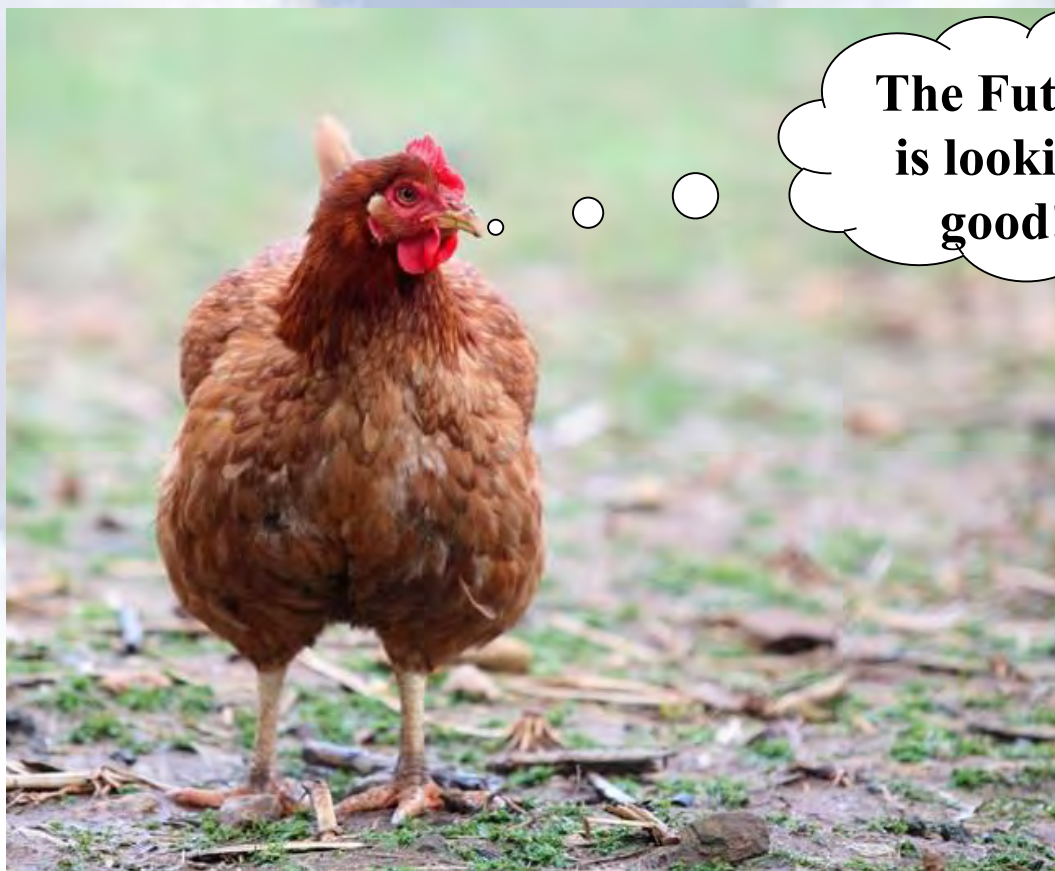


”Poultry and eggs – an underpromoted superfood”

Professor Patrick Wall

UCD Institute of Food and Health



**The Future
is looking
good!**

The poultry industry is a great one to be in



"Underselling an egg-ceptional product"



The Future is looking Good

Provided we
can avoid
adverse
publicity

1. **Publicity**

2. **Animal Welfare**

3. **Nutrition & Health**

4. **Environmental Impact**



Ingredients for Success

- **Confidence**
- **Competitiveness**
- **Creativity**
- **Cooperation and Collaboration**
- **Compliance**



What business are you really in?

Poultry Genetics

Poultry Nutrition

Poultry Health

Poultry Welfare

Food Safety

Human Nutrition

Human Health









Health and Nutrition





HELP SUPPORT
YOUR BODY'S
DEFENCES

SCIENTIFICALLY
PROVEN

DANONE

Actimel[®]
L. CASEI IMUNITASS

25/02/06

Actimel[®]
L. CASEI IMUNITASS

0.1%

HELP SUPPORT YOUR
BODY'S DEFENCES

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Skinless chicken fillets or statins?

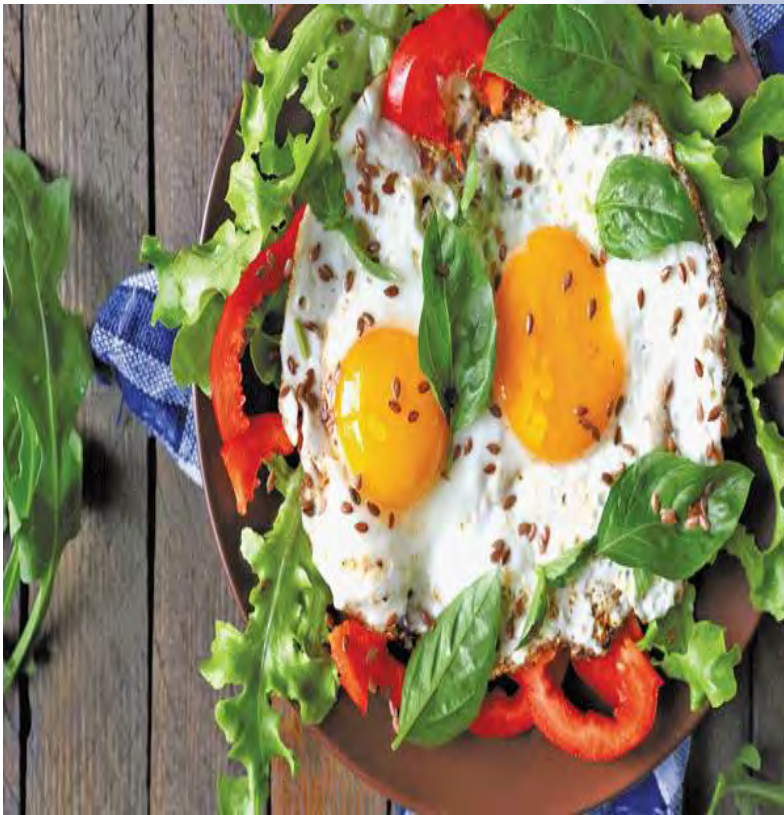




Healthy Affordable Protein



If Danone
were marketing
eggs
as a **Health
Enhancing Product**
?

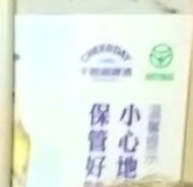
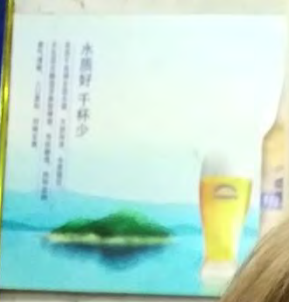












Life stage nutrition

No one diet for all ages





Life stage nutrition:-Pet food



ROYAL CANIN



MUSCLE AND QUALITY COMPLEX
HEALTHY SKIN AND COAT
DENTAL HEALTH



Adult

Over 10 months old - À partir de 10 mois

Jack Russell Terrier

PREMIER HEALTHY NUTRITION



Blue Seal is a natural, balanced, complete and balanced diet for your dog and cat.

LOW CALORIE DOG FORMULA

Supports Digestion and Aids Exercise and Activity

For Adult Dogs

Weight 10-20 lbs

100% Natural, High Protein, Moisture



Life Stage Nutrition: What about humans?

- **From babies to grandparents**
- **From active lifestyles to sedentary lifestyles**
- **Males and females**
- **Identical nutritional requirements????**

1. Infants

2. Rapidly growing Children

3. Teenagers- boys & girls

4. Nutrition in Pregnancy

5. Sedentary middle age

**6. Prevention of Osteoporosis in
middle age females**

7. Nutrition in the Elderly

“Life Stage Nutrition”

Infants to Elderly

**Whole meal- broad
range of Chicken & egg
dishes**

Part of meal

Convenient

Affordable

Nutritious



Infant Nutrition





Rapidly Growing Infants



**I'm backing the
egg producers**

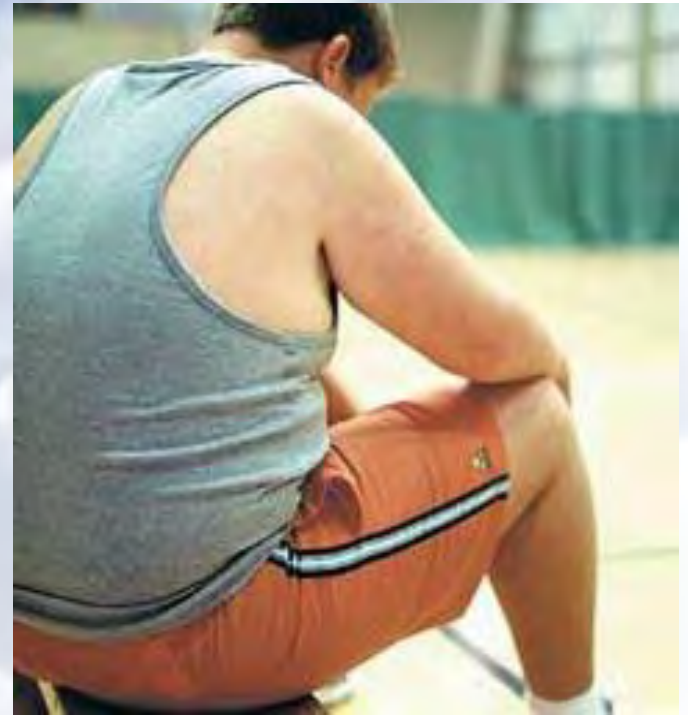


Developing Children



Consumption patterns in Children?

Adverse effects of poor diet:- from “Dental to Mental”



Increasing consumption



Teenagers?



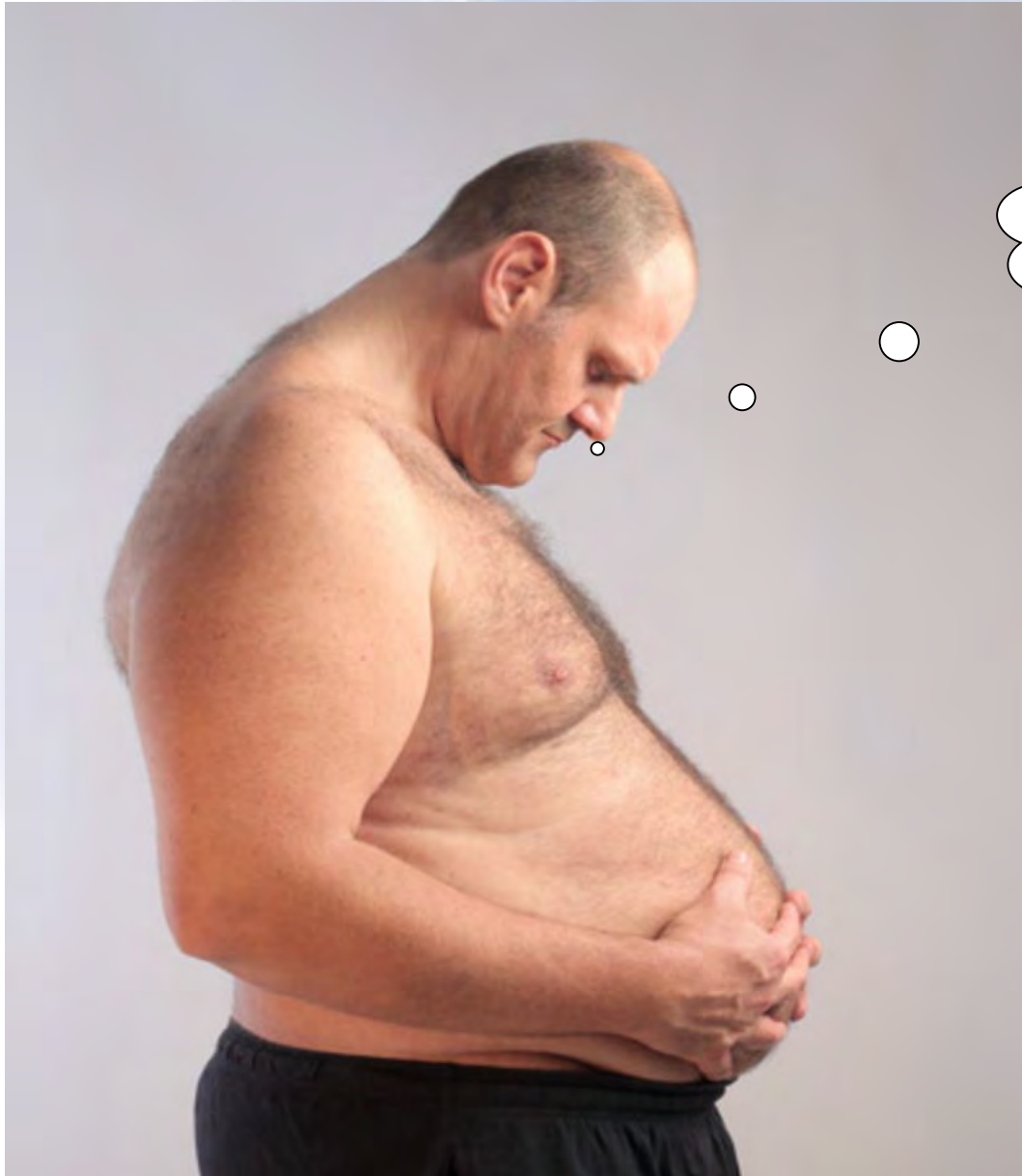
Different life stages require different nutrients



Sedentary Middle Age



Added weight can and does cause back pain in patients. The excess weight — especially the abdomen— strains back muscles and ligaments, causing back pain.



**Maybe I'm
pregnant**



Abdominal fat



**I have to collect
my blood
pressure tablets
today**

Old age can be a great time...



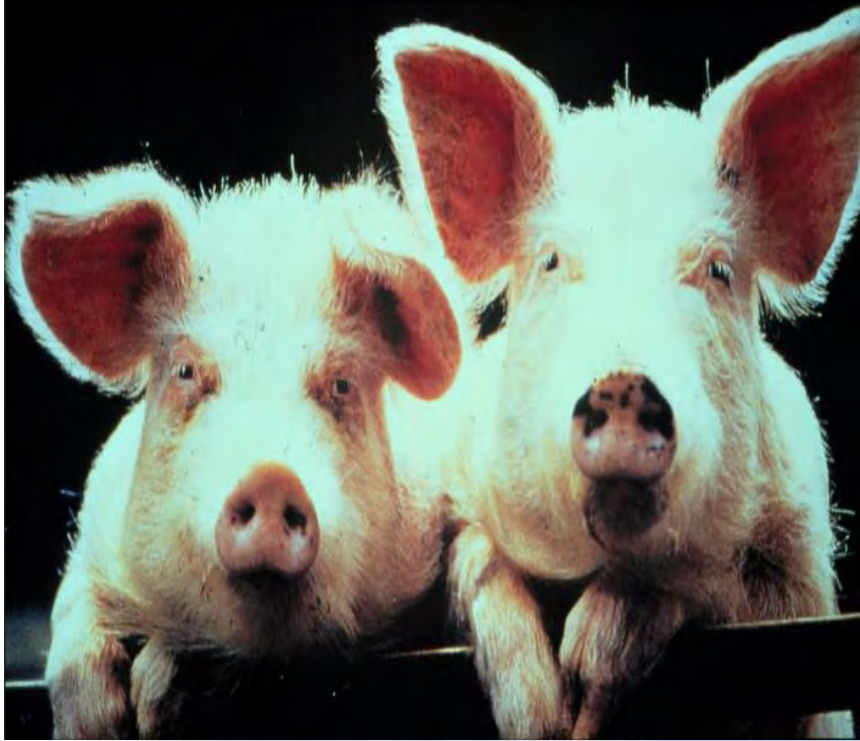
If you are healthy!

Nutrition for Athletes

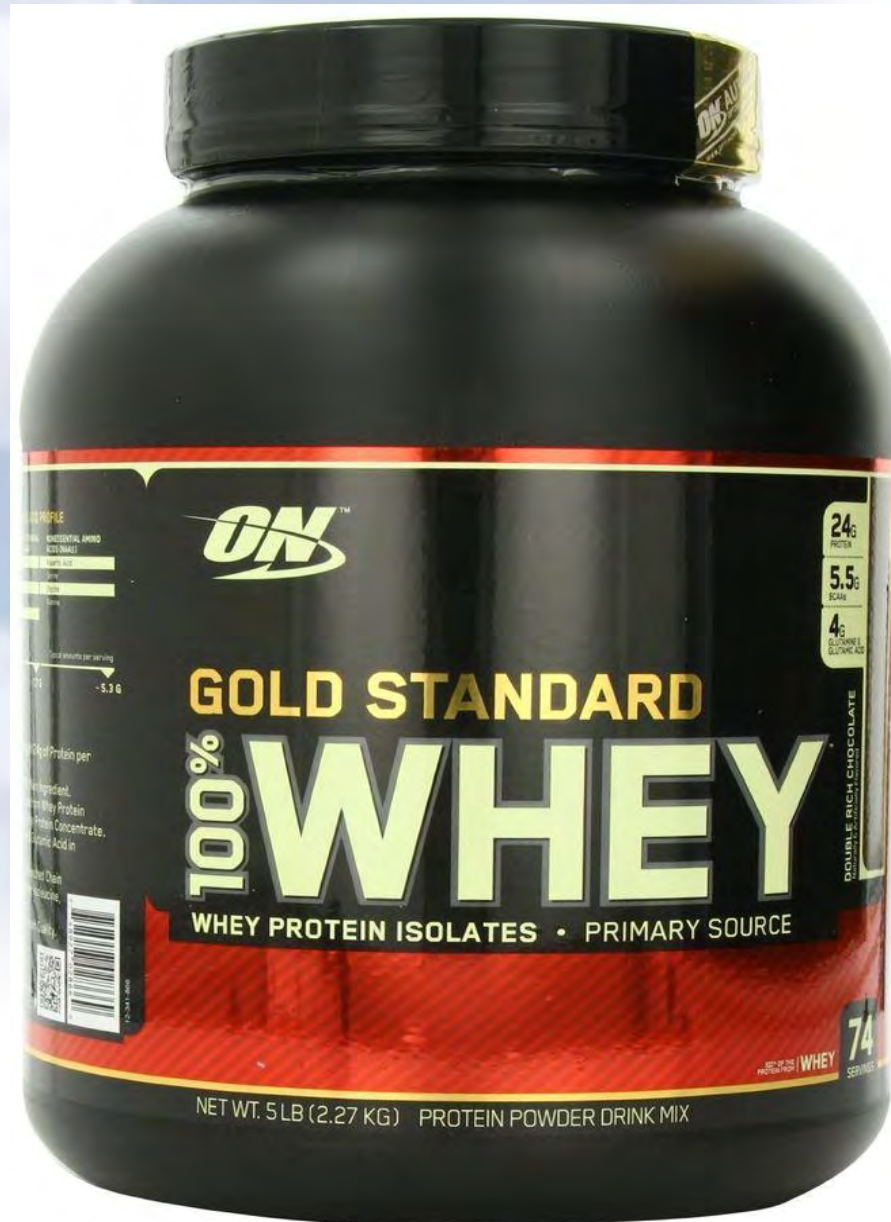


Bio-available protein:- Whey





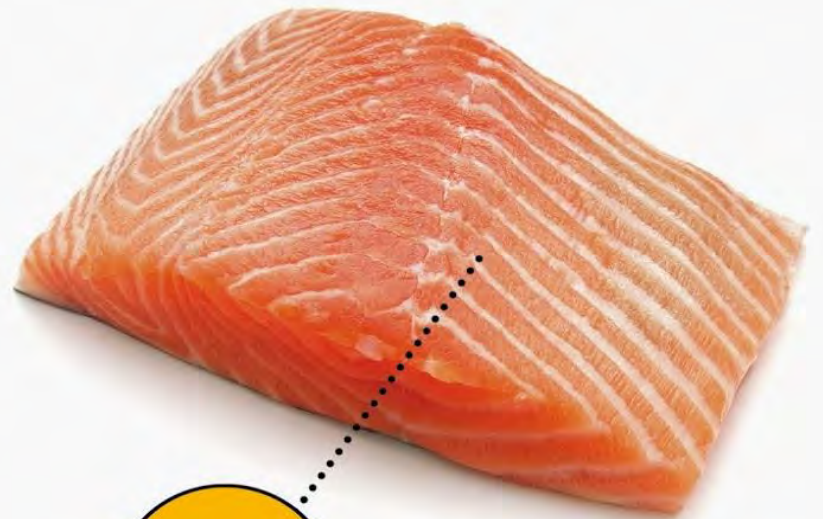
Could the poultry industry plant where the Dairy industry has ploughed?





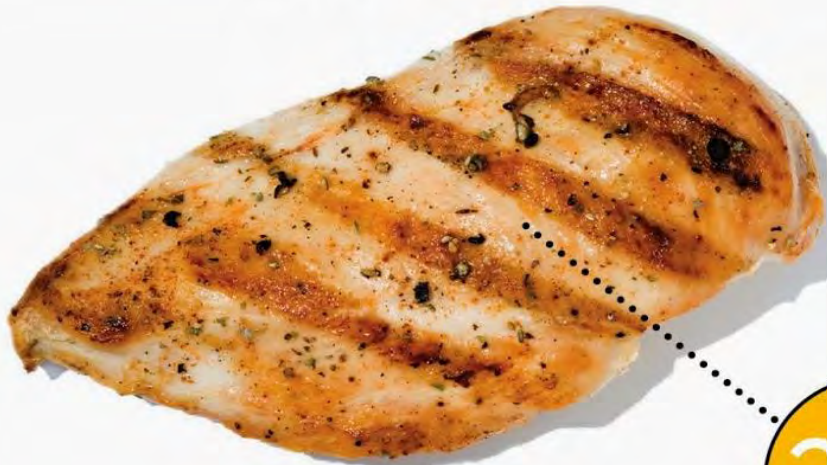
protein per large egg

6g



protein per 100g grilled salmon

22g



protein per 100g lean chicken

28g



protein per 50g cooked lentils

8g

7g

protein per 25g cheese



Sarcopenia?

“Loss of muscle mass that accompanies aging”

Frailty, loss of strength, inability to exercise – falls – dependency!



Nutrition in the Elderly...

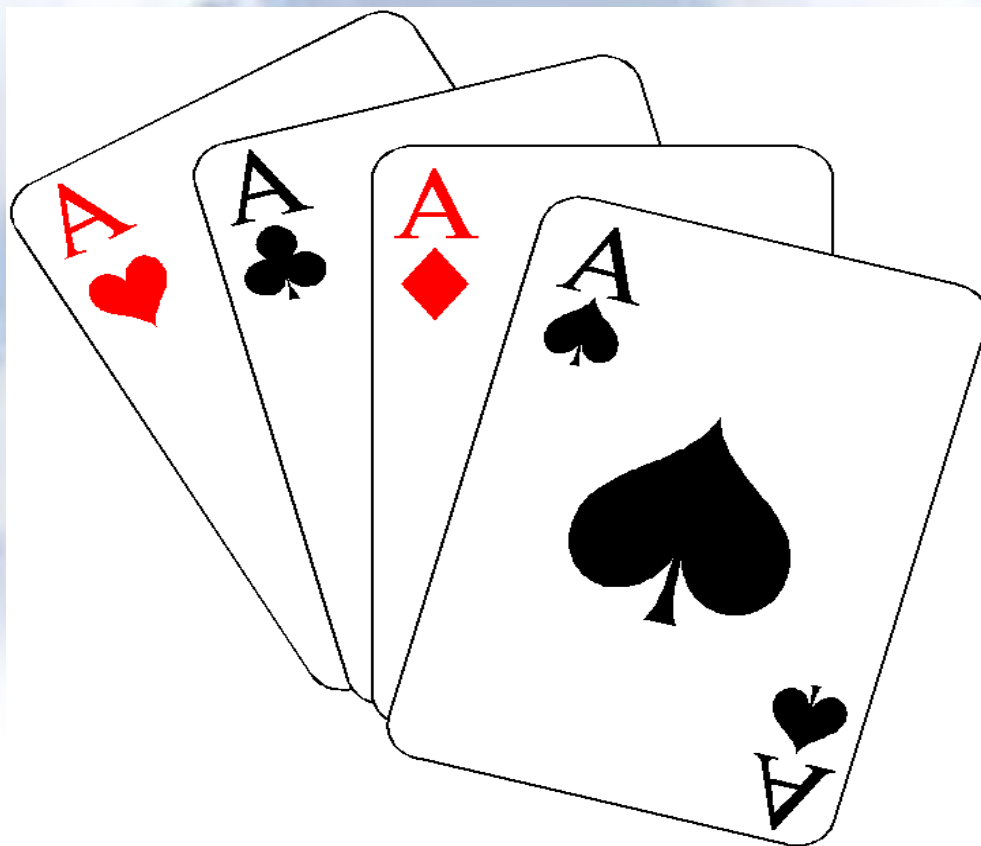


It's the grub

**Not inevitable that you will loose muscle mass as
you age**



**Has the poultry industry
a product for the
lucrative bioavailable protein market?**



Slowing down the aging process great return on Investment!



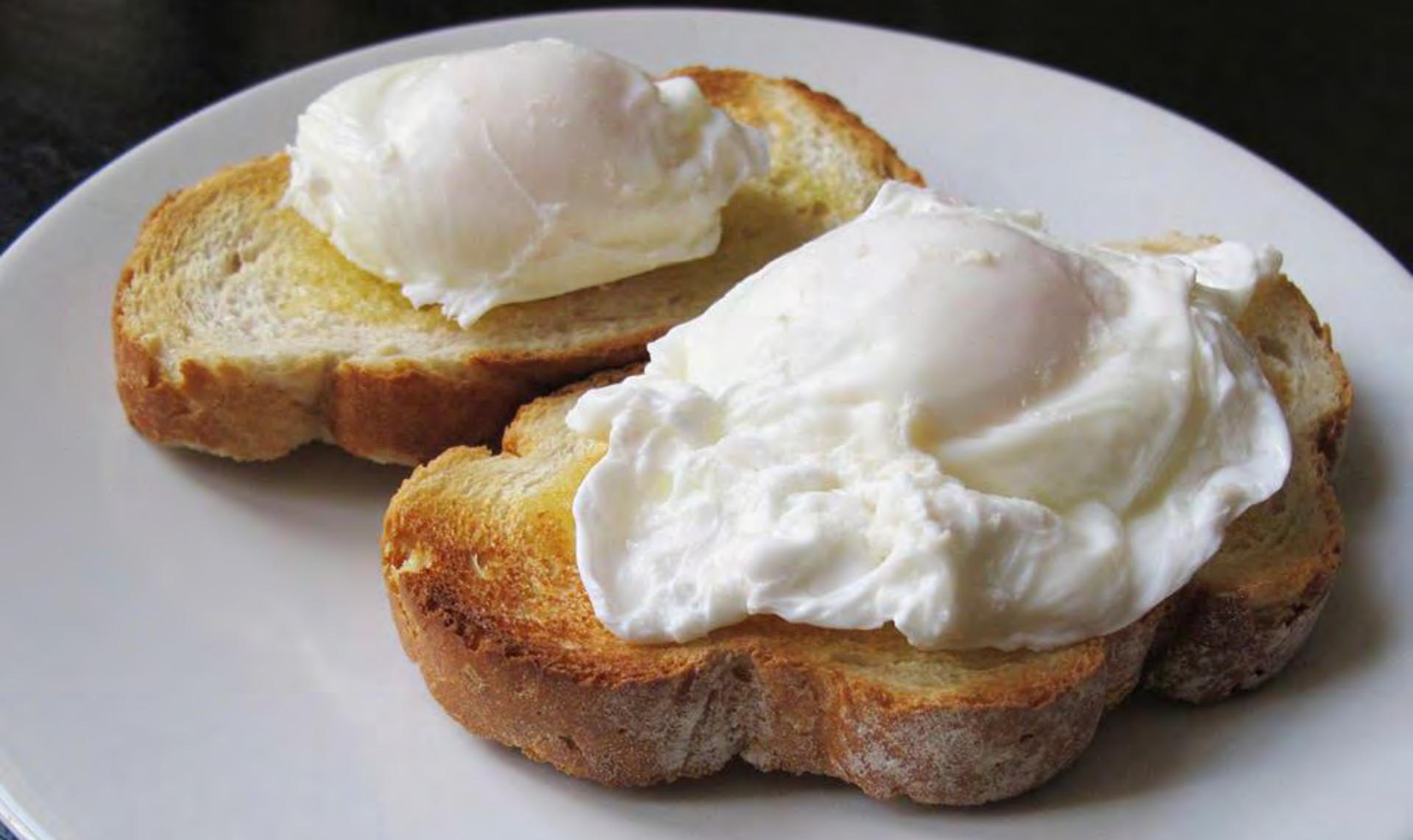
Tackling Sarcopenia?

The Poultry Industry should plant where the dairy sector is ploughing



Easily digested good quality protein





Healthy Affordable Protein

60 is the new 30



90 is the new 60!



The humble egg!



Fuel for the elderly







Egg roulade with spinach

































Rx Healthy diet

HOW TO FIND HAPPINESS AND VITALITY FOR A LIFETIME

MAYO CLINIC
ON **HEALTHY
AGING**



RosettaBooks®

BY THE HEALTHY-AGING EXPERTS AT MAYO CLINIC

Cosmetics:- High Margin Industry





All eggs are not the same!



Eggs - Class A



*Packed with
Energy!*

**6 Large/
Medium**

- ✓ 100% Irish Free Range
- ✓ 12 times more Vitamin E
- ✓ 100% more Folic Acid
- ✓ 40% more Vitamin D
- ✓ Rich in Vitamin B12
- ✓ 5 times more Omega 3*

energy



egg

Advance animal nutrition for???



Fish is good for you cardiovascular system



DEVENISH™
Beyond Nutrition



**BEAUMONT
HOSPITAL**

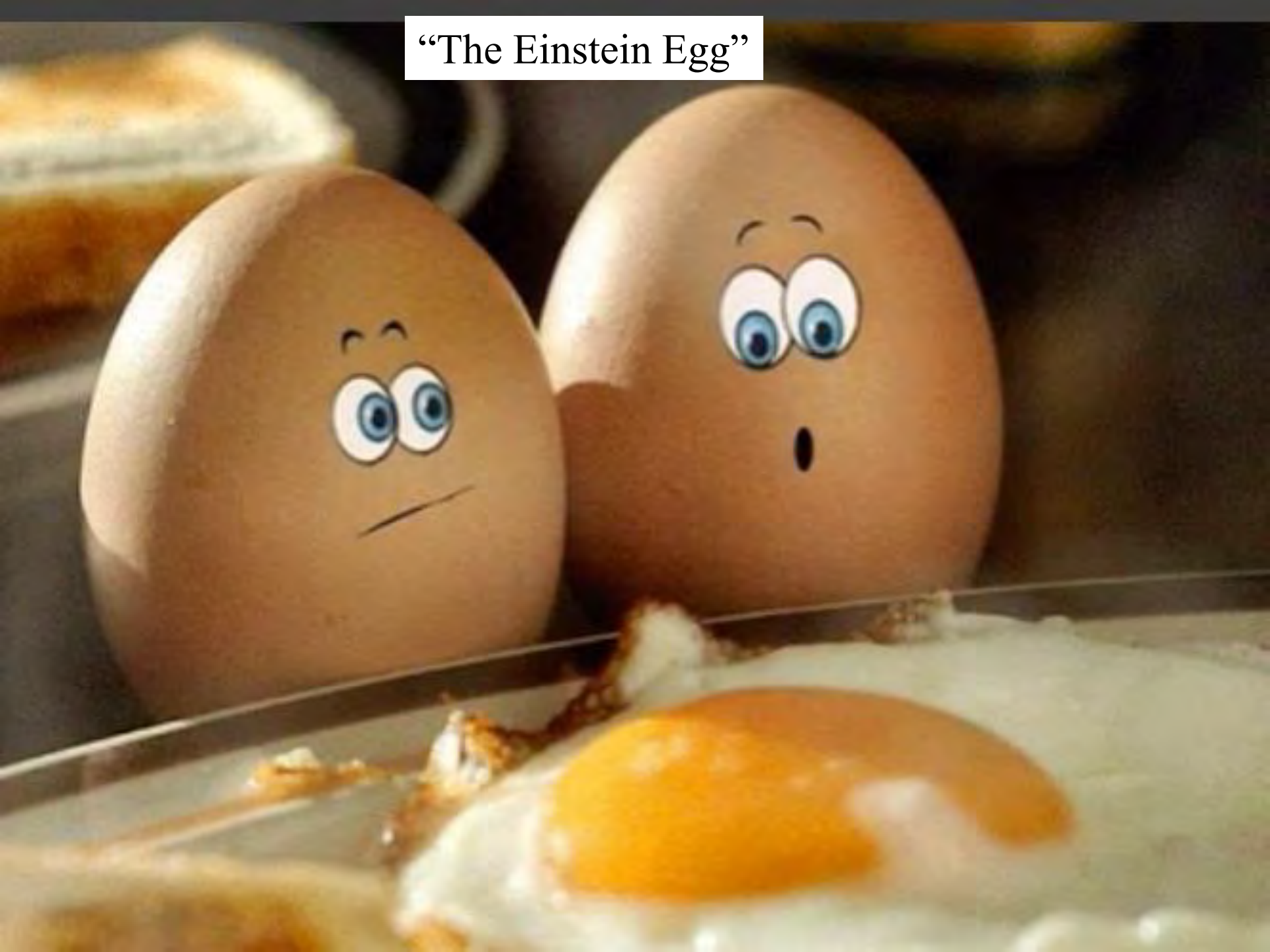


This is no ordinary chicken!!

Cognitive health?



“The Einstein Egg”





OPEN

Omega-3 index and blood pressure responses to eating foods naturally enriched with omega-3 polyunsaturated fatty acids: a randomized controlled trial

Alice V. Stanton^{1,2,3} , Kirstyn James^{1,2}, Margaret M. Brennan¹, Fiona O'Donovan^{1,3}, Fahad Buskandar¹, Kathleen Shortall¹, Thora El-Sayed¹, Jean Kennedy³, Heather Hayes³, Alan G. Fahey⁴, Niall Pender^{1,2,5}, Simon A. M. Thom⁶, Niamh Moran¹, David J. Williams^{1,2} & Eamon Dolan^{1,7}

Diets low in seafood omega-3 polyunsaturated fatty acids (PUFAs) are very prevalent. Such diets have recently been ranked as the sixth most important dietary risk factor—1.5 million deaths and 33 million disability-adjusted life-years worldwide are attributable to this deficiency. Wild oily fish stocks are insufficient to feed the world's population, and levels of eicosapentaenoic acid and docosahexaenoic acid (DHA) in farmed fish have more than halved in the last 20 years. Here we report on a double-blinded, controlled trial, where 161 healthy normotensive adults were randomly allocated to eat at least three portions/week of omega-3-PUFA enriched (or control) chicken-meat, and to eat at least three omega-3-PUFA enriched (or control) eggs/week, for 6 months. We show that regular



PREVENTION'S
The Peanut Butter Diet
Eat peanut butter every day and lose all the weight you want
THE AMAZING PLAN THAT
Lose weight - Control your blood sugar
HOLLY MCCORD
Maximum Fatigue Prevention

The 7-Day Color Diet
The 7-Day Color Diet
The 7-Day Color Diet
The 7-Day Color Diet

The Ultimate Weight Solution
The 7 Keys to Weight Loss Freedom
Dr. Phil McGraw

THE COMPLETE SCARSDALE MEDICAL DIET
PLUS
DR. TARNOWER'S LIFETIME KEEPSLIM PROGRAM
Herman Tarnower, M.D. & Susan Sinclear Baker
100 tested plans for the diet that's taking America by storm.

From the #1 New York Times bestselling author of *Dr. Atkins' New Diet Revolution*
DR. ATKINS' DIET REVOLUTION

15-Minute Low-Carb Recipes
Dana Carpender

LOWER YOUR RISK OF HEART DISEASE
Eat the delicious, nutritious, whole foods and vegetables and lose weight
THE MEDITERRANEAN DIET
Martha Clopton, MS, RD and Eric Adams

THE SOUTH BEACH DIET
The Delicious, Doctor-Designed, Foolproof Plan for Fast and Healthy Weight Loss
Agatston, M.D.

HILTON HEAD METABOLISM DIET
REVISED FOR THE 21ST CENTURY
ALL-NEW MENU PLANS BASED ON NEW SCIENCE AND NEW RESEARCH
DR. PETER H. MILLER

HOLLYWOOD'S Healthiest diets
fat-fighting plans
Nutritional to the Stars
TONY PERRONE



**LOSE 10 KG
IN 10 DAYS**



Low carb





Final take home message



**You are in
the
Human
Health
Business**