



## A FLEXIBLE APPROACH TO WEIGHT MANAGEMENT

By: *Rebecca Scritchfield, MA, RDN, ACSM, HFS*



Weight management is a concern for many of our clients. With their busy schedules and endless to-do lists, healthy habits like exercise and eating right can easily fall to the back burner, having a negative impact on their well being and quality of life. Poor lifestyle choices could increase their risk for chronic diseases, like diabetes and heart disease.

As dietitians, we know the answer does not lie in a “quick-fix” or restrictive diet that eliminates clients’ favorite foods. However, eating meals that are satisfying and nutritionally balanced can help clients feel good about their food patterns and build life long healthy habits.

It’s important for dietitians to educate clients on how to connect with their internal satiety cues and how they can compose meals to increase their satiety factor. Consuming low-energy-dense foods helps people lower their caloric intake while maintaining feelings of satiety and regulating hunger. In general, foods with a lower energy density (i.e., fruits, vegetables, mushrooms, and broth-based soups) tend to be foods with high water content, lots of fiber, and little fat.

Clients with weight concerns are looking for easy and delicious ways to cut calories without giving up their favorite foods, many of which are meat-based foods like hamburgers, meatballs, and beef tacos. I love using The Blend, a simple technique combining chopped mushrooms with meat for an effortless way to reduce calorie and fat intake, while still enjoying the foods you love. The Blend is a flavorful and nutrient-dense combo that lowers saturated fat, sodium and calorie intake and leaves you feeling full and satiated after the meal.

A study showed that substituting mushrooms, a low-energy-density food, for lean ground beef in an entrée just once every week would save almost 20,000 calories or more than five pounds of body weight in one year.<sup>2</sup> Another recent study from the University of California-Davis and the Culinary Institute of America found that substituting mushrooms for a portion of meat helps add nutrients like B vitamins, Vitamin D, antioxidants, and potassium (8%)<sup>1</sup>.

The Blend is a balanced solution that also appeals to clients looking for budget and environment-friendly meals. Overall, any client can benefit from The Blend. Encouraging clients to sub out even a small portion of meat, without giving it up, can help clients eat more balanced meals.

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## Client Education Resources

Help your clients **manage their weight** to feel their best with simple education around satiety, food pairings to curb hunger, low-energy dense foods, and vitamin D.



# March is National Nutrition Month!®

The theme for this year is “Savor the Flavor of Eating Right,” which encourages taking the time to enjoy the pleasure of eating – celebrating the food traditions, great flavors, and social experiences food can enrich our lives with. Mushrooms make it easy to savor food by imparting a satisfying rich, savory, meaty flavor, also known as umami. To celebrate the flavor of eating right, The Mushroom Council is launching a National Nutrition Month® Mighty Mushroom Menu Contest on Pinterest, inspiring pinners to create a healthy “Mighty Mushroom Menu” board with nutritious recipe pins. We would love our dietitian friends to participate and help spread the word with their clients and followers. Follow along the mushroom fun this month using the hashtag, #MightyMushrooms.

Link to Tweet: Join the #MightyMushrooms Pinterest contest and create a healthy menu board to celebrate #NNM and for a chance to win \$100!  
<http://mushro.ms/Mighty-Mushroom-Menu>



## THE LATEST MUSHROOM RESEARCH

### Putting the Art in Nutrition Communications to Change Behavior

As registered dietitian nutritionists, we understand that nutrition is both a science and an art. While we're skilled at the science that drives nutrition guidance<sup>3</sup>, we are less familiar with communicating the art. A majority of consumers (91 percent) express interest in the healthfulness of their diet but over half (55 percent) who rate their health as “good” or “excellent” are overweight or obese.<sup>4</sup> This shows an obvious gap between consumers' interest in health and their behavior. As nutrition professionals, we can expand our skill set and use the art of nutrition communications to help consumers change behavior.

The roles of artistic mediums of storytelling, including industrial design, verbal/menu descriptions, food photography and social media in changing behavior were recently explored by Emilie Baltz, Faculty of The Food Business School, at the Worlds of Healthy Flavors conference at the Culinary Institute of America.<sup>5</sup> Using these tools in communications can transform the everyday eating experience into the exceptional when we consider the table as the stage. Food becomes the material medium through which creativity is expressed – we express our creativity through communication and consumers express their creativity through food choices.

To illustrate the benefit of multisensory communication, consider this twist on a popular saying: “A picture ONLY is worth 1000 words.” Visual communication primarily appeals

to our sense of sight since we eat with our eyes. However, we also touch, taste, smell and listen. Use multisensory communication to visually and verbally connect with consumers' experiences and emotions:

- The power of language can describe a food's taste deliciously by deliberate design and can appeal to another sense by abstract association. For example, if a menu or recipe is described as sizzling or crunchy, consumers can imagine the sound; ‘velvety’ would communicate a smooth texture to the touch.
- Photography through lighting or color can awaken more than our sense of sight. Bright, intense lighting or color can evoke a sense of adventure while soft, muted lighting can evoke a sense of calm, relaxation and comfort – all emotions that resonate with consumers when thinking about their food choices.
- Consumers have a personal relationship with food. Communicate this “hand to mouth” connection via food photography and styling by placing a spoon or fork into the dish as an invitation to taste and enjoy.
- Social media, which is all about community, should be less about showing the food as visual and more about communicating the vibrant life around the food – those responsible for bringing food to the table.

Taking an artistic approach to nutrition communications can help consumers connect their minds and hearts and help close the gap between their stated interest in their health and their behavior.



# DID YOU KNOW?

## The Mushroom Council Launches a Brand New Toolkit for Retail Dietitians!

Designed exclusively for supermarket dietitians, the Mushroom Council Retail Dietitian Toolkit will assist you in educating your shoppers about the vast nutrition benefits of mushrooms. You'll learn how mushrooms are grown, the unique differences of each variety and how The Blend can



help reduce calorie, saturated fat and sodium intake<sup>1</sup>. Plus, we've included tangible takeaways such as a Mushroom Demo Guide to help you set up the perfect in-store promotion, media pitches, social media posts for various occasions, and over ten delicious recipes your customers are sure to love. [Download your free copy today from MushroomsAtRetail.com.](#)



## The Mushroom Council is Heading to Oldways Supermarket Dietitian Symposium!

The Mushroom Council is proud to be sponsor of the 2016 Oldways Supermarket Dietitian Leadership Symposium, March 20-22 in New Orleans, LA. We look forward to meeting new retail dietitians and connecting with old dietitian friends.

## RD MUSHROOM LOVE IN THE MEDIA

### FOX News

“Starchy vegetables like peas have higher calorie and carbohydrate content. So while they are fine in small amounts, you want to try to fill up your plate with non-starchy vegetables instead like leafy greens, asparagus, mushrooms, or beets.” – Alissa Rumsey, MS, RD, CDN, CNSC, CSCS

### Sunrise Chef: Redner's Markets via WFMZ-TV 69

“Meredith McGrath, a registered dietitian with Redner's Markets, stopped by the WFMZ studios to offer easy guacamole, fresh tortilla chip, chili and taco recipes. McGrath also discusses "trend-to-blend," which is using finely diced mushrooms blended with meat to decrease the calories and fat per serving size.” – Meredith McGrath, RD, LDN

### Fridge Magnet via The Roanoke Times

“How to get more phytonutrients on your plate: Finely chop vegetables and disguise them, along with


appropriate herbs such as basil, in spaghetti or casseroles. Chop mushrooms in the food processor and substitute them for some of the ground beef in meat loaf.” – Angela Charlton, RD

### Mix it Up with Mushrooms via Environmental Nutrition

“Research suggests that swapping out some of the meat for mushrooms in certain dishes can let you enjoy them with half the guilt. Substituting 50-80 percent of the ground beef in a dish with cooked crimini or white mushrooms results in a meal with fewer calories, cholesterol, saturated fat, and sodium, along with enhanced levels of nutrients like vitamin D, potassium and B vitamins, according to a study from the Culinary Institute of America and University of California-Davis published in the Journal of Food Science in 2014. What's more, flavor was actually improved due to the umami punch that mushrooms deliver.” – Matthew Kadey, MS, RD

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# IN THE KITCHEN WITH MUSHROOMS

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## Muffin Tin Meatloaves

*Recipe Courtesy of Mushrooms Canada*

A serving of vegetables has made their way into these mini chicken mushroom meatloaves, but you wouldn't know it. The mushrooms and carrot help keep the meatloaf moist while adding flavor and nutrients. Make a big batch in advance and freeze for up to one month.

**Prep Time:** 10 minutes

**Cook Time:** 30 minutes

**Yield:** 12 mini meatloaves

### Ingredients:

8 ounces fresh crimini mushrooms  
1 lb. ground chicken  
1/4 small onion, finely diced  
1/4 cup grated carrot  
1 clove garlic, minced  
1/2 teaspoon Worcestershire sauce  
3/4 cup breadcrumbs  
1 egg  
1/2 teaspoon Italian herbs  
3 tablespoons mustard  
3 tablespoons brown sugar  
1/3 cup ketchup

### Directions:

1. Preheat the oven to 350°F/175°C.
2. Place mushrooms in a food processor fitted with a metal blade. Pulse until finely chopped.
3. In a large mixing bowl, combine mushrooms, chicken, onion, carrot, garlic, Worcestershire, breadcrumbs, egg and Italian herbs; mix until evenly combined.
4. Spray muffin tin with non-stick spray. Fill each tin cup to the top with meat mixture.
5. In a small bowl mix together mustard, sugar and ketchup. Spread sauce evenly over top of each meatloaf. Tent tray lightly with foil. Bake for 20 minutes and then remove foil cover. Bake for an additional 10 minutes or until meat thermometer registers 165°F/74°C. Serve with a side of mashed potatoes and steamed green beans.

Visit [www.mushroominfo.com](http://www.mushroominfo.com) for the latest news, recipes and blog posts from the Mushroom Council.



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