

November 3rd

Poultry and Eggs:- The New Super Foods

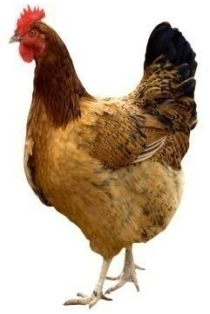


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University College Dublin

People still have to eat in a recession!



What business are you really in?



Animal Genetics

Animal Nutrition

Animal Health

Animal Welfare

Food Safety

Human Nutrition

Human Health



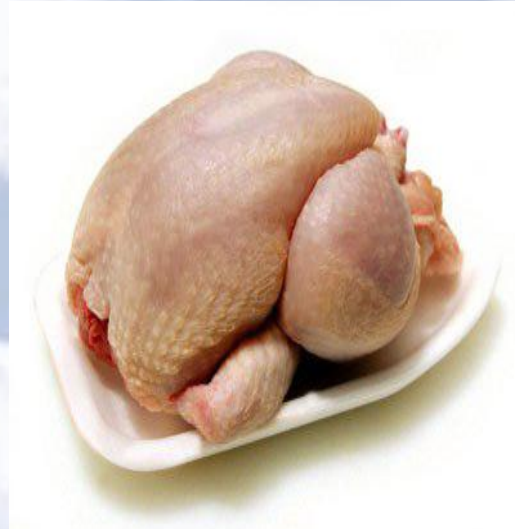
Board Room – Mission Control



What is your most valuable asset?



Food Safety has to be a priority



Perceptions, **and reality**, have to
be corrected!!!

**Chicken
Quality
Assurance
Scheme**
Code of Practice for Chicken Producers



Bord Bia
Irish Food Board



Traceability...



Reassurance

- Consumers' health
- Brand protection

**Sufficient safe wholesome nutritious food is
fundamental to good health**



Chicken and eggs tick all the boxes

How to use the Pyramid

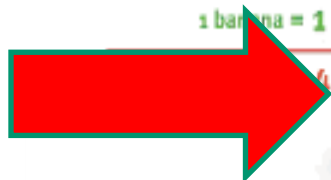
The recommended number of servings for children (from 5 years of age*) and adults is highlighted beside each shelf. For example, to get at least 4 servings from the Fruit and Veg shelf you could have:

$\frac{1}{2}$ a glass of fruit juice = 1

3 dessertspoons of veg = 1

1 apple = 1

1 banana = 1



Use the FOOD PYRAMID to Plan Your Healthy Food Choices

For serving sizes and daily eating plan see over →→→→

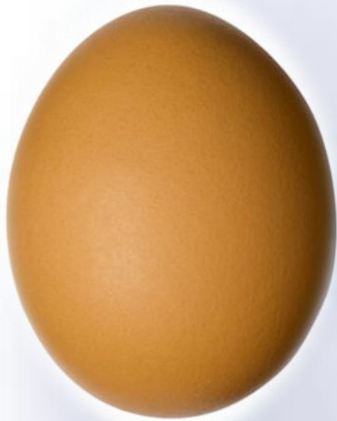


DRINK WATER REGULARLY - AT LEAST 8 CUPS OF FLUID PER DAY

Folic Acid - An essential ingredient in making a baby. If there is any possibility that you could become pregnant, then you should be taking a folic acid tablet (400 micrograms a day)

* For younger children, start with smaller and fewer servings and increase up to the guidelines recommended, according to the child's own growth and appetite.

Some nutritional facts about eggs and chickens



11% of protein recommended for
a woman and 12% recommended
for a man

Contains heme-iron

‘Source of’ selenium and vitamin
A

Some nutritional facts about eggs and chickens



63% of protein recommended for a woman and 67% recommended for a man

Contains heme-iron

‘Source of’ Niacin

11% less fat than bacon 22% less fat than beef
14% less kcal than bacon and 19% less kcal than beef
44% less saturated fat than bacon and 62% less than beef

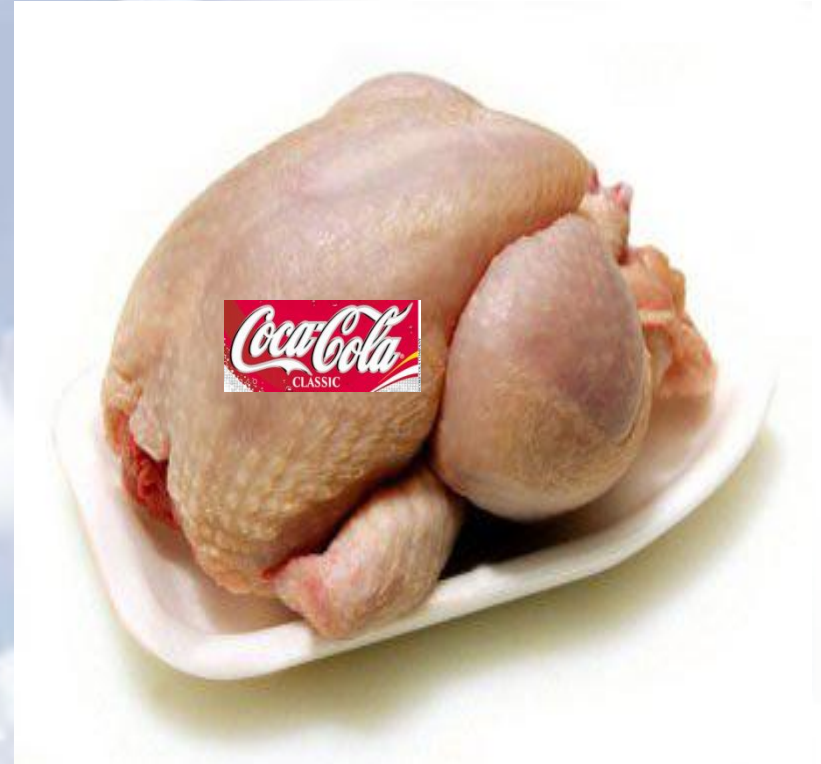
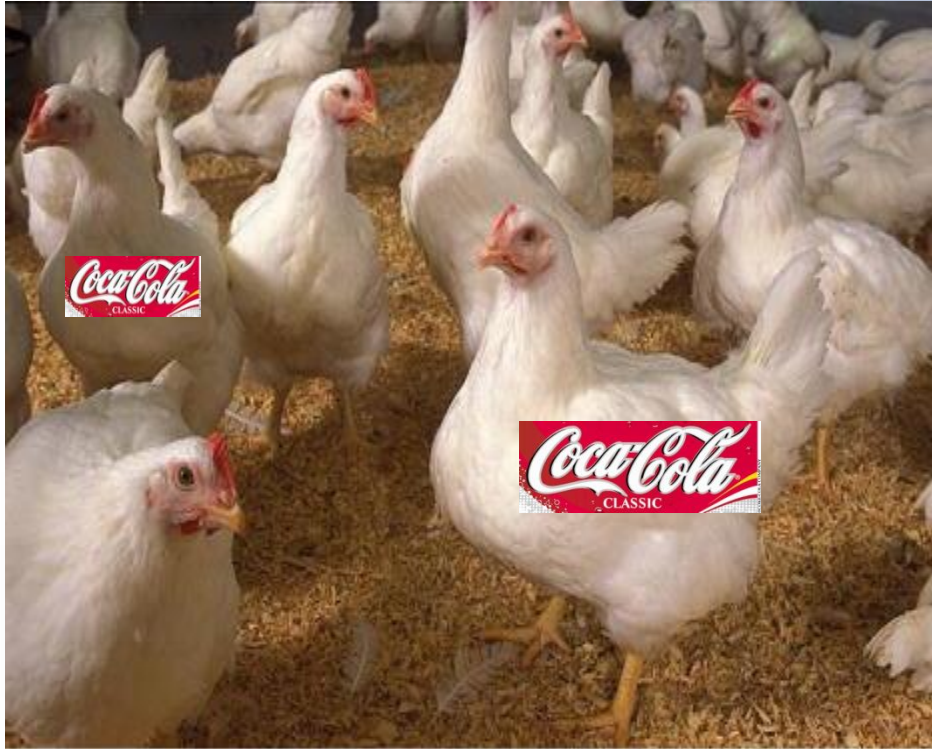
Nutrition in Children











Nutrition in Teenagers to middle age

Whole meal

Part of meal

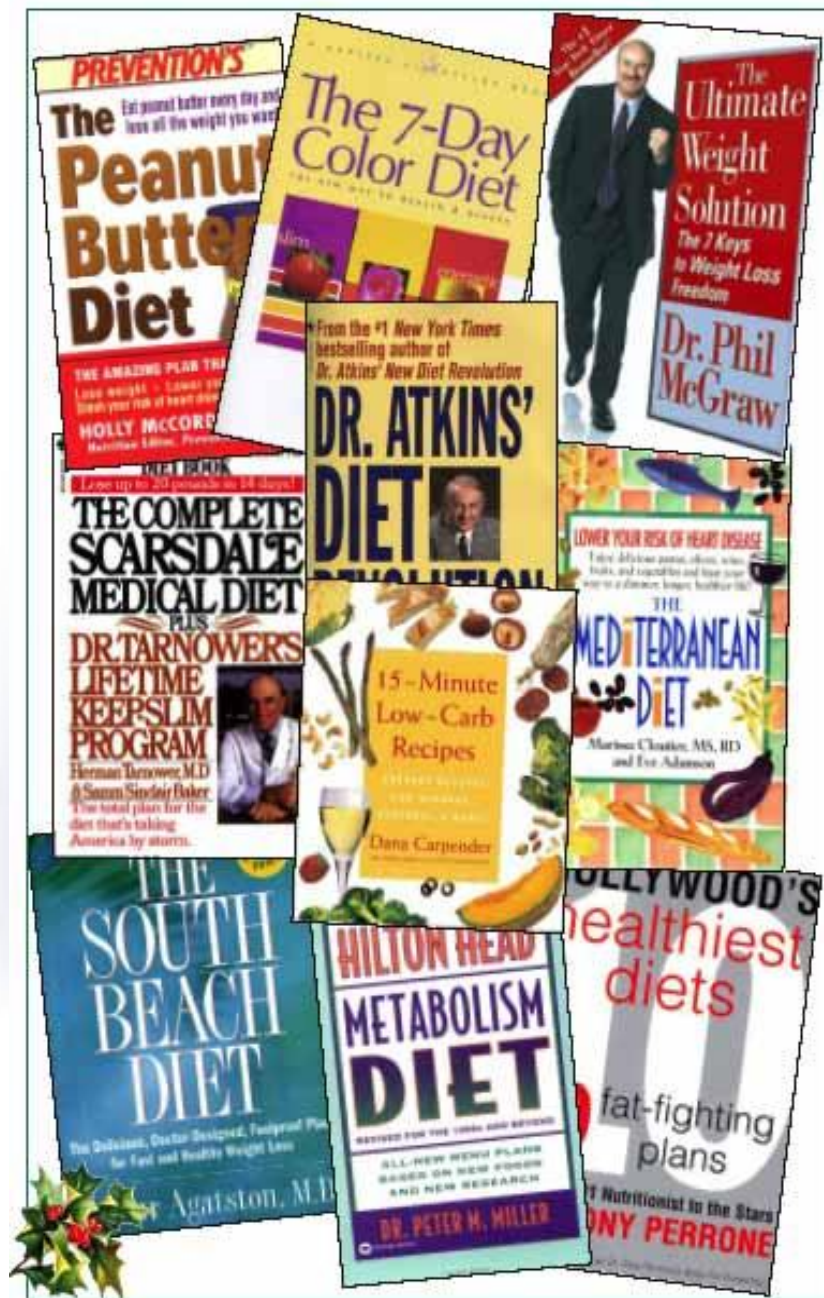
Convenient

Cheap

Protein

Iron





Nutrition in the Elderly...

Look!!!



- **In Ireland in 2010 one person in nine is over 65**
- **By 2050 it will be one in four**
- **Physical activity is linked to good health and independence**



Nutrition in the Elderly

60 is the new 30



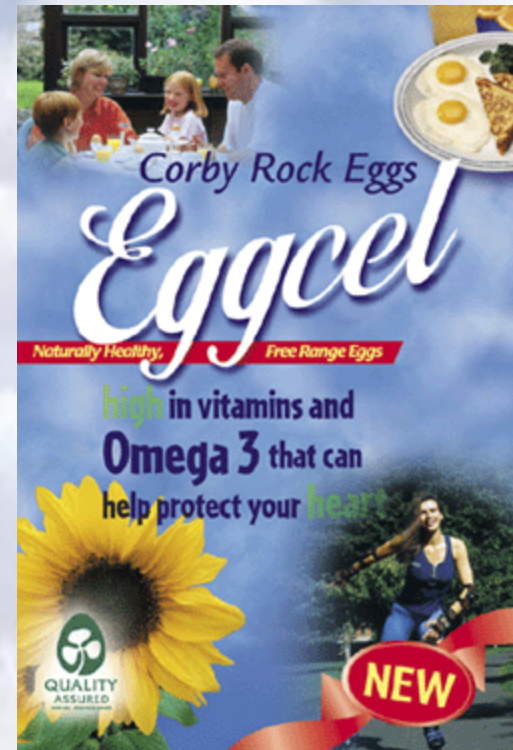
**Require source
of easily digestible
protein**

90 is the new 60

The old reliables

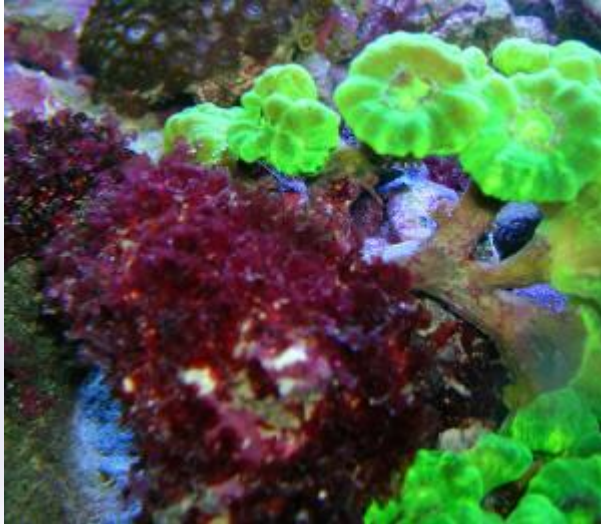


Enhancing nutritional properties of Chicken and eggs



Via Animal Nutrition

Marine algae



Demonstrating nutritional benefit easier with livestock



- **Defined outcome:- weight gain or Food conversion efficiency**
- **Less genetic variation:- virtually clonal!**
- **Control the totality of the diet**
- **Control the environment**

**Demonstrating health benefits in humans
much more difficult!**

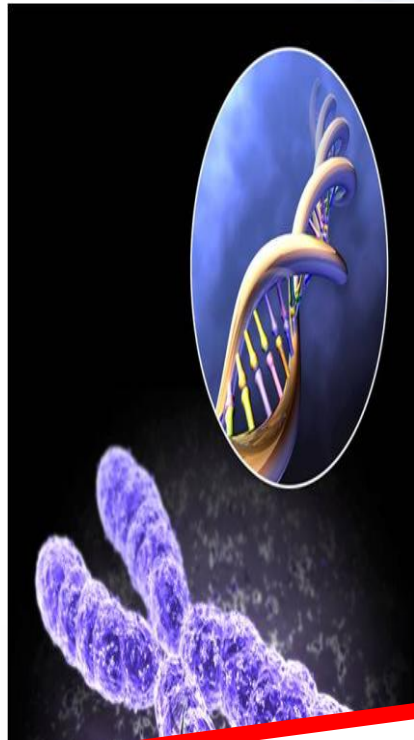


Chicken and eggs –healthy products

“the ultimate Functional Food”



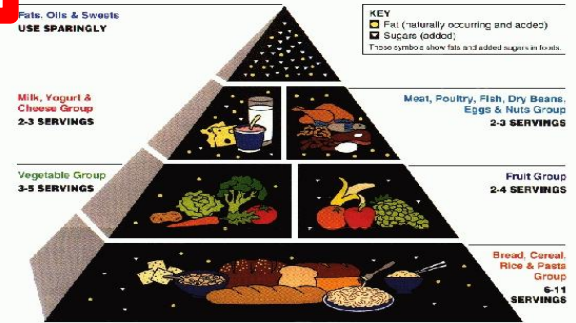
NUTRIGENOMICS



Genotype



Phenotype

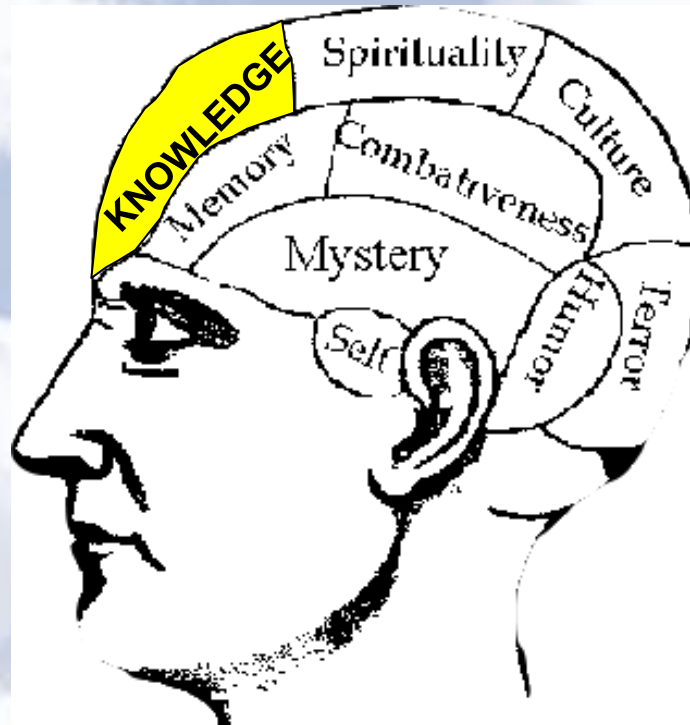


Tailored (and more effective!) dietary and lifestyle advice



Environment

Place the Buyer Not the Competition At the Centre of Strategic Thinking...



**Make Food Safety Assurance
and Health a Selling Point**

To hell with the Begrudgers!!



Teamwork and Individual star performances

