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## WHY DOES GOOD GUT HEALTH MATTER?

Large scale market research tells us the following:

**The COVID-19 pandemic has fuelled consumer awareness of the gut microbiome and that it has become a global trend in 2021.**

Market research company, Mintel:

*"consumers have transformed their approach to digestive health from reactive to proactive."*

Consumers strategically adjust their diet to manage gastric symptoms or even take a proactive approach to prevent them.

72% of US consumers have tried or are interested in trying prebiotic and/or probiotics.



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## WHY DOES GOOD GUT HEALTH MATTER?

- Digestive symptoms are a universal phenomenon.
- Around 40% of global consumers say that their digestive complaints have been bad enough to have a negative influence on their lives: wind, constipation and bloating being particular offenders.
- People want to find food related cures for their symptoms. This is especially evident in clinical practice.
- The concept of "plates over pills."



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## WHY DOES GOOD GUT HEALTH MATTER?

- **Diet single-handedly has the biggest impact on our health.**
- The understanding that gut health in particular is influenced by what we eat, has fuelled the interest in "gut friendly eating" over the preceding decade.
- The more diverse the composition of our gut microbes the lower the risk of
  - ✓ Heart disease
  - ✓ Diabetes
  - ✓ Obesity
  - ✓ Depression
  - ✓ Enhanced immunity



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## THE BOTTOM LINE

- People are interested in gut health
- Good gut health is achieved through the food we choose to eat
- **Food is a health intervention**



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## THE THREE PILLAR PRESCRIPTION FOR GOOD GUT HEALTH



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## PILLAR 1: COOK, COOK, COOK

- 'Coquo Ergo Sum': I cook therefore I am
- Anthropological models: "cooking theory"
- You are a 'Coctivor'



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# COOK COOK COOK

By cooking from scratch, you can:

- ◆ Include a range of gut healthy foods in the diet
- ◆ Avoid the harmful effects of Ultra Processed Foods
- ◆ Psychological benefits of engaging in a task like cooking



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## PILLAR 2: DO NOT DIET

- Concept of restriction versus inclusion
- New research pointing to including >30 plant-based foods in the diet
- The buzzword is DIVERSITY
- Plant based foods include:

Whole grains  
Fruit and Vegetables  
Nuts and Seeds  
Legumes and Pulses  
Spices



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## DO NOT DIET

- Learning comes from observation of other food cultures
- Diet is hard to research
- Longevity and good quality of life is observed in the Italian Nonna, The Nordic Population and The Japanese
- How does these cultures eat?
- Do they die??? NO



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## DO NOT DIET



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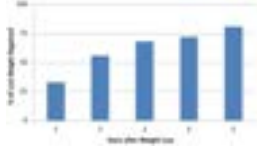
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## DO NOT DIET

- Structured diet plans do initially result in rapid weight loss.
- This is usually followed by a weight plateau and then rapid weight gain.
- A meta-analysis of 29 long-term weight loss studies showed that more than half of the lost weight on these diet programs was regained within two years, and by five years more than 80% of lost weight was regained.



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## PILLAR 3: FEED YOUR GUT BUGS



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## PREBIOTICS

- Miracle Gro on your lawn
- Rich in fiber (the only food component I think is worth counting)
- Maintenance of gut barrier function
- Popular readily available prebiotics

*Wholegrains, apples, bananas, leeks, asparagus, dandelion greens, cauliflower, broccoli, Jerusalem artichokes, chicory, honey, garlic, seeds, nuts, lentils, dried mango, prunes, grapefruit, cocoa, and green-tea extracts.*



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## PROBIOTICS

- Kimchi
- Sauerkraut
- Kefir
- Labneh
- Yoghurt
- Skyr

Look for examples of fermented foods across the world for inspiration



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## REKINDLE THE RELATIONSHIP WITH FERMENTATION

- A relationship with decay



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## HOW TO SEPARATE THE WHEAT FROM THE CHAFF?



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## PROBIOTICS: THE PILLS VERSUS THE FOOD?



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## AN EXAMPLE: DR. CHRIS VAN TULLEKIN



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## EDUCATION EDUCATION EDUCATION

- How best to educate the consumer?
- Ask the professionals for advice!
- Make it a sexy topic
- Share gut healthy recipes in print
- Social media movements
- Allow people to taste gut healthy food: samples etc



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## SUMMARY

- The Kitchen is your Prescription to Good Health
- Consumers are interested in good gut health
- Use the three-pillar plan to good gut health

**COOK COOK COOK  
DO NOT DIET  
FEED YOUR GUT BUGS**



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