

# Serve This, Not That

*Menu Planning to Accommodate Alternative Diets*

Saturday, November 10<sup>th</sup>  
2:45 – 3:45 PM

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Marketing Specialist  
Primero *sdqs*

# Agenda

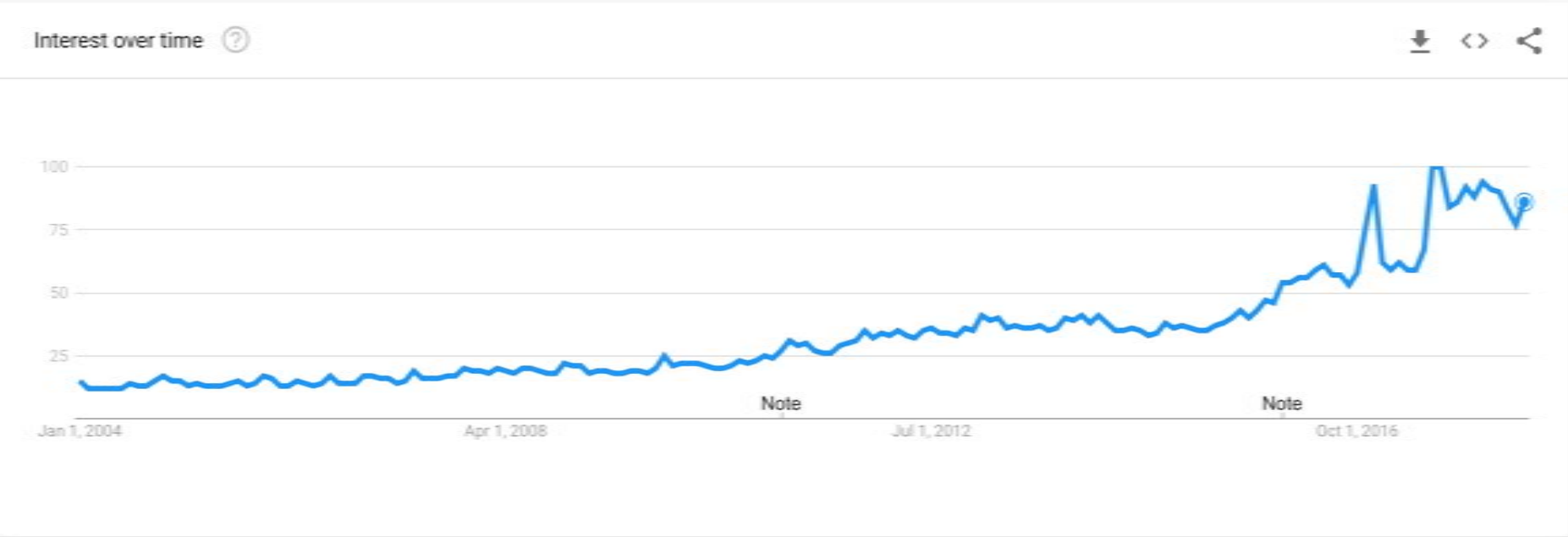
- Introduction
- Plant Based Lifestyles
- Lactose Intolerance
- Gluten Sensitivities
- The “Serve This, Not That” Game
- Q&A

# Introduction

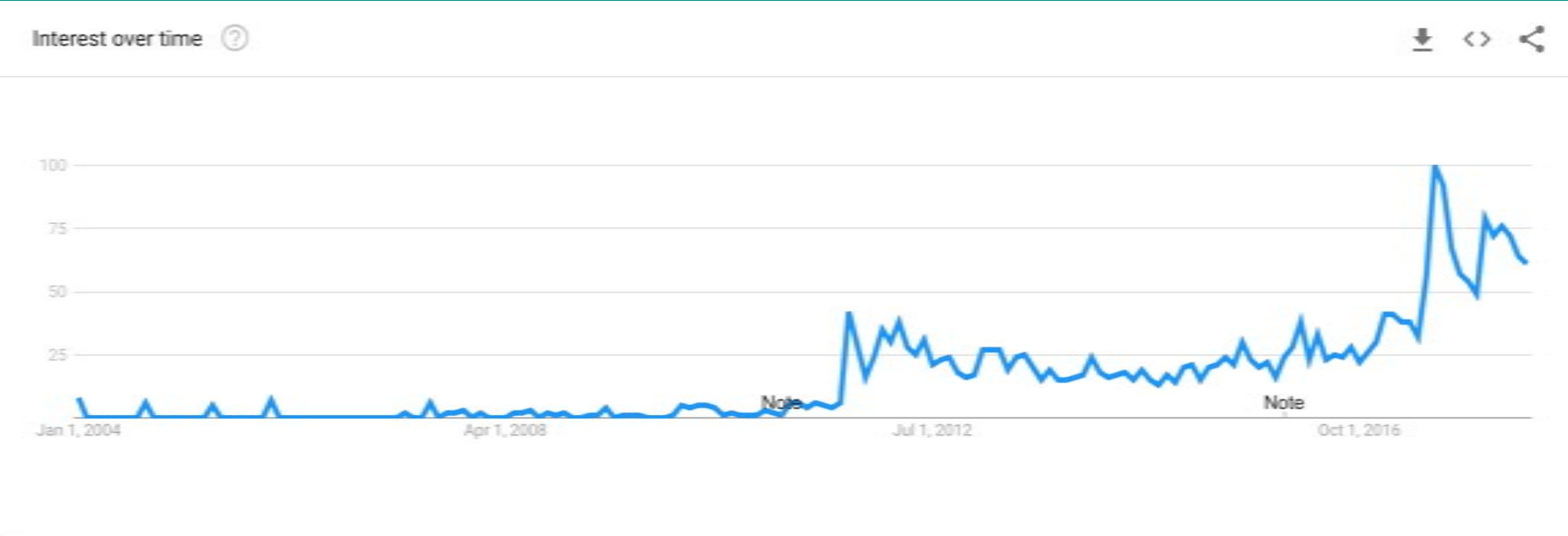
- Bachelor of Science in Nutrition from the University of Texas
- School Nutrition Specialist (SNS)
- Marketing Specialist at PrimeroEdge



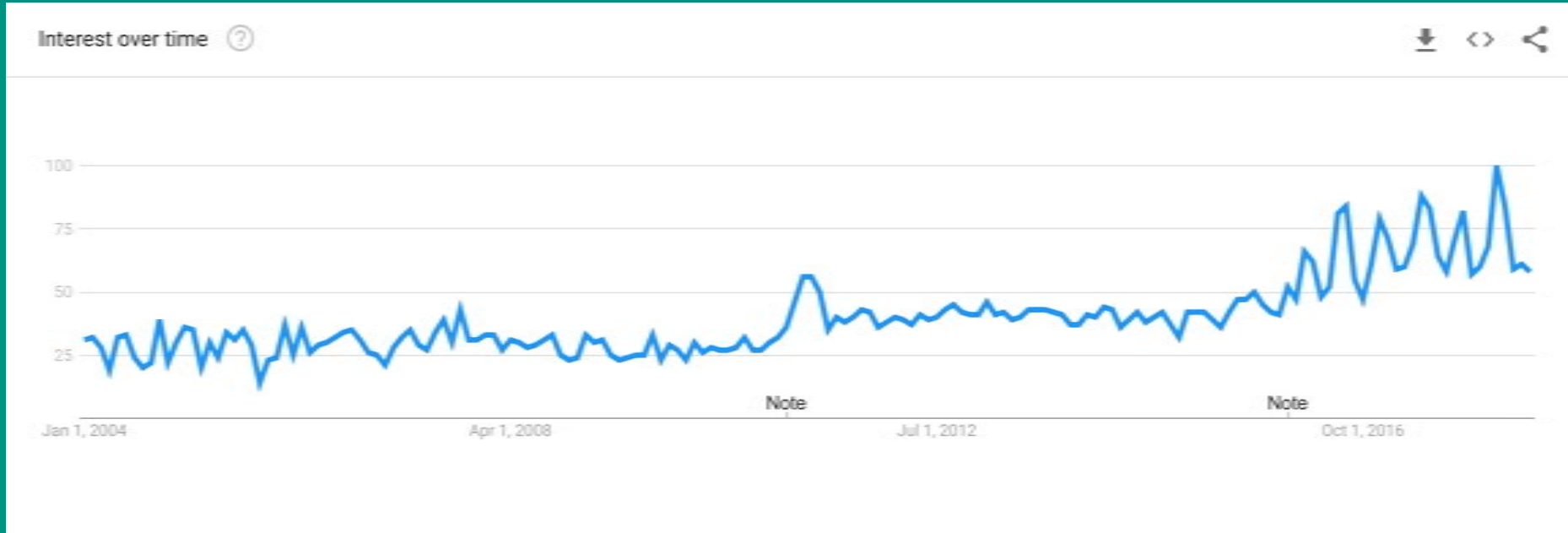
# Search Term: “Vegan”



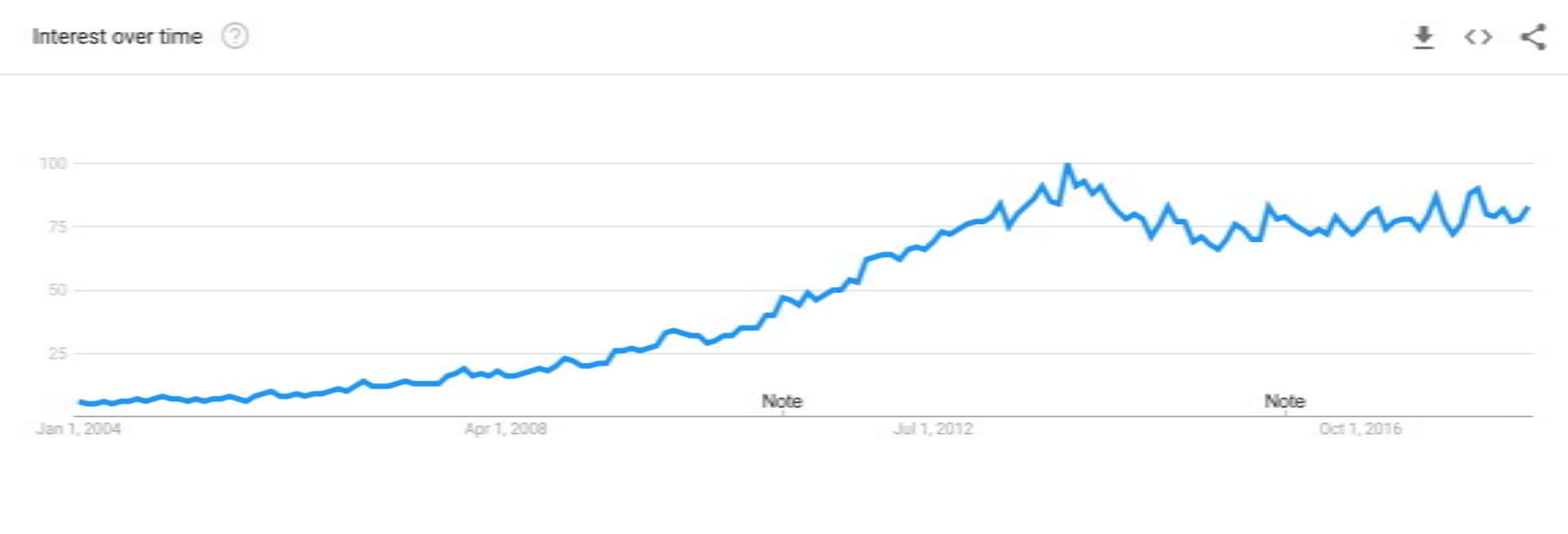
# Search Term: “Plant Based Food”



# Search Term: “Lactose Intolerant”



# Search Term: “Gluten Free”



# Why do we need to accommodate for special diets?

- You miss out on potential revenue
- Food related sickness in certain individuals
  - Legal requirements & 504 compliance
- Stress on lower income families



# Plant Based Lifestyles: Vegan vs. Vegetarian

## Vegan

- Abstains from all animal products including meat, fish, eggs, dairy, gelatin, and honey
- Say no to leather, fur, and products that have been tested on animals

## Vegetarian

- Abstains from meat
  - Some vegetarians will eat fish (pescatarian) and some will also eat eggs
- Typically does eat dairy

# Still confused?



If it had a mom, or it came from a mom, it's not vegan.

If it had a mom, it's not vegetarian.



# Why plant-based?



Health



Ethics




Environment




## Meat & Carcinogens

- Processed meat = Group 1 carcinogen
- Red meat = Group 2A carcinogen

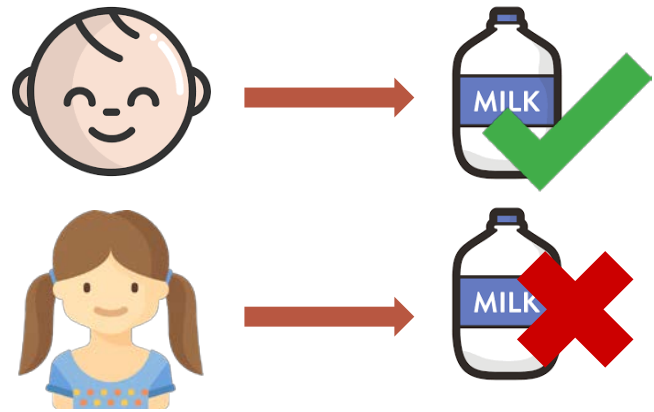
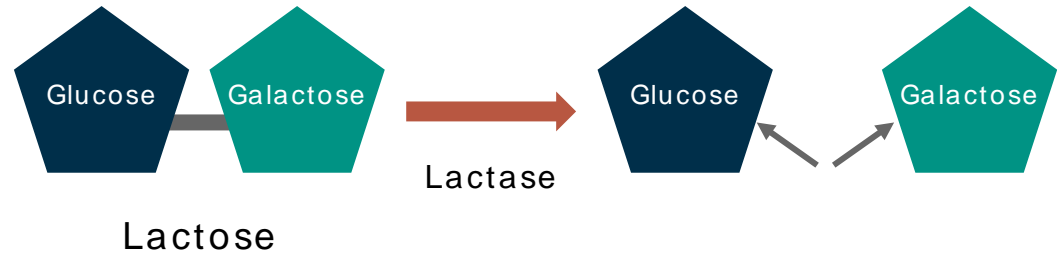
## What does this mean?

Group 1 Carcinogen = This group of substances is carcinogenic to humans. 

Group 2A Carcinogen = This group of substances is probably carcinogenic to humans. 

# Lactose Intolerance

...is actually pretty normal.





## Environment

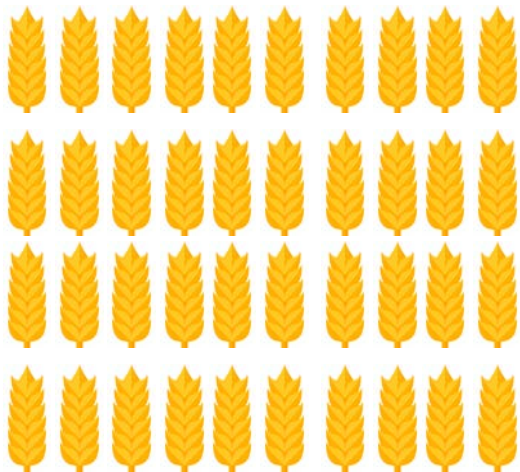
# Resource Utilization & Energy Loss

Industrialized agriculture is causing:

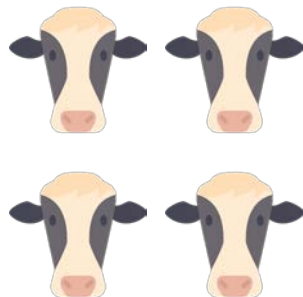
- Air/water pollution
- Soil depletion
- Diminishing biodiversity

Why?

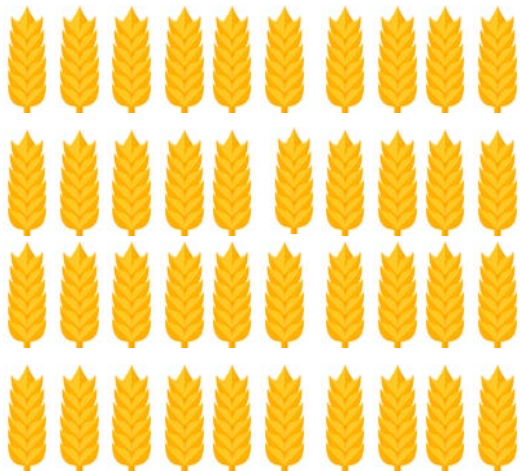
*\*The meat industry disproportionately contributes to these problems\**



16,000 calories of feed crop



400  
calories  
of beef



16,000  
calories  
of plant  
food

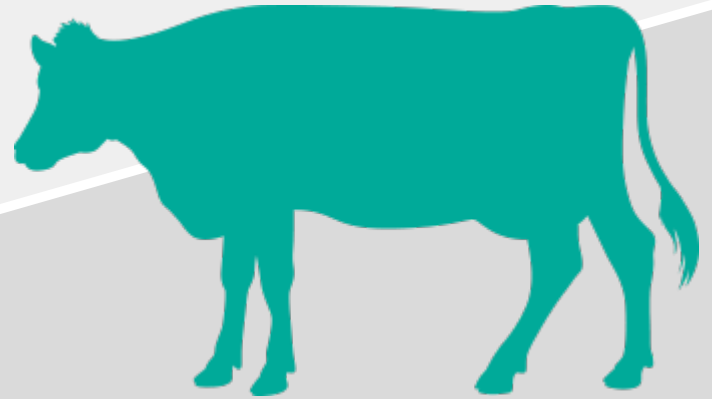




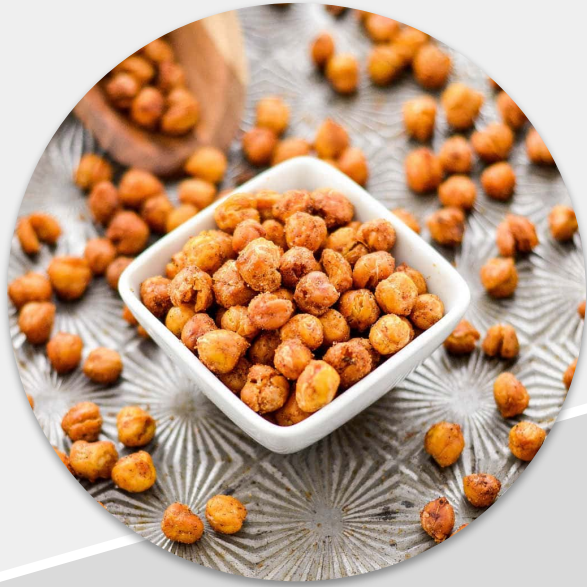
# Ethics



But what about protein?



# Plant Based Protein Sources



# What about USDA meat requirements?

## Meat/Meat Alternates

- Tofu
- Nuts & Seeds
- Beans & Peas



# Plant Based Meal Ideas



# Gluten Free Diet Differences

<b>Celiac Disease</b>	<b>Wheat Allergy</b>	<b>Non-Celiac Gluten Sensitivity</b>
Autoimmune disorder	Allergy	Neither
Related to gluten	Not related to gluten	Most likely related to gluten
<b>Symptoms:</b> Gastrointestinal issues, bone/joint pain, fatigue	<b>Symptoms:</b> Itching, hives, anaphylaxis (life threatening)	<b>Symptoms:</b> Similar to Celiac symptoms

How do I  
navigate all  
these different  
gluten  
intolerances?

Go wheat-free AND  
gluten-free.



# Gluten-Free Substitutes





# Gluten Free Without Substitutes



# Serve This, Not That

For each student, choose which menu items he/she can eat.

a) Chicken  
Salad  
Sandwich



b) Cheese/  
Veggie  
pizza



Vegetarian

c) Chicken  
teriyaki



Dairy Free  
Gluten Free

d) Orange  
tofu



Vegetarian  
Vegan

Dairy Free  
Gluten Free

e) Black  
bean  
burrito



Vegetarian  
Vegan

Dairy Free

# Questions?

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