

meat and education news

01 MeatSMART Styling Food

Welcome to the Summer 2010 edition of Meat and Education News. As you will have noticed, the format is different to previous editions. On the reverse of this Newsletter you will find a classroom poster, MeatSMART - Styling Food. This was originally a two page spread in the D&T Association's Designing magazine. The article explains the process behind the production of a 24-page recipe book - MeatSMART. Robust market research indicated that, due to the credit crunch, 73% of consumers had cut back on food expenditure by planning ahead, cooking from scratch, using leftovers, buying food on offer and entertaining at home. The idea behind MeatSMART was to create a collection of contemporary recipes using economical and less fashionable cuts of meat (the sort Granny used) to help consumers make healthy and nutritious meals within budget.



The poster highlights the different roles of the food stylist, the props stylist, the graphic designer and the photographer who all worked together to take the idea from the initial client briefing to delivery of the finished recipe book.

The poster can be used as a visual stimulus to involve students in:

- investigating consumers' views and preferences
- considering social and economic factors in food production
- generating ideas for food products designed for particular eating occasions
- comparing menu ideas for varied and healthy meals
- presenting images of food and recipes

Poster published with kind permission of D&T Association Designing magazine.



The MeatSMART recipe book can be downloaded FREE at: meatmatters.com

02 Are We Eating More Healthily?

The National Diet and Nutrition Survey

The National Diet and Nutrition Survey (NDNS) rolling programme is a continuous cross-sectional survey of the food consumption, nutrient intakes and nutritional status of people aged 18 months to 64 years living in private households in the UK. It covers all four countries of the UK and is designed to be representative of the UK population.

The most recent report (February 2008 to March 2009) was published in February 2010 and the key findings of the survey were:

People are eating less saturated fat, trans fat and added sugar than they were 10 years ago.

Saturated fat intakes in adults have dropped slightly to 12.8% of food energy, but are still above the recommended level of 11%. Whereas, the population's trans fat intakes, having also fallen slightly, are well within recommended levels.

People are still eating too much added sugar, currently 12.5% of food energy intake compared to the recommended 11%.

A third of men and women are now eating the recommended '5-a-day' fruit and veg.

People are still not eating enough fibre, which is essential for healthy digestion. On average, intakes are 14g per day for adults, some way below the recommended 18g.

Consumption of oily fish, which is the main source of omega 3 fatty acids, remains below the recommended one portion per week.

Iron intakes among teenage girls and women are still low, which can lead to iron deficiency and anaemia. However, overall, vitamin and mineral intakes among the population are slightly improved.

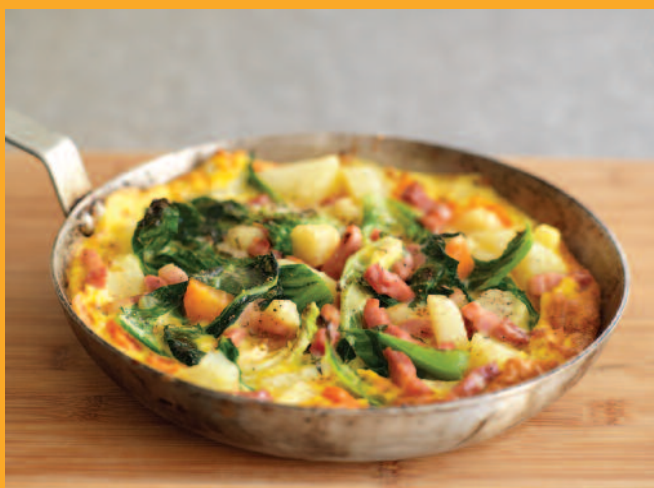


There were various reactions to the report's findings. Some commentators argued that a decade of spending on health messages 'has had little effect' (The Independent, 19 February 2010). On the plus side, consumption of artery-hardening trans fats has fallen by a third and totalled 0.8% of the adult diet, against a Government target of 2%. Salt intake also dropped compared with 2000, which is believed to be related to progressive salt reductions by the food industry (The Times, 10 February 2010).

Of particular interest to food teachers will be the finding that only 7% of girls are eating their '5 a day' and the average girl's consumption is only 2.8 portions. Almost half of all girls are also failing to eat food rich in iron, such as red meat. Lack of iron in the diet can lead to iron deficiency and even anaemia, causing symptoms such as fatigue, lethargy, breathlessness on light exertion, dizzy spells and an unnaturally pale complexion. In some instances iron deficiency can be a factor in women failing to become pregnant. The prevalence of iron deficiency is all the more frustrating as there are many simple ways of boosting iron intake.

Top tips for boosting your iron intake:

- Start your day with a bowl of branflakes and semi-skimmed milk. Most are fortified with iron so that a standard bowl provides 6mg of iron. This iron isn't as well absorbed as the iron in meat so add a vitamin C-rich fruit such as strawberries, kiwi or a glass of fruit juice to help the body absorb this iron.
- Swap a bowl of tomato soup and a roll for a bowl of lentil soup with a roll and more than double the iron content – your new lunch will provide 5.4mg iron thanks mainly to the lentils.
- Use extra-lean mince to make lasagne, spaghetti bolognese, meatballs, cottage pie and homemade burgers. A dinner of spaghetti bolognese with pasta will give you an impressive 6.6mg iron – that's 47 percent of the recommended daily intake – while a burger in a bap with salad provides 5.4mg of iron, and a plate of cottage pie, contains 3.7mg iron.
- Go for red meat – the darker the flesh, the higher the iron content. This means beef contains more iron than pork, which contains more than salmon or chicken.



For more information on iron intake, visit: meatandhealth.com

03 James Martin is Searching For The Nation's Most Talented Young Chef

Through The Red Tractor Mmmake it with Mince Challenge 2010



The Red Tractor Mmmake it with Mince Challenge is the ultimate cookery competition for students aged 11 – 16 years in Key Stage 3 and 4 who are passionate about cooking or pursuing a career in the food industry. The FREE to enter Challenge led by James Martin is now in its fifth year and was launched by EBLEX* to engage, educate and inspire students to get hands on cooking experience and appreciate the importance of good nutrition, quality ingredients and understanding where your food comes from.

The Challenge which is open to all students and secondary schools in England is well suited to the food technology curriculum and requires students to design and submit their own original recipes using Red Tractor beef or lamb mince. The competition aims to demonstrate the ease and versatility of cooking with beef and lamb mince. Whether it's adding a new twist to an old classic, or creating something totally new, all recipes must be developed and cooked from scratch. The best entries will be invited to regional cook-off finals in December 2010 judged by James Martin and our top panel of experts.

There are great prizes on offer for the regional winners, including an iTouch and £200 school kitchen equipment vouchers for first place winners as well as cookery vouchers for second and third place. James Martin will

also handpick a National Winner from the six regional champions for the grand prize – a fantastic opportunity to go behind the scenes at Saturday Kitchen and experience being a chef in the kitchen of an iconic restaurant.



Celebrity Chef and TV presenter James Martin is delighted to be fronting the competition for the fifth year and comments: "Last year we had a phenomenal response from schools and students to the Challenge, with the standard of entries higher than ever. Each year the Challenge gets bigger and better and I can't wait to see the entries for 2010! The competition was launched to encourage young people to get cooking, educate them on how to identify quality

ingredients but most importantly show them that cooking is something to be enjoyed. So sign up now – with or without your teacher! You could be or know the next young chef champions!" For up to date tips from previous winners, recipe ideas and more, make sure you 'like' our simplybeefandlamb facebook fanpage.

To sign up to the challenge and for more information:

Log onto: www.simplybeefandlamb.co.uk/mincechallenge

Email: mmmakeitwithmincechallenge@goodrelations.co.uk

Call our hotline: 020 7861 3858

Or Write to:

Red Tractor, Good Relations, Mmmake it with Mince Challenge, 26 Southampton Buildings, London WC2A 1PQ

*EBLEX is the sector body for beef and lamb levy payers in England and is a division of the Agriculture and Horticulture Development Board

04 Cool2Cook2

News from Hybu Cig Cymru/Meat Promotion Wales (HCC/MPW)

HCC/MPW attended the Urdd Eisteddfod at Llanerchaeron from 31 May – 5 June. The very successful Cool2Cook campaign was taken to the event which was worked in partnership with Cymru Y Gwir Flas/Wales The True Taste. The True Taste trailer was branded with Cool2Cook graphics and throughout the day demonstrations were held showing children how to prepare and cook delicious dishes from the Cool2Cook book. In each demonstration, two children were invited onto the trailer to assist, making a crumble topping to go on the Welsh lamb crumble and also making fun bolognaise pizza faces. Children and adults were offered samples of Welsh True Taste winning products. Overall, approximately 100,000 visitors and competitors attended the week long event.



Due to the success of the first book, Cool2Cook2 is almost ready! It will be launched in July and given out at the Royal Welsh Show. Following the style of the original book, Cool2Cook2 is very bright, fun, colourful and appealing to children. It features information about getting ready to cook, correct cutting methods and 'eat well' information. Schools who have received the first book will be sent a set of 25 copies of the new book automatically. Other schools can request copies

by contacting HCC/MPW or Elwen Roberts at: eroberts@hccmpw.org.uk. HCC/MPW are also intending to print English only copies as there was considerable interest from schools outside of Wales last time. Copies of the first book are still available, please contact Elwen.

Many recipes will be ideal for school use as they can be made within fifty minute lessons, such as Welsh lamb koftas, meaty tomato pasta, filled crispy bread cases, and sticky carrot and orange muffins. There is a double page spread on making sandwiches, including a cute sheep sandwich! Cool2Cook2 also contains great ideas for stir fries such as a Welsh lamb recipe and a fruit stir fry.

In the spring, HCC/MPW distributed a questionnaire to all secondary food teachers in Wales and fifty primary schools chosen from the Cool2Cook database. Thanks to everyone who responded and the comments are being evaluated now. A high proportion of teachers said that they would find information about cuts of meat useful and as a result we are currently producing bilingual posters that will be suitable for classroom use. These posters will be posted to every secondary school in Wales.

05 Developing Sensational Sausages!

New product development online videos at meatandeducation.com

Coming soon on meatandeducation.com is a new set of FREE Digi-Bites online videos focussing on the product development process. The featured business is a small sausage company which supplies all the major supermarkets with a range of products.

Debbie Keeble tells their story: "We were struggling pig farmers who set up a small sausage company in 1999 after 20 years of pig industry experience. Our 'Eureka' moment came one day when we were standing in one of our fields. Looking overhead, we saw a plane and wished we could be on it...if we were ever going to be able to afford to take our family on holiday, we had to do something different, so we stopped talking, started doing and diversified into top quality sausages. And we've never looked back ..."

Tenacity, passion and gritty determination have grown our business from home-spun enterprise to one of the nation's best-loved and fastest-selling sausage brands. We have considerable experience of pig farming and food production and know what makes good sausages. With four children, we also understand how important it is for parents to know where the meat they feed their children comes from and we make nothing we wouldn't be happy to feed our own family.

All of our sausage recipes are developed at home in the family kitchen and in line with our ethical sourcing policy are made with lean pork shoulder from high welfare farms with direct traceability and no artificial colours or flavours. Oh, and we still use our tried and trusted method of testing new recipes – on family and friends down at the local pub!"

The new Digi-Bites cover:

- market research
- ingredients of sausages
- generating ideas
- taste-testing and product development
- scaling-up to factory production

Digi-Bites online videos are available FREE at: meatandeducation.com

Produced on behalf of



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