



food for thought



For Over 3 Million  
Seniors In The U.S.,  
The Golden Years  
Means Facing  
Hunger Every Day





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## The Truth About Hunger

Seniors across the world suffer from hunger—not just in third world countries, but also in the most affluent communities in the United States. What many do not realize is how many seniors actually go hungry daily. The USDA has documented that over 8.4% of all seniors over the age of 60 live in food insecure households, where healthy meals (or any meals) are unavailable to them—and that number is growing at an alarming rate<sup>1</sup>. What is additionally distressing is that fixed incomes sometimes force seniors to choose between a healthy meal and medical or home expenses. Many have physical or cognitive disabilities and are unable to provide meals for themselves. Or, they lack transportation that prohibits them from getting the groceries or meals they need. A strong senior nutrition program can help reduce the growing hunger trend and provide seniors with access to complete, healthy meals each day. Together, we can make nutritious meals affordable and available to those who need it most.

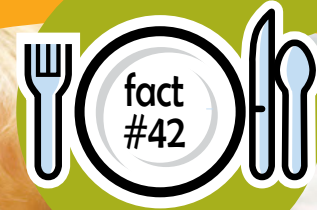
## We've got the facts—and the solutions.

Learn more about how Whitsons can support your efforts to reduce senior hunger issues by visiting [www.whitsons.com](http://www.whitsons.com) or contact one of our prepared meals specialists at 1-800-813-5833 x214.

1. Coleman-Jensen, A., Nord, M., & Singh, A. (2013). Household Food Security in the United States in 2012, Table 2. USDA ERS. Retrieved by <http://feedingamerica.org/hunger-in-america/hunger-facts/senior-hunger.aspx>



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# Delivering Independence





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## Giving Seniors Back Their Independence

Many of us take for granted the everyday blessings we have that enable us to be independent. Most of us do not struggle with basic movements, such as walking, lifting, typing or even eating. We don't need assistance to shop for clothes or food, to do simple chores around the house or to remember to take our medicine. These are real, personal issues for many seniors, many of whom have to rely on others for their most basic needs—and little by little, this dependence can chip away at an individual's sense of dignity. According to the Federal Interagency Forum on Aging-Related Statistics, 41% of Medicare enrollees aged 65 and over have limitations in activities of daily living (ADLs) or instrumental activities of daily living (IADLs)<sup>1</sup>. For some, this means even one meal is a struggle: how will they shop for the ingredients, and then come home and cook it? Or, if they are lucky enough to be served by a family member, in-home service or assisted living facility, they may be bound by the meal choices others make for them. Seniors deserve the option of choosing meal options that appeal to them, that are delicious and nourishing. Together, we can fight for seniors to give them nutritious, appetizing meals—and dignity.

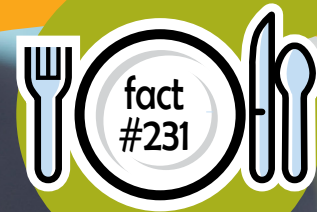
*We've got the facts—and the solutions.*

Learn more about how Whitsons can help provide seniors with choices by visiting [www.whitsons.com](http://www.whitsons.com) or contact one of our prepared meals specialists at 1-800-813-5833 x214.

1. Federal Interagency Forum on Aging-Related Statistics. Older Americans 2012: Key Indicators of Well-Being. Federal Interagency Forum on Aging-Related Statistics. Washington, DC: U.S. Government Printing Office. June 2012. Retrieved by [http://agingstats.gov/agingstatsdotnet/Main\\_Site/Data/2012\\_Documents/Docs/EntireChartbook.pdf](http://agingstats.gov/agingstatsdotnet/Main_Site/Data/2012_Documents/Docs/EntireChartbook.pdf)



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**Budget**

Making Nutrition Affordable



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## Cutting Costs; Not Quality

Federal funding cuts can result in the loss of up to 17 million government-funded senior meals each year, with countless seniors who rely on a home-delivered meal having to go without what could possibly be their only source of nutrition.<sup>1</sup> The state of our economy has forced these budgetary cuts on many important programs, including senior nutrition. In addition to reduced funding, age expectancy is longer, and more seniors are choosing to age at home instead of in a facility. The demand is exceeding the ability to fund, and there are waiting lists of seniors who need meals but cannot receive them. There is an urgency to feed as many seniors as possible under current economic conditions without sacrificing what matters most: quality. But how can senior nutrition programs still offer a high level of quality, taste and selection, with meals that meet all dietary requirements, without breaking the bank? The key to a great delivered meal is in the ingredient purchasing, quality-controlled meal handling and efficient production processes. Together, we can be mindful of program budgets, while still providing an increasing senior population the level of quality and service they deserve.

*We've got the facts—and the solutions.*

Learn more about how Whitsons can help you provide cost-effective, high quality solutions by visiting [www.whitsons.com](http://www.whitsons.com) or contact one of our prepared meals specialists at 1-800-813-5833 x214.

1. Retrieved from [http://www.ncoa.org/public-policy-action/policy-news/aging-organizations-gear-up.html?utm\\_source=NCOAWeek\\_121030&utm\\_medium=newsletter&utm\\_campaign=NCOAWeek](http://www.ncoa.org/public-policy-action/policy-news/aging-organizations-gear-up.html?utm_source=NCOAWeek_121030&utm_medium=newsletter&utm_campaign=NCOAWeek).

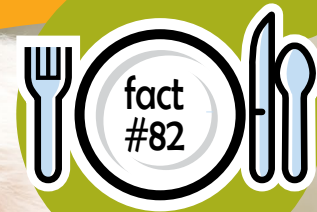


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# Taking a Bite Out of Malnutrition





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## Malnutrition in Seniors at an All-Time High

Not only are seniors at risk for hunger—they also are at risk for malnourishment. Studies show that up to 10% of all seniors in our community—and a surprising 60% in hospitals and long-term care facilities—suffer from malnutrition<sup>1</sup>. Simply providing a meal doesn't necessarily mean a senior is getting the nutrients needed for proper health; they need to eat it. Research has found that there are many contributing factors to malnutrition in the elderly, such as eating alone, reduced portions, loss of appetite, dietary restrictions, dental conditions, tastebud changes and self-feeding limitations. This equates to not enough vitamins, minerals and protein, and possibly higher intakes of sodium, sugar and artificial ingredients found in convenience foods. So, how do we get nutrient-dense meals into our seniors? By providing a wide variety of well-balanced meals they will enjoy eating that contain the proper balance of nutrients for optimal health. Together, we can nourish their bodies and spirits with appetizing, wholesome foods they need to stay healthy.

*We've got the facts—and the solutions.*

Learn more about how Whitsons can help you provide nutrient-dense meals to seniors by visiting [www.whitsons.com](http://www.whitsons.com) or contact one of our prepared meals specialists at 1-800-813-5833 x214.

1. Maher, D. and Eliadi, C. Malnutrition in the Elderly: An Unrecognized Health Issue. Journal of Nursing. Retrieved from <http://rnjournal.com/journal-of-nursing/malnutrition-in-the-elderly-an-unrecognized-health-issue>.



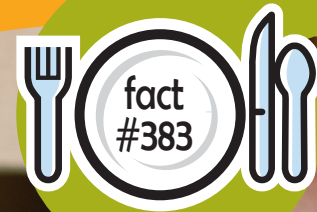
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Are You Ready  
for the Next Generation?



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## As Baby Boomers Become Seniors, Expectations Shift

The senior population in America is undergoing a shift as Baby Boomers enter their golden years. Along with a generational shift comes a cultural transformation—meal preferences and expectations for the boomers may no longer be the same as the veterans. The key to successfully creating a nutrition program for baby boomers is to understand important shifts in customer expectations, such as the preference for more culturally diverse selections in lieu of traditional meal options. Taste and variety are important factors, as eclectic palates will want additional choices. There is also a higher percentage of health consciousness among the baby boomers, as they pay more attention to the nutritional attributes of what they are eating, particularly when health issues are a concern.<sup>1</sup> Labels and ingredients are reviewed and nutrition is at the forefront, with the expectation that quality and selection are not sacrificed. Together, we can offer the next generation of seniors the level of service they deserve.

*We've got the facts—and the solutions.*

Learn more about how Whitsons can help provide modern meals by visiting [www.whitsons.com](http://www.whitsons.com) or contact one of our prepared meals specialists at 1-800-813-5833 x214.

1. Hagstrom, J. Food trends analyst: Baby boomers changing eating habits. The Hagstrom Report. August 2011. Retrieved from [http://www.hagstromreport.com/news\\_files/082411\\_eating.html](http://www.hagstromreport.com/news_files/082411_eating.html).



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