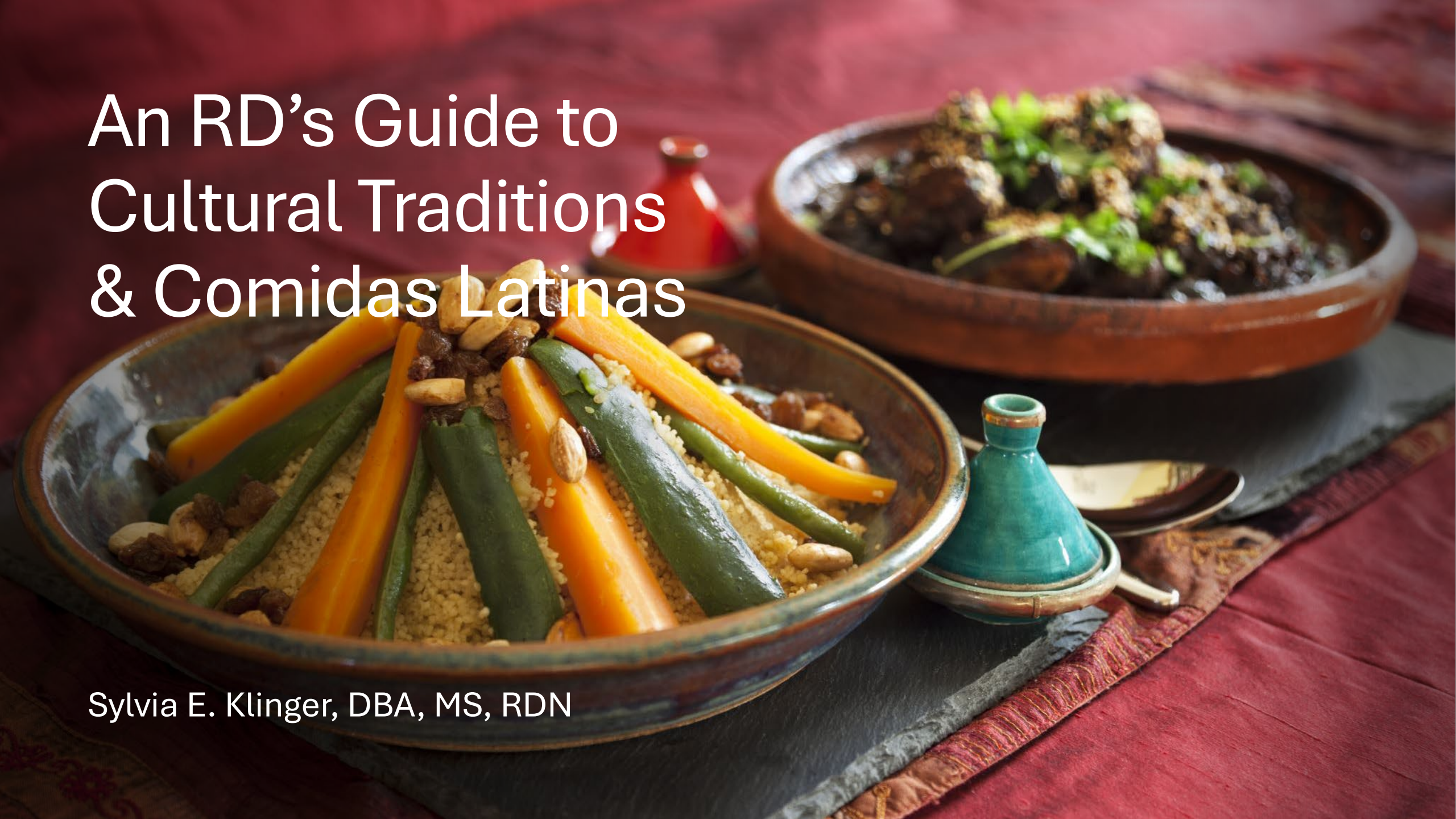


An RD's Guide to Cultural Traditions & Comidas Latinas

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Disclosures

- Honorarium for presentation
- Member, Grains Food Foundation Scientific Advisory Board
- Member, Bayer Crop Science Nutrition Expert Network
- Member Alliance for Food and Farming
- Consultant to the Soyfoods Council
- Consultant to the Glutamate Association



Hello! It's us!

Hispanics Overview



Latinas View a Homemade Meal as the Gold Standard

Hispanics are 23% more likely than the total US population to be categorized as a “Cooking Enthusiast”

- Functional: Larger families
- Emotional: Cooking is an act of love, a conduit for gathering around the table and enjoying family



Source: Mintel

Source: Ahzul. 2016.

Improving Consumption of healthy foods: Involve the Family in Food Decisions

80% of Hispanic shopping trips conducted with family and friends

INSIGHT: Market to the family, not just mom.



Source: Mintel

91%

of Hispanic grocery shoppers will ask their family members “what they want” as part of their planning (vs. 77% of the general population)

39%

of Hispanic shoppers say they “love” grocery shopping

44%

of Hispanic grocery shoppers say they’ll buy a brand because “the kids asked for it” (vs. 16% of the general population)

Thinking about Food and Diet

- Food = Love
 - Bonds the family
 - Mom interested in trying to cook healthier
- Cooking from scratch
 - Source of pride and self-expression



Hispanics and Health

- Worry about their health on behalf of family
 - A life-threatening illness can affect their ability to provide for their family
- Focus on **wellness and prevention**



Hispanic College Student Health



Hispanic College Students

- The rate of obesity has doubled – exhibiting pre-diabetes symptoms
- Have a family history of diabetes – higher risk of type 2 diabetes



Why Universities-Related Intervention Health Initiatives Needed for Hispanic College Students

- Comprise the largest ethnic minority group within our nation's university college population (Fry & Lopez, 2012: Page 2014)
- Latino college students follow an unhealthy diet comprised of fewer fruits and vegetables and excessive intake of indulgent foods.
- Low physical activity
- Risky behavior practices such as alcohol and smoking
- Influenced by sociodemographics & economic status
- **Critical period for disease prevention**



Factors Affecting Hispanic Students Health

- Increased alcohol use, physical inactivity, and poor dietary intake – three factors linked to obesity among Hispanic college students
- Not consuming the recommended intake of at least 5 fruits and vegetables/day or the minimum 20 grams of dietary fiber/day
- Poor dietary practices – high fat, refined sugar, and carbohydrate
- Skipping meals
- Consume more fast food than other ethnic groups
- Sociodemographics characteristics - overweight
- Socioeconomic status - overweight



Typical Latino Diet

- Traditionally, Latino diet is filled with whole grain corn, vegetables, fruits, beans, rice, herbs and spices has combined with a strong emphasis on family life, to support good health
- As Latin Americans adopt a more typically Americanized diet and lifestyle, however, they are at higher risk for many chronic diseases



Lifestyle Characteristics = Challenges

- Perception of weight
- Acceptance of large portions
 - Lack of nutrition education
- Celebrations – food at the center
- Longer time spent in U.S. generally = more western foods added to their diet



Characteristics of the Hispanic Diet

- Influenced by country of origin
- Traditional Hispanic diet revolves around:
 - Grains
 - Beans
 - Fresh fruits and vegetables



Focus on Hero Foods

- Hispanic “hero” foods are:
 - Highly nutritious
 - Variety = more power
 - Often lower in fat and calories
- Includes:
 - Grains
 - Beans/legumes
 - Fruits
 - Vegetables
 - Nuts and Seeds



Hispanic Hero Foods - Fruits

- Sample Hero Fruits
 - Avocado
 - Barbados Cherry (Acerola)
 - Guava
 - Mango
 - Orange
 - Papaya
 - Passion Fruit
 - Sapodilla



Hispanic Hero Foods - Vegetables

- Sample Hero Vegetables
 - Chayote
 - Chiles
 - Jicama
 - Pumpkin (Calabaza)
 - Sweet Peppers
 - Sweet Potato (Camote)
 - Tomatillo
 - Yuca (Cassava)



Hispanic Hero Foods – Grains, Seeds, Nuts

- Sample Hero Grains, Seeds & Nuts
 - Corn
 - Quinoa
 - Pumpkin Seeds (Pepitas)
 - Sunflower Seeds
 - Sesame Seeds
 - Almonds



Hispanic Hero Foods – Beans/Legumes

- Sample Hero Beans
 - Black eyed Peas
 - Black Beans
 - Chickpeas
 - Kidney Beans
 - Lima Beans
 - Gandules
 - Soybeans



Flavoring con Sabor

- Herbs and species such as cumin and smoked paprika
- Add more onions, garlic, cilantro, chiles, etc.
- Flavor desserts with more cinnamon, vanilla, ginger, citrus juices or zest and coconut



Food Differences by Hispanic Subgroup

- Differences in heat, spiciness and sweetness
 - Sofrito – used to flavor many dishes
 - Spanish: tomatoes and is sweet
 - Puerto Rican: cilantro and is robust
 - Cuban: parsley, tomatoes and is mild
 - Heat or spiciness
 - Cooks from the Caribbean (e.g., Cuba, Puerto Rico and Dominican Republic) tend not to use chilies in their cooking (maybe only as a condiment)



Latin Sauces and Spices



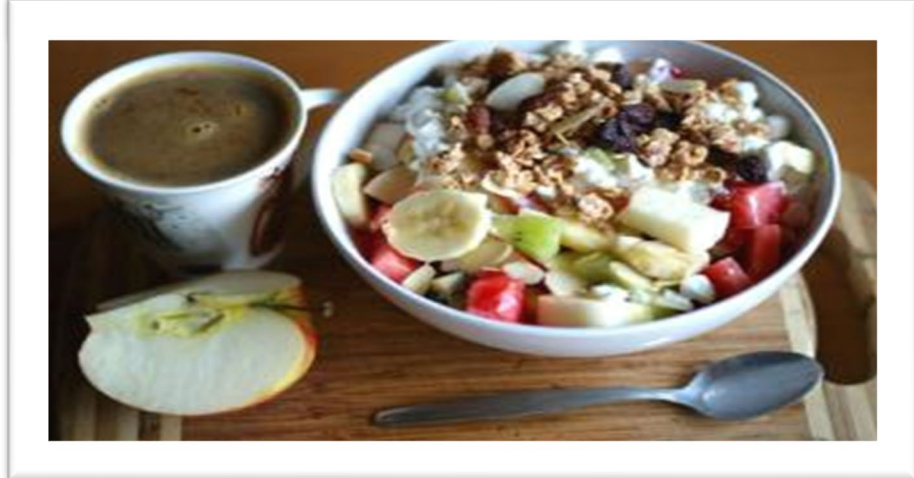
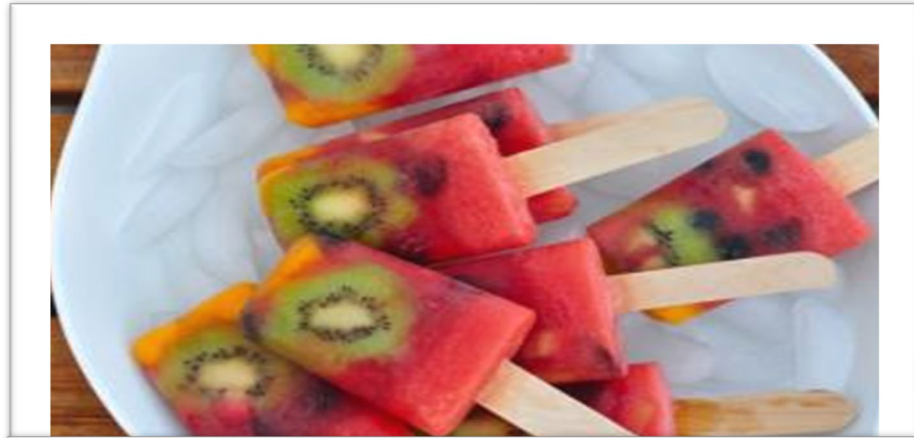
Flavoring Food



How to Increase Fruits and Vegetables



How to Increase Fruits and Vegetables



Food Combinations



Food Combinations



Methods of Preparation



Inspiration

- **Salsa Bar:** You can offer baked chips and different types of salsas.
- **Tortas Bar:** Have students build their sandwiches and offer pre-made ones they can grab and go. These should be fresh, look delicious, and be affordable!
- **Customizable Rice Bar:** Provide an array of vegetables and protein options for your attendees to create their own personalized rice bowl.
- **Healthy Snack Bar:** Offer fruits, trail mix, nuts, seeds, and other wholesome and affordable on-the-go food options for busy students.
- **Fruit Bar:** Having fresh fruit available is an excellent option for students. You can offer different toppings almost like a yogurt bar



Embracing Latino Heritage

- **Monthly Fiesta:** The school can host a monthly fiesta and offer an array of various traditional dishes. This can be combined with inviting local Hispanic food trucks and vendors.
- **Food Trunks:** The school can also hire a couple of Hispanic food trucks and invite the students for an outdoor day. Inviting local food trucks/vendors to support the students and community is a great way!
- **Monthly Dish:** Let's not just enjoy traditional dishes but also learn about them. Every month, the students can pick a traditional Hispanic dish for the school to make or provide ingredients for the students to make together. This 'heritage cooking day' will not only be a fun workshop but also an educational experience, enlightening us about the rich Hispanic culture.
- **Monthly Cultural Field Trip:** Every month, offer students the opportunity to sign up for a cultural field trip somewhere locally to learn more about their heritage. Whether it is a restaurant, a museum, or a landmark, anything educational and cultural will be appreciated.

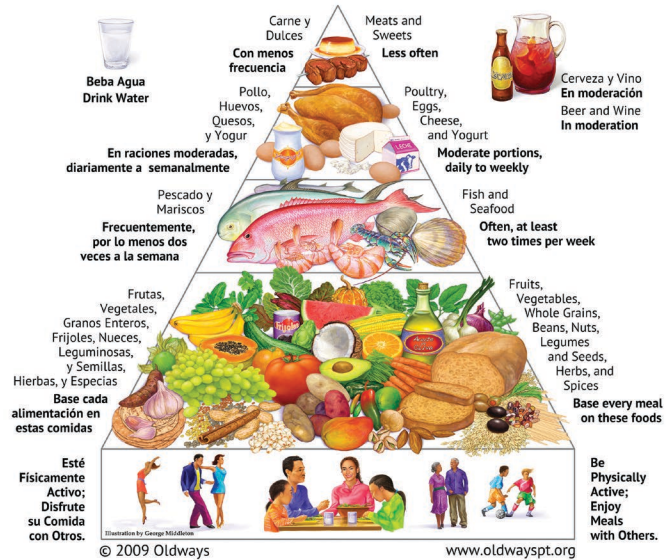


Resources

A Guide to Healthy Eating



Latin American Diet Pyramid La Pirámide de La Dieta Latinoamericana



My Plate Guide to Portion Control

Create Your Plate
for Hispanic Heritage Month!


STOP
DIABETES
American Diabetes Association.

#CreateYourPlate
diabetes.org/hhm

My Plate Guide to Portion Control

Planifique sus porciones

Guía de porciones

Vegetales sin almidón

Alimentos con carbohidratos

Alimentos con proteína

Vegetales sin almidón

Alimentos con proteína

Rábanos

Brócoli

Espárragos

Colliflor

Hojas verdes

Berenjena

Pepino

Zanahoria

Repollo

Pimientos

Coles de bruselas

Champiñones

Arverjas

Tortilla de maíz

Granos enteros

Frutas

Elote

Frijoles, lentejas y chícharos

Leche y yogur

Pescado: salmón, atún, etc.

Carne de res baja en grasa

Pollo

Camarones

Huevos y queso

Carne de cerdo baja en grasa

American Diabetes Association

diabetes.org/whatcanieat

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My Plate Guide to Latino Meal Example

Planifique sus porciones

American Diabetes Association. Conectados por Vida. ¿Qué Puedo Comer?™

VEGETALES CARBOHIDRATOS SIN ALMIDÓN

- Espárragos
- Brócoli
- Coles de bruselas
- Repollo
- Coliflor
- Pepino
- Hojas verdes
- Berenjena
- Champiñones
- Ejotes
- Arverjas
- Pimientos
- Rábanos
- Ensaladas verdes
- Tomates
- Calabacines

CARBODRATOS

- Maíz
- Tortilla de maíz
- Frutas
- Bayas
- Granos enteros
- Calabaza
- Frijoles, lentejas y chicharos
- Leche o Yogurt

PROTEINA

- Pollo
- Huevos y quesos
- Pescado: salmón, atún, etc.
- Carne de res magra
- Carne de cerdo baja en grasa
- Camarones

Use un plato de 9 pulgadas para ayudarse a orientar sus porciones.

¿Qué Puedo Comer? | 1-800-DIABETES (1-800-342-2383) | diabetes.org/whatcanieat

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Summary

Hispanic Adults

- Hispanic women still own the kitchen
- Spend more money on food purchases
- Interest in healthy food purchases and home cooking.
- Diets are generally healthier but need variety and moderate portions
- A significant number of favorite foods are nutrient - dense and can be flavored with flavorful foods instead of excess salt, saturated fats, and sugar.

Summary

Hispanic College Student

- Comprise the largest ethnic minority group within our nation's university college population
- Latino college students follow an unhealthy diet
- Low physical activity
- Risky behavior practices
- Influenced by sociodemographics & economic status
- **Universities can play a role in helping Hispanic students**

Closing Thoughts



Regardless of age and country of origin, the majority of Hispanics are retaining their unique identity and preserving their culture.



- nielsen
.....

A woman with dark hair, wearing a red long-sleeved top, is smiling and pushing a metal shopping cart in a grocery store aisle. She is reaching up to a shelf to pick up a product. In the background, another woman in a pink top is visible, also pushing a shopping cart. The shelves are stocked with various products, including bags of snacks.

Gracias

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