## >>> Aging Society <<<

a Need Towards Personalised Food for the Nutrition of Elderly Consumers



Dr. Alexandru Rusu Cluj-Napoca, April 2023



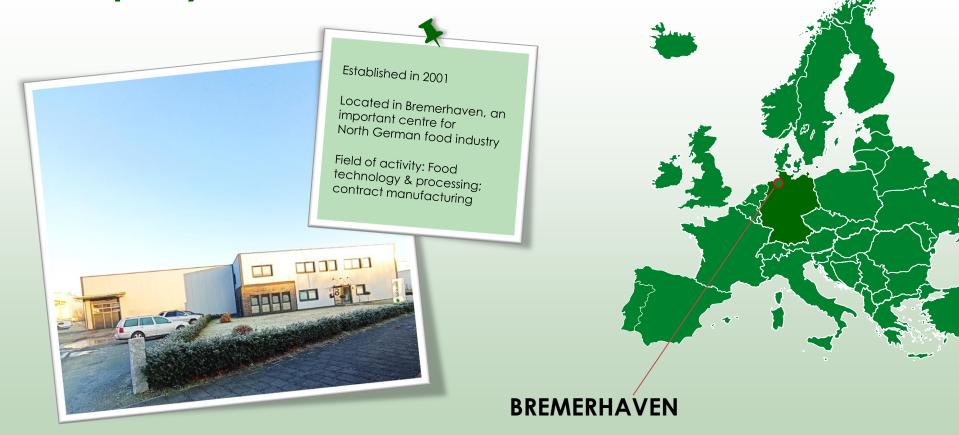
rusu@biozoon.de



www.biozoon.de/en

## **Company Profile**





#### **Business concept**









- Development and protection of food processes and products, protecting them by means of IPR and licensing
- Production and sales of own products as well as contract manufacturing
- National and international R&I project involvement and management

## Business models are changing



















baker confectioner

butcher miller brewer maltster

**Food crafts** 

#### Industrialization

20 century

- Standardization of product(s)/ion
- Increasing degree of automation
- Industrial mass production

#### **Industry 4.0**

21 century

Internet of things

Increasing population

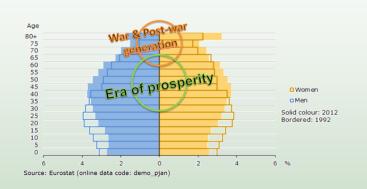
- Fully automated production
- 24/365 (online) Availability of food (e.g., AmazoonFresh) Virtual stores (e.g., eBay\*) Personalized production (3D printing)

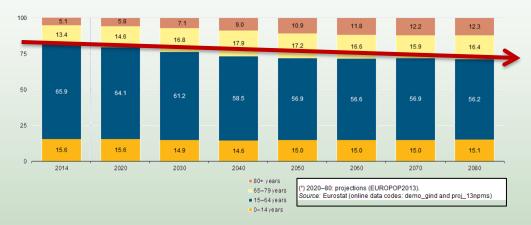
#### **Food industry**

### Demographic change



<u>Population ageing</u> is taking place in nearly all the countries of the world. Ageing results from decreasing mortality and declining fertility



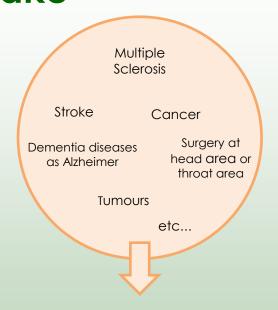


Age-related Diseases and Disorders such as chewing and swallowing difficulties become more frequent and can lead to malnutrition.

Malnutrition can cause additional estimated costs for the European health system of approximately 170 billion Euros annually<sup>1</sup>!



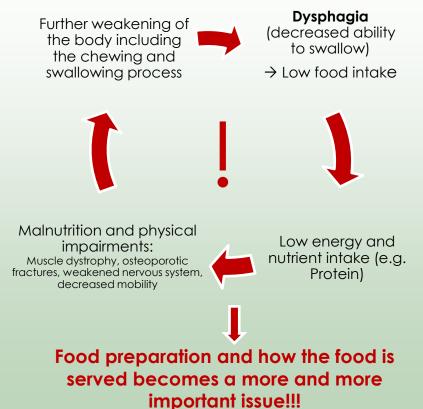
### Health Status – Direct Impact on Food Intake



May cause Chewing & Swallowing

Difficulties - A Reason for Malnutrition

More than 30 million people only in Europe<sup>2</sup>





Health Status – Direct Impact on Food



→ <u>Ethical responsibility</u> to react on malnutrition in elderly care!!

## 

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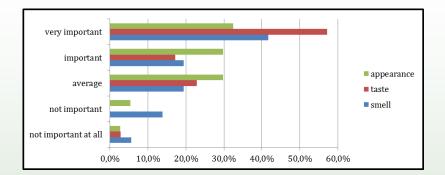
intake (survey)

Strong influence of the social context on eating behaviour

- 34.5% not feeling alone anymore
- 31% thinks the food tastes better
- 27.6% like to speak while eating

Strong negative connection between eating difficulties and eating behaviour

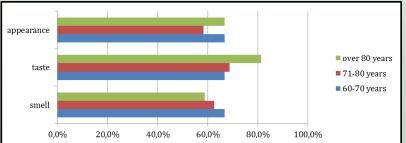
- 60% feel affected by their diffuculties (e.g. dysphagia)
- Consequently over 50% is not looking forward to eat



Strong influence of meals sensory aspects on eating behaviour

Supplementing the meals in order to avoid malnutrition

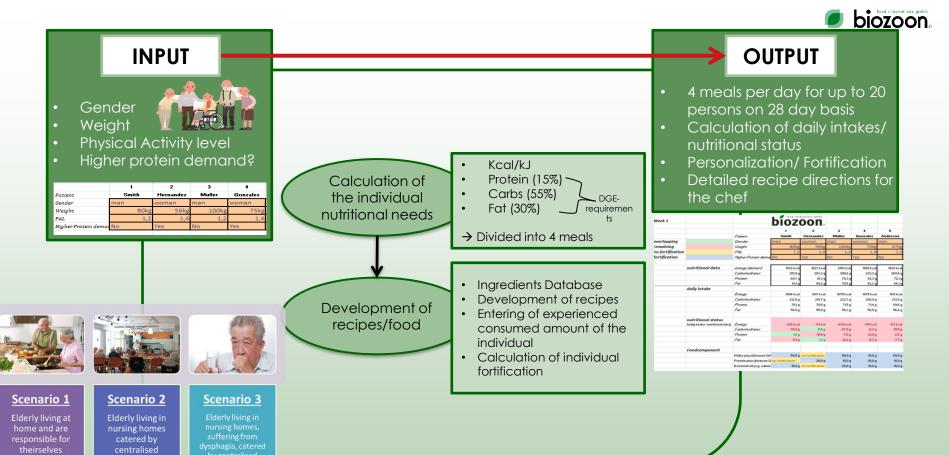
50% of the respondents confirmed, that portions are too big



- Importance of taste and appearance are higher with increasing age
- Importance of smell is decreasing with higher age









(cooking,

shopping etc.

cooking with

pureed food



## PAL – Physical activity level



#### Calculating daily energy need:

Women >65 years:

(0.0377 x weight in kg + 2.75) x 239 = [kcal/day]

Men >65 years:

(0.0491 x weight in kg + 2.46) x 239 = [kcal/day]

Example for the nutritional need of a woman, 66 years, 75kg:

 $(0.0377 \times 75 \text{kg} + 2.75) \times 239 = 1333 \text{ kcal/day}$ 

#### Calculating example of individual PAL for a day:

A Person sleeps 8 hours per night, followed by hard work for 8 hours and resting on the couch for the last 8 hours:

combined from both examples above:

PAL =  $(8h \times 0.95 + 8h \times 2.0 + 8h \times 1.3) = 1.416 (~1.4)$ Calculating example of the individual Total Energy Consumption

-		PAL 0,95	Sleeping
<b>→</b>		PAL 1,2-1,3	Immobile, bedridden
	88	PAL 1,4-1,5	Mobile elderly
	14,	PAL 1,6-1,7	Mainly sitting, immobile, strong restlessness
	Q Q'5/	PAL 1,8-1,9	For mainly walking and standing lifestyle, mobile, demented with strong restlessness
<b>→</b>		PAL 2,0-2,4	Immobile (2,0) to mobile (2,4) severe pronounced sore or consumptive disease



TEC = 1333 kcal/day x 1.4 = 1866 kcal/day

#### Facing new demands



- → Increased request of appealing dishes
- → Less tolerance towards mash-type food
- → Rising number of people suffering from masticating and swallowing difficulties

#### **Problem**

- → Increased home care
- → Often lack of knowledge for preparation of nutritional diets
- → Time pressure in nursing home kitchens
- → Insufficient detection of nutritional status and reporting





# Nutritional concept for frail and elderly with chewing and swallowing difficulties

### seneoPro®

Soft gelpureed/strained food, attractively served



#### Compact food foams

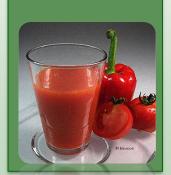
- warm and cold
- sweet and salty



Airy foams for taste stimulation



Thickening of liquids



Enrichment of food and beverages





# Respect to the affected persons - breakfast foam

#### Please don't do it like this!



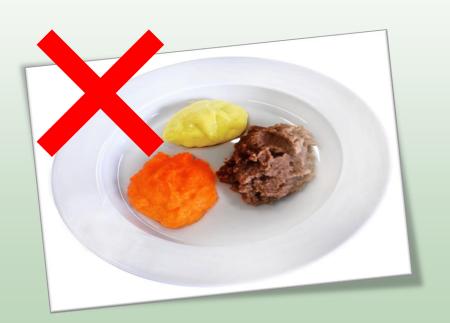
#### ... much better





# Respect to the affected persons – meat with vegetables

#### Please don't do it like this!



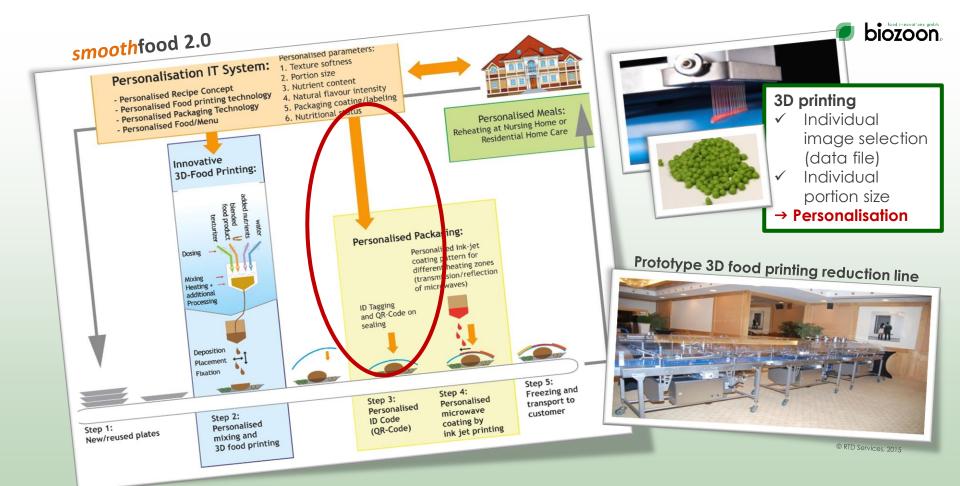
#### ... much better





# Personalisation through "Print on demand"









### Food ingredients: "when less means more!"



Since the early 90's an epidemic growth of dietary induced diseases has been observed among the European population

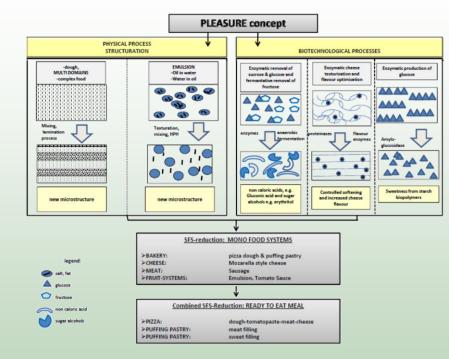




New micro structured and naturally reduced in foods



conventional products





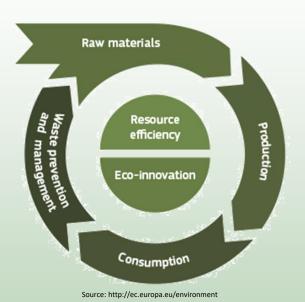
√ higher saltines perception (27%)



## Food ingredients: "towards circular economy

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and sustainability!"





Originated to improve consumer's nutrition (all behaviors) by the Smart Personalized Nutrition App:

- Implementation of a wearable body device which will monitor important body functions
   Provide healthy recipes
  - Food database
    - Recipe
    - database
       Monitoring
      body
      functions



By-products from wineries, olive mills, nut oil processingindustry:

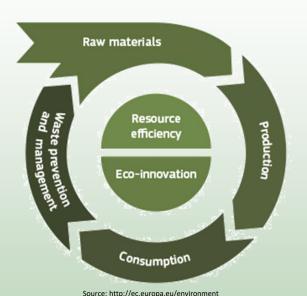
- Grape pomace
- Nut press cake & nut discars
- Olive pomace
- Olive pits

XOS
 Polyphenolic compounds

### Food ingredients: "towards circular economy

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## Use of biomass/energy sources to process:

- Micro algae growth
- ❖Insect arowth
- Microbiobal growth

#### for:

- Aauaculture
- Poultry
- Food
  - Microalgae protein meal
  - Insect Protein meal
    - Single cell protein meal



#### Aims to shift alternative protein food products from niche to mainstream:

Developing 16 alternative protein products from 7 novel & improved protein sources

Proteins from:
rapeseed kernels,
meaworm, krill,
microbial biomass,
mushrooms,
fermented fungus
and peas



Recovery of LOW-COST DIETARY PROTEINS to meet market requirements of consumers and industry:

- Green and brown residual macroalgae
- Legume by-products

Proteins from:
Green and
brown residual
macroalgae
and legume
by-products



## Thank you very much!



Nansenstraße 8- D-27572 Bremerhaven

Tel.:/Fax: +49-471-929285-13/-19

E-mail: rusu@biozoon.de

Internet: www.biozoon.de/en