy food habits. " Home cooked" food are now available in pre-processed forms and this trim downs the cooking time and hence

enhances convenience. Americans are becoming diet conscious as 30%< men and 40%< women consume vitamin supplements. With growing awareness, Americans are taking high level of initiatives to keep themselves fit and healthy by practicing healthy nutrition habits (Dietary Trends, Americans).

#### References:

Dietary Guidelines for Americans 2005. Available at <http://www.health.gov/dietaryguidelines/dga2005/document/default.htm>. [Accessed on 23rd November 2010].

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