



Catherine Saxelby

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Catherine Saxelby is Australia's most dynamic nutritionist with a career spanning 20 years in public health, clinical dietetics, food industry and writing.

She is the Nutrition Editor of *Super Food Ideas* magazine, now the highest-selling food magazine in Australia, and makes frequent appearances on radio and television.

Catherine is the author of seven books including the popular *Nutrition for Life*, currently in its fourth edition with sales over a quarter of a million.

One of her great talents is explaining scientific concepts in ways that the public can not only understand but find fascinating. In 2000, she received the Dietitians' Association Award for innovation in nutrition communication and has also been Highly Commended by the Food Media Club in 2001 and 2003.

Her nutrition website www.foodwatch.com.au was one of the first Australian sites devoted to healthy eating on the Internet.

She has a special interest in functional foods (food as medicine), omega-3 fats and weight issues.

RIDING THE HIGH-PROTEIN WAVE AN OPPORTUNITY FOR BEEF?

High-protein diets such as Dr Atkins, The Zone and the South Beach diet are sweeping the world in popularity. Current estimates are that some 30 million Americans are on the Atkins Diet while even more are following a reduced or low carb diet or are considering trying such a diet in the future.

With constant news regarding Australians' struggle with obesity, high protein diets appeal because they:

- Offer greater satiety (satisfaction) than the traditional low-fat high-carbohydrate diets of the past
- Lower kilojoule intake easily
- May preserve lean muscle mass
- Make less demand on insulin, a hormone which triggers the deposition of fat.

The rise of high protein dieting will affect all sectors of the food industry, such as the:

- declining sales of potatoes, bread, pasta and rice
- declining sales of butter, margarine, jam, honey and spreads (foods that accompany bread)
- repositioning of classics such as beef jerky
- launch of new low-carb versions of bread, pasta, muffin and cereal
- positioning of light beers to be 'lowest in carbohydrate'.

This talk will explore the following issues:

- The background to high-protein diets
- Where beef fits on these diet plans
- Other drivers to increased beef intake
- Nutrition benefits of beef - iron, zinc, B vits, satiety, etc
- What nutritionists are currently saying to people about high-protein diets
- Related issues in nutrition that will impact on beef e.g. development of a new Pyramid, 2003 Dietary Guidelines in Australia, the Glycaemic Index, organic farming

*Catherine Saxelby is a consultant nutritionist and dietitian based in Sydney. She is the author of seven books on healthy eating including the best-seller *Nutrition for Life* and her website www.foodwatch.com.au offers consumers good advice.*