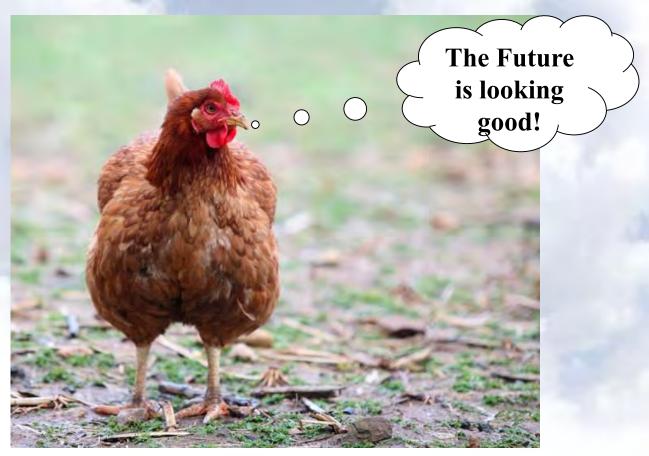
# "Poultry and eggs — an underpromoted superfood"

Professor Patrick Wall
UCD Institute of Food and Health

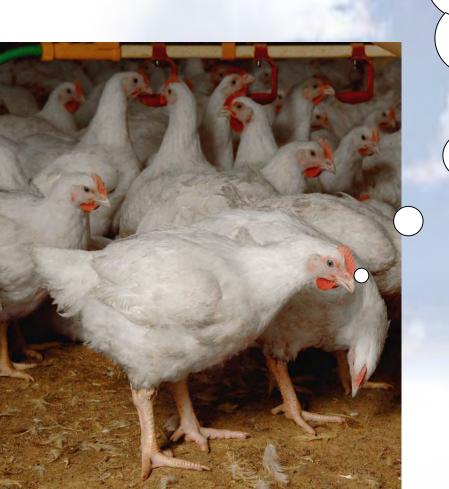




### "Underselling an egg-ceptional product"



### The Future is looking Good

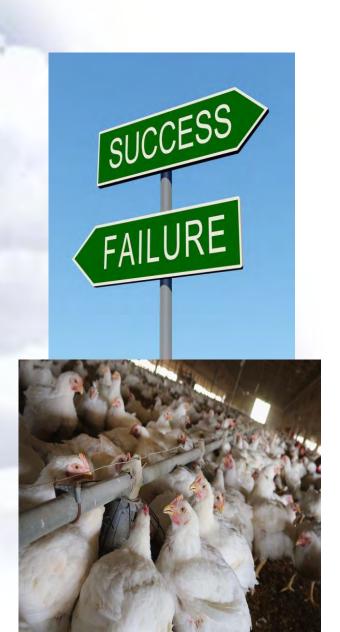


Provided we can avoid adverse publicity

- 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





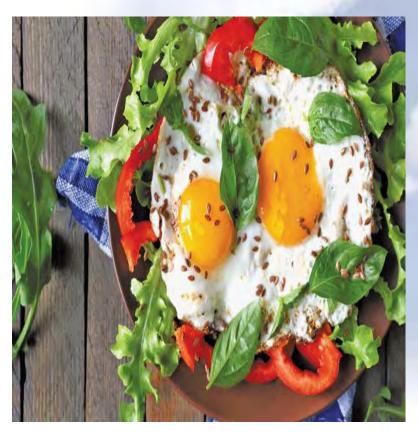


### Skinless chicken fillets or statins?







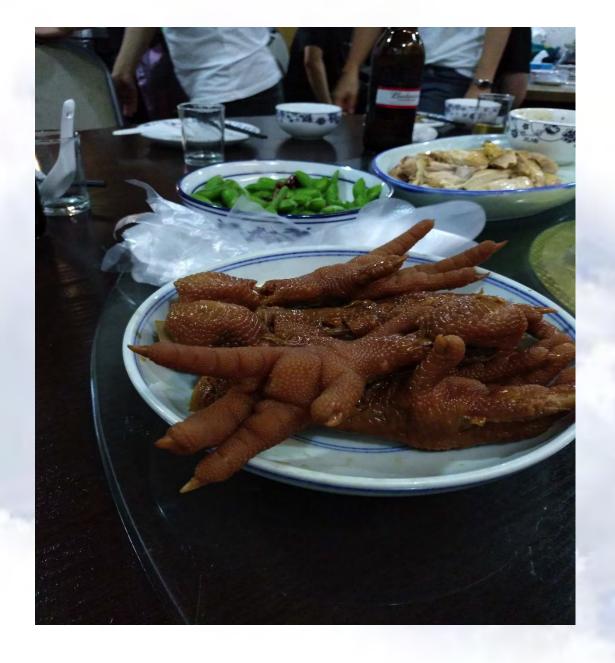


If Danone
were marketing
eggs
as a Health
Enhancing Product











## Life stage nutrition

No one diet for all ages







### Life stage nutrition:-Pet food



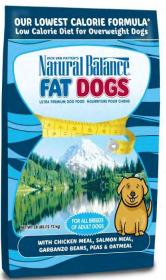












-

alposium)









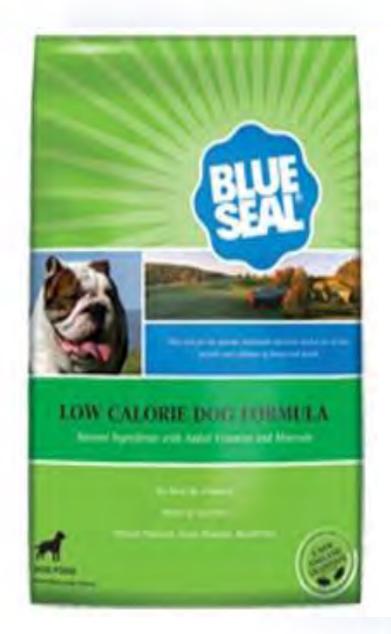
1950s, 465.76

#### Adult

Over 10 months old - A partir de 10 mois

Jack Russell Terrier

Designation of the London Co.



# 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

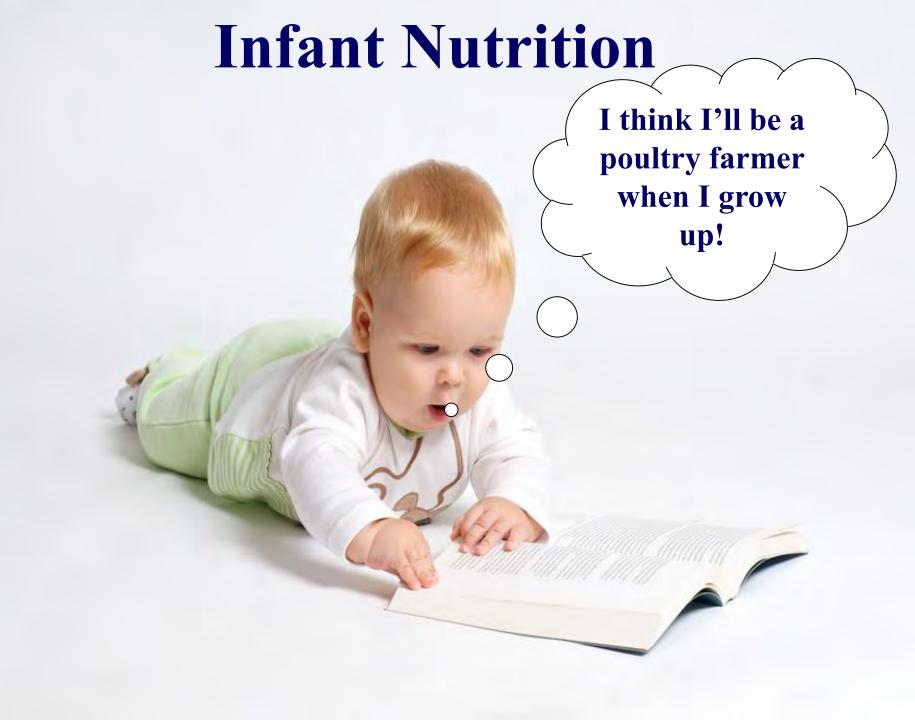
Part of meal

**Convenient** 

**Affordable** 



#### **Nutritious**





# **Rapidly Growing Infants**







### **Developing Children**



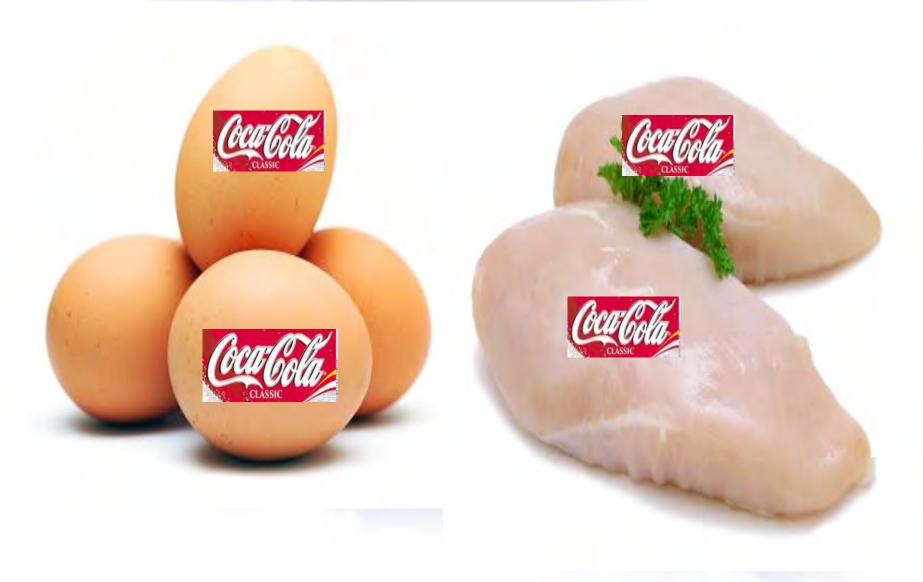
### Consumption patterns in Children?

Adverse effects of poor diet:- from "Dental to Mental"





## Increasing consumption



# Teenagers?

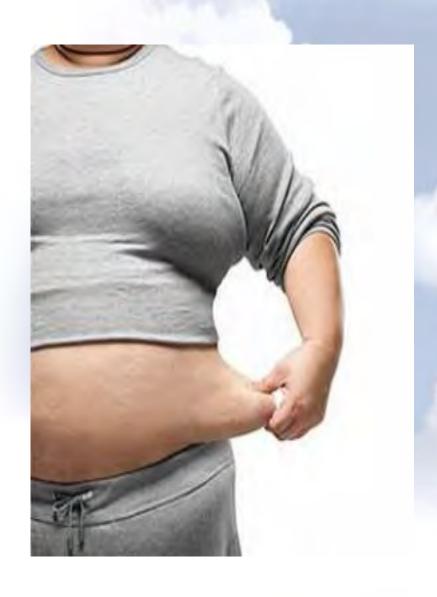


#### Different life stages require different nutrients





### 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.







### Old age can be a great time...



#### **Nutrition for Athletes**

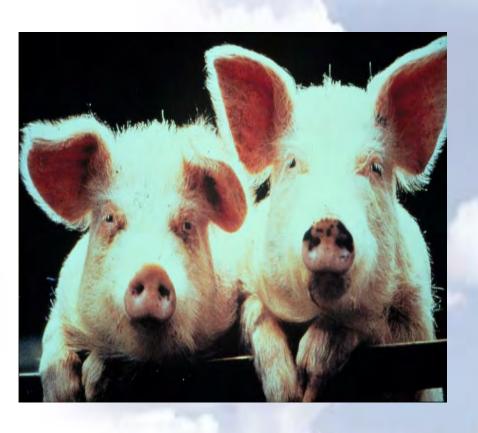


# Bio-available protein:-

## Whey

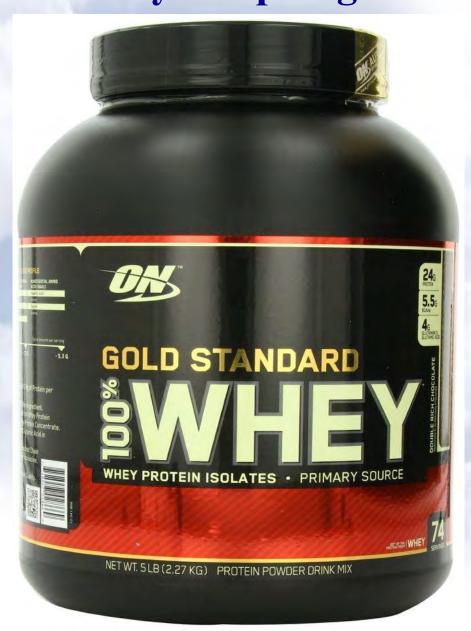


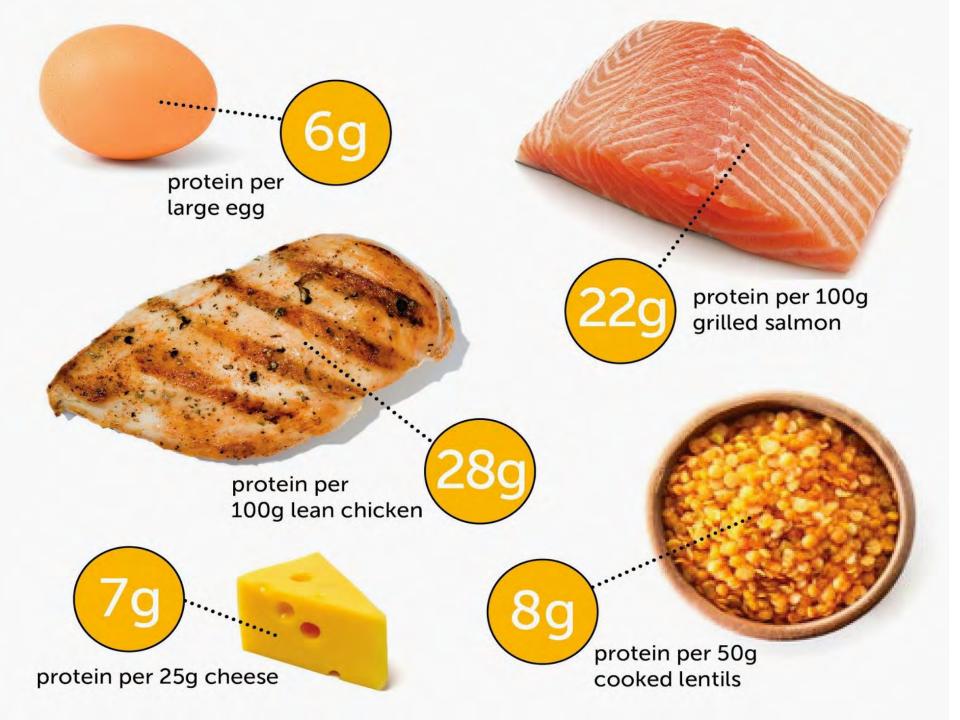






# Could the poultry industry plant where the Dairy industry has ploughed?





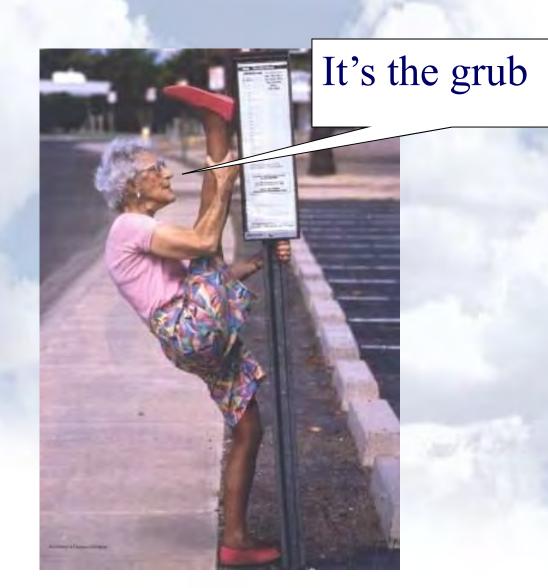
# Sarcopenia?

"Loss of muscle mass that accompanies aging"

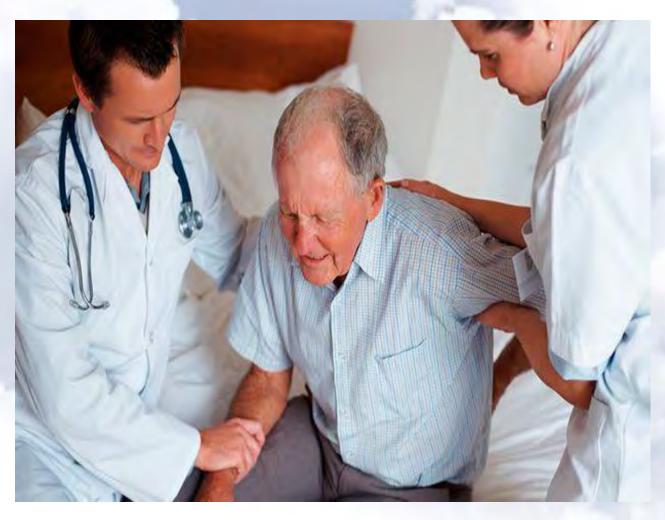
Frailty, loss of strength, inability to exercise – falls – dependency!



### Nutrition in the Elderly...



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



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

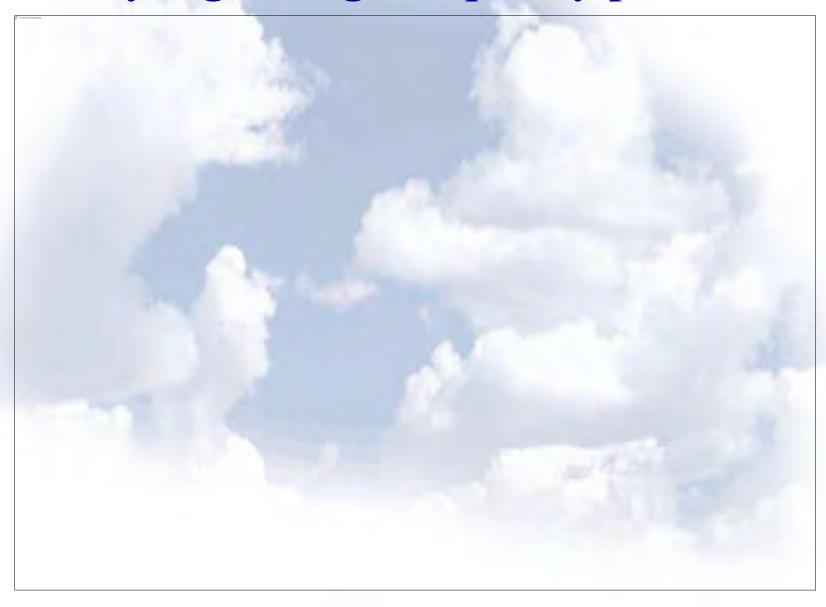


Slowing down the aging process great return on Investment!





#### Easily digested good quality protein





#### 60 is the new 30



### 90 is the new 60!





# The humble egg!





### Fuel for the elderly

































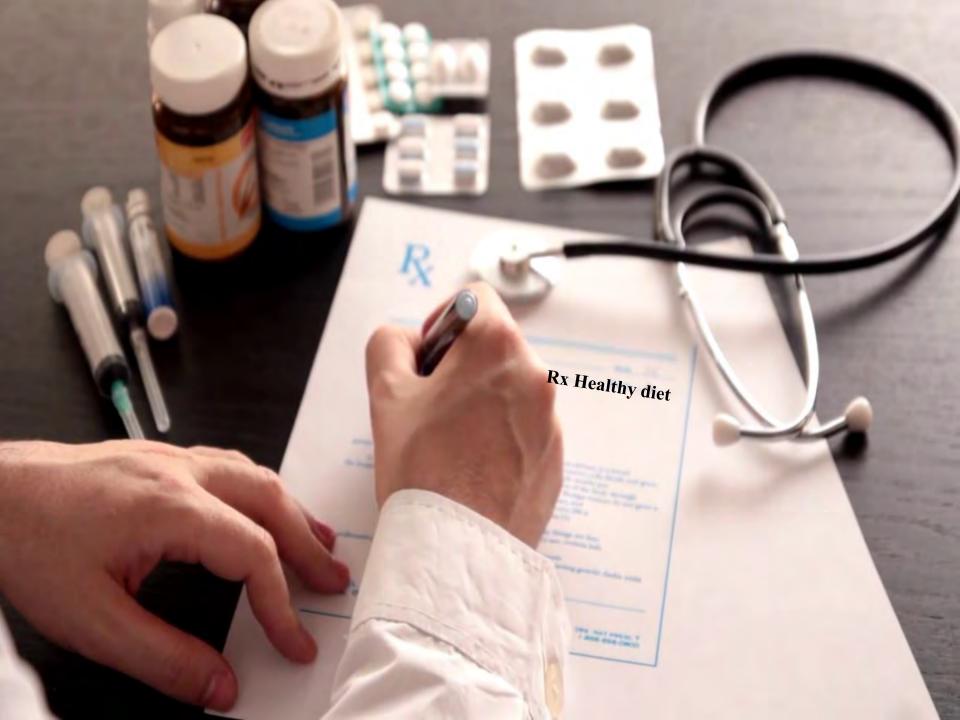














HOW TO FIND HAPPINESS AND VITALITY FOR A LIFETIME

# MAYO CLINIC MHEALTHY AGING

RosettaBook

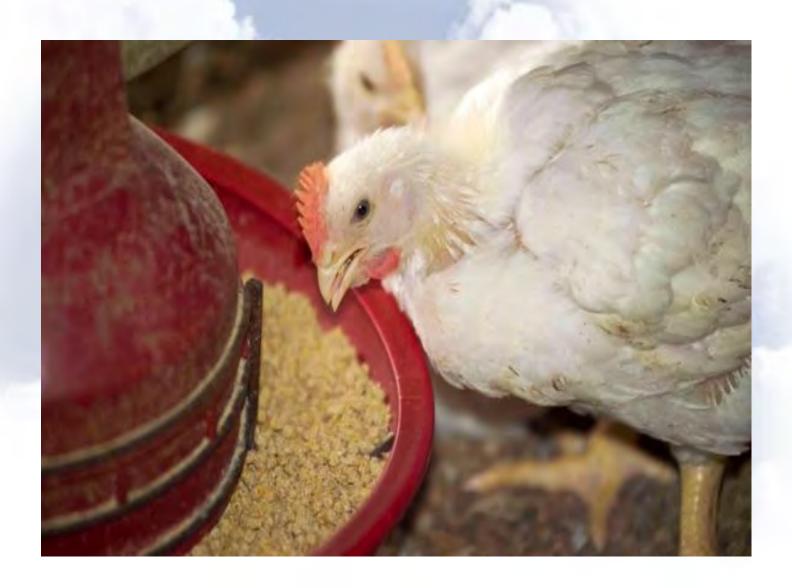
BY THE HEALTHY-AGING EXPERTS AT MAYO CLINIC

### **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 B 12
- √ 5 times more Omega 3\*

energy

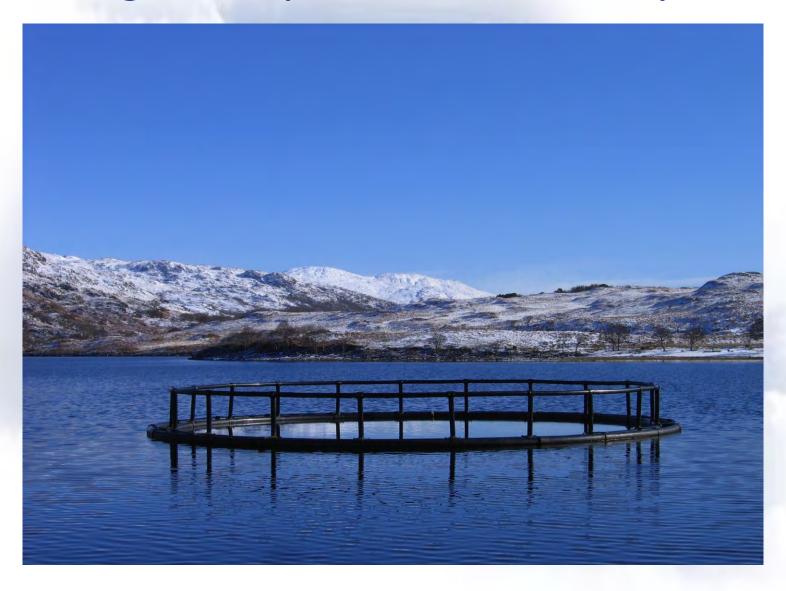


egg

# Advance animal nutrition for???



#### Fish is good for you cardiovascular system

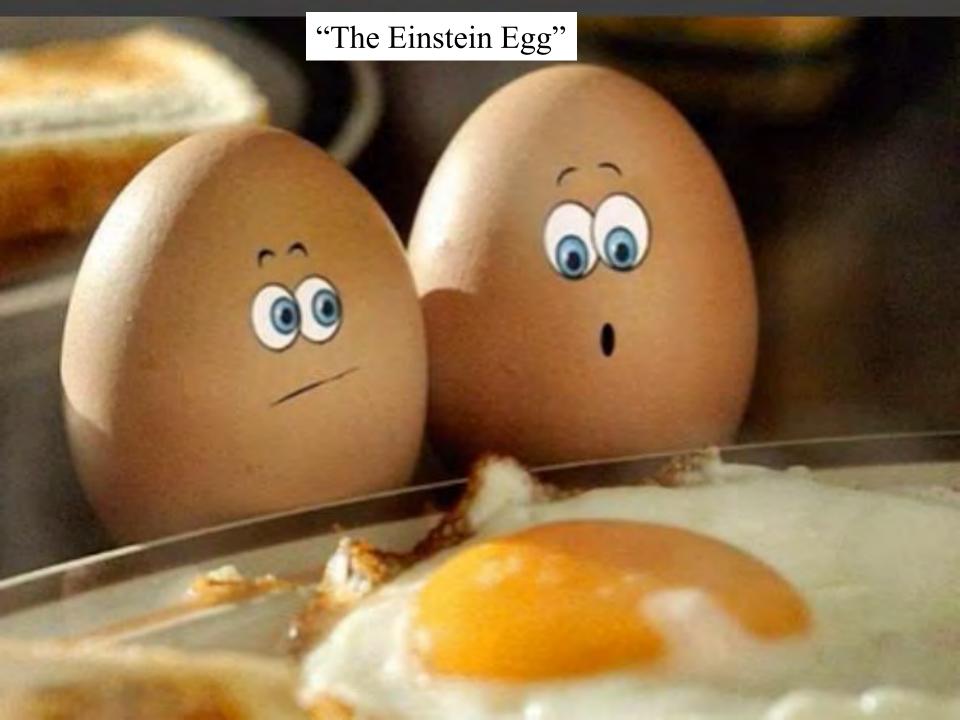




This is no ordinary chicken!!

# Cognitive health?









#### 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<sup>1,2,3|||</sup>, Kirstyn James<sup>1,2</sup>, Margaret M. Brennan<sup>1</sup>, Fiona O'Donovan<sup>1,3</sup>, Fahad Buskandar<sup>1</sup>, Kathleen Shortall<sup>1</sup>, Thora El-Sayed<sup>1</sup>, Jean Kennedy<sup>3</sup>, Heather Hayes<sup>3</sup>, Alan G. Fahey<sup>4</sup>, Niall Pender<sup>1,2,5</sup>, Simon A. M. Thom<sup>6</sup>, Niamh Moran<sup>1</sup>, David J. Williams<sup>1,2</sup> & Eamon Dolan<sup>1,7</sup>

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











### Final take home message



You are in the Human Health Business