



EXTENDED ABSTRACTS

Plant-based nutrition for healthy ageing: How PepsiCo is striving to meet the health-conscious needs of evolving consumers

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ABSTRACT

A plant-based diet is one that focuses on only or mostly foods from plant sources. This manner of eating may have benefits for both a person's health and therefore the planet. A plant-based diet may be a diet that involves consuming mostly or only on foods that come from plants. People understand and use the term plant-based diet in several ways. Plant-based or plant-forward eating patterns specialise in foods primarily from plants. This includes not only fruits and vegetables, but also nuts, seeds, oils, whole grains, legumes, and beans. It doesn't mean that you simply are vegetarian or vegan and never eat meat or dairy. Rather, you're proportionately choosing more of your foods from plant sources. Health-conscious consumers are increasingly turning to plant-based diets, including Gen-Z and therefore the Millennials. Healthy aging may be a lifelong process that begins now, which suggests healthy eating occurs throughout life. Consumers are trying to find food and beverage products that deliver nutritional needs while providing convenience, great taste, and lifestyle solutions. The PepsiCo 2025 Product goal aims to continue refining the food & beverage options to satisfy changing consumer needs by reducing negative nutrition and increasing positive nutrition. Plant-based diets are high in fiber, complex carbohydrates, and water content from fruit and vegetables. This might help to stay people feeling fuller for extended and increase energy use when resting. A 2018 study found that a plant-based diet was effective for treating obesity. Within the study, researchers assigned 75 people that were overweight or had obesity to either a vegan diet or a continuation of their regular diet, which contained meat. Plant-based diets may help people prevent or manage diabetes by improving insulin sensitivity and reducing insulin resistance. Different formats for dietary goals and guidelines are developed over the years as educational tools, grouping foods of

comparable nutrient content together to assist facilitate the choice of a diet. Within the US, the four food-group plan of the 1950s—which suggested a milk group, a meat group, a fruit and vegetable group, and a breads and cereals group as a basic diet—was replaced in 1992 by the five major food groups of the Food Guide Pyramid. This innovative visual display was introduced by the US Department of Agriculture (USDA) as a tool for helping the general public cultivate a daily pattern of wise food choices, starting from liberal consumption of grain products, as represented within the broad base of the pyramid, to sparing use of fats, oils, and sugary foods, as represented within the apex. Subsequently, similar devices were developed for cultural and ethnic food patterns like Asian, Latin American, Mediterranean, and even vegetarian diets—all emphasizing grains, vegetables, and fruits. While an adaptation of the 1992 USDA pyramid was employed by Mexico, Chile, the Philippines, and Panama, a rainbow was employed by Canada, a square by Zimbabwe, plates by Australia and therefore the UK, a bean pot by Guatemala, the amount 6 by Japan, and a pagoda by South Korea and China. For others, a plant-based diet means plant foods, like fruits, vegetables, whole grains, nuts, and legumes, are the most focus of their diet, but they'll, occasionally, consume meat, fish, or dairy products. A plant-based diet also focuses on healthful whole foods, instead of processed foods. In this presentation, Siow Ying will assess the buyer trends and PepsiCo's developments in reference to science-based nutritional guidelines, plant-based new development and therefore the need for technological advances and collaboration across the industry to satisfy the region's shifting demographic landscape. Key Word: Human Nutrition, Plant-based diet, Plant nutrition, hygienic

