

Social Responsibility: Nutrition and meat

We are committed to the systematic development of sustainable business, both in strategy and actions. To us, social responsibility means responsible products, employee wellbeing and a responsible supply chain.

Meat is part of a versatile diet

Promoting good health is one of the core elements of our social responsibility. Our products are manufactured in compliance with high food safety standards and prioritizing health in product development, in addition to meeting consumers' expectations in terms of flavor and quality.

Balanced nutrition is not about good foods or bad foods, it is about the big picture. When following the nutrition recommendations, meat is part of a healthy diet.

Healthy diet is based on balance and everyday choices

* CHOICES ACCORDING TO THE PLATE MODEL

* MODERATION IS THE KEY

* VERSATILE FOODS, PLANT OR ANIMAL BASED, ARE RECOMMENDED

MEAT IS RICH ON WELL-ABSORBABLE NUTRIENTS



Minerals and vitamins

- Meat is rich in iron, zinc, selenium, magnesium, vitamin A as well as B vitamins (B₁, B₂, B₃, B₆ and B₁₂)
- The iron in meat is more readily absorbed by the body than plant-based iron
- Vitamin B₁₂ is essential for functioning of the brain and nervous system. It can only be obtained from animal products



Protein

- High in protein, contains 15-20% protein
- Meat protein contains all the essential amino acids and they are always in a well-absorbable form
- Essential amino acids must come from food, as the body cannot produce them
- A sufficient protein intake must be ensured daily. Average need is 1 g protein/kg body weight



Fat

- The amount of fat in meat varies between 2-25%
- There are two types of fat: saturated ("unhealthy") and unsaturated ("healthy")
- Most of the fat in poultry and pork is unsaturated, in beef it is almost half

- * Meat is the best protein source in our diet, not only in terms of quantity but also quality
- * Meat contains plenty of saturated fat, but is also a good source of healthy, unsaturated fat
- * Meat is rich on various B-vitamins and minerals, like iron, zinc, selenium and magnesium
- * Nutrition recommendations suggest for up to 500 g of red meat per week, meaning up to three main meals per week



Poultry is suggested by the nutrition recommendations - its consumption is also growing the fastest



Meat is not an empty-energy food: it increases the average intake of essential vitamins, minerals and necessary protein, but also of energy, fats and salt. If rest of the diet is in balance, eating red meat is not problematic for health, and the intake of saturated fats and salt stays at a recommended level.

Soile Käkönen
Health and nutrition manager, M.Sc.
(Clinical nutrition), registered dietitian
HKScan



Consumption of meat in HKScan countries (2016, 2017)

	FINLAND	SWEDEN	ESTONIA	DENMARK
Quantity of people eating meat	93%	90%	-	96%
Annual consumption of bone-in meat, person/year	81 kg	81 kg	79 kg	107 kg
Consumption of red meat per week*	525 g	515 g	570 g	740 g

Up to 500 g (cooked weight) of red meat (beef, pork, lamb) and processed meats should be eaten per week (equivalent to 700-750 grams of raw meat).

* With cooking and food waste taken into account. 80% of bone-in meat is edible meat, cooking waste varies between 10-30%, and food waste is approximately 10%. Source: Elintarviketalous publication 2016 /USDA, Eurostat, AMI, MEG, TNS Gallup Agriculture

What do the nutrition recommendations say?

Nutrition recommendations are aimed at population groups; there are no studies that can tell the precise nutrition needs of one individual. A single food alone does not weaken or improve the nutritional quality of the diet.

It is important to balance energy intake and energy expenditure, as well as to ensure a sufficient intake of nutrients.



The plate model offers a practical guideline for preparing a meal based on the recommendations. Half of the plate is reserved for vegetables, one quarter for meat, fish, or vegetable proteins, and the last quarter for a carbohydrate source, like pasta, potatoes, rice, etc. An unsweetened beverage, oil-based salad dressing and whole-grain bread with margarine spread completes the meal. It is good to follow the plate model in every meal, so the versatility and moderation of the diet is easy to achieve.

Meat is an excellent source of protein and essential nutrients - when consumed following the recommendations.

MEAT AND HEALTH

Meat is full of nutrients, so a small portion is enough for a healthy diet. Population studies indicate that individuals with a high intake of red meat and processed meats are more prone to colon cancer and type 2 diabetes, as well as to gaining weight or developing cardiovascular diseases.

Risk factors can be reduced at your own expense by eating vegetable-based and enjoying red meat (up to 500g / week) and favoring poultry meat. In addition, healthy lifestyles have positive effects, such as exercising and sleeping adequately, no-smoking and moderate alcohol consumption.

INNOVATIVE OMEGA-3 PORK

The secret to the Omega-3 pork (rapeseed-fed pork) is simple: the pig is what it eats. When unsaturated fats from rapeseed are included in a pig's diet, its own fat composition also becomes softer. The softer fat created by the diet makes the meat not only delicious, but also a better choice in terms of the type of dietary fat.

Omega-3 pigs eat the world's most closely monitored feed, which consists of locally grown grains, rapeseed, peas and broad beans. Due to domestic protein sources, soy is not needed for feeding. The feed increases the amount of essential omega-3 fats in meat by fourfold, lowering the amount of saturated fat to maximum one-third of the total fat proportion.