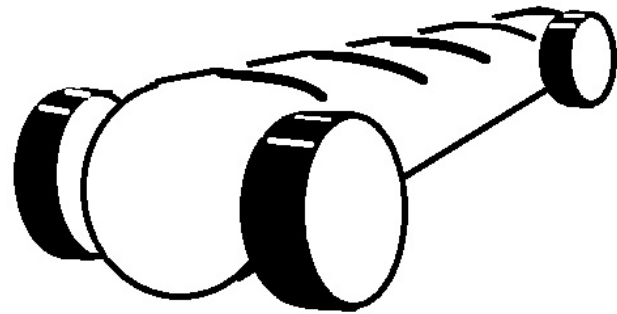


**William Lendway, MS, RD, CCC**

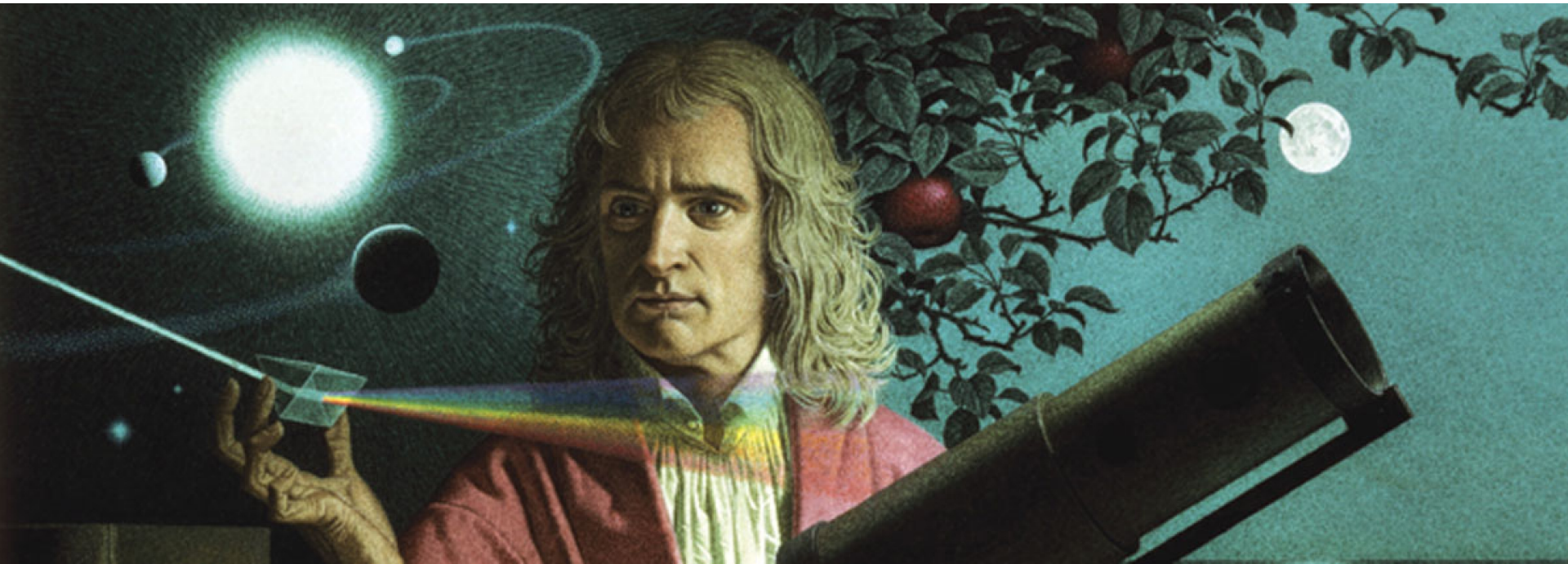
Research at the  
University of Minnesota

# Fast and Farro-ous Presentation

- Why research chefs?
- Results from our first study
- Ongoing research



Calculus is the language of physics;  
Food is the language of nutrition.



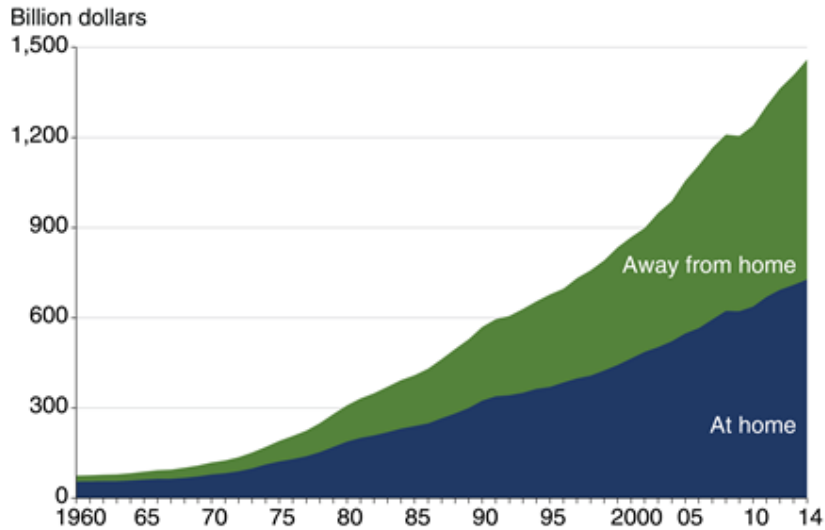
# Industry vs. Chefs

- Many layers
    - Change is slow and calculated
  - Large investments
    - Get equipment
    - Get materials
  - Do you like to gamble?
- Free to experiment
    - Change is *required* to be competitive (Ottenbacher)
  - Weekday specials
    - Learn skills
    - Given materials
  - Valued for innovation
    - Chefs as designers (Kudrowitz)
    - Chefs as informal researchers
      - Demographics
      - Customer IWS
      - Focus groups (staff, friends, family)

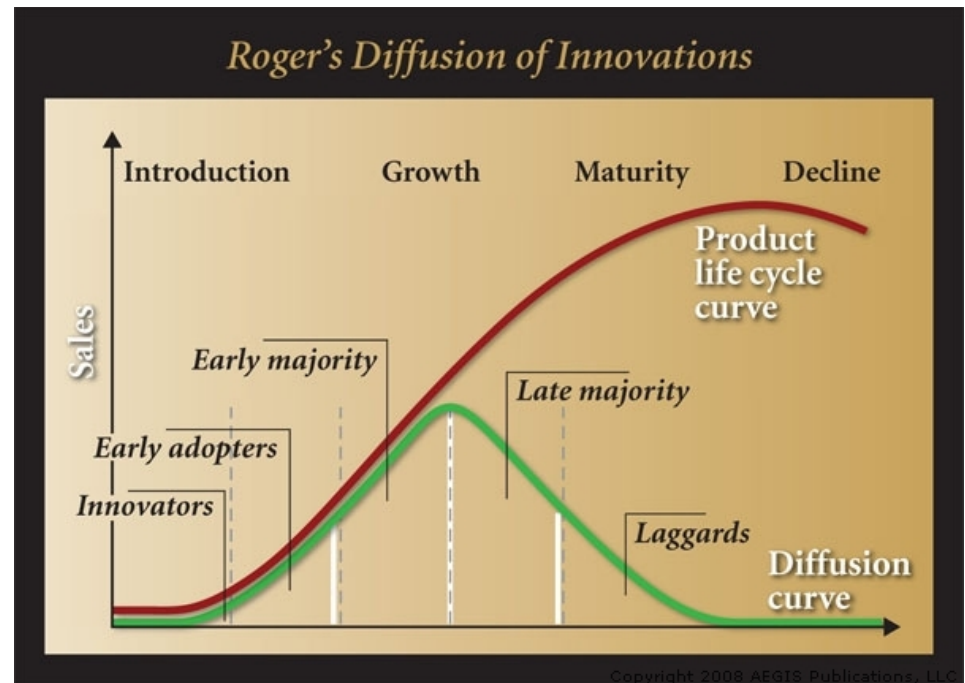
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# Why *independent* chefs?

Food-at-home and away-from-home expenditures in the United States, 1960-2014



Source: USDA, Economic Research Service, Food Expenditure Series.



# Chefs can give us unique new ideas

- Authenticity
- Perspective
  - Health, variety, etc.
- How do we train chefs vs. food sci vs. nutr?
  - art vs. design vs. science?
- Substitution and manipulation
- Functional Fixedness
  - tendency to use objects only for traditional purposes  
(as opposed to finding *new uses to solve a problem*)

(Duncker, 1945)

Lendway, W., Hesse, D., & Marquart, L. (2014). Minneapolis/St. Paul Chefs' Attitudes and Behaviors Regarding Whole Grain Use. *Journal of Foodservice Business Research*, 17(2), 122-135.

## Abstract

The objective of this study was to examine use, barriers, and opportunities for serving whole grains in independently operated Twin Cities restaurants. Twenty chefs from independent Twin Cities restaurants were interviewed about their menu design, perceptions, of and use of whole grain foods. Transcripts were independently coded and thematically analyzed by two researchers. Themes including menu design, advantages and disadvantages of using whole grains, chefs' perceived needs regarding whole grain promotion, types of whole grains used, and potential uses for whole grains are presented. This study addressed concepts relative to whole grain use in restaurants and potential research to help promote whole grain availability, use and consumption, along with future implications.

# Thematic Highlights:

- Menu Design (not specific to WG)-
  - Primarily **availability**
  - Secondarily **consumer** demand/demographic
  - Also...
    - creating **variety and balance**
    - factors related to the **chef or establishment type**
    - prices
    - health
  - Need to promote grains as Midwest **local** food!



# Thematic Highlights:

- Whole Grain Advantages-
  - Primarily **sensory** attributes (texture and flavor)
  - Secondarily **health** qualities
  - Also
    - **Cost** and
    - Adding **variety/balance**

# Thematic Highlights:

- Whole Grain Disadvantages:
  - Primarily **consumer** issues
    - Neophobia
    - Wrong demographic
  - Secondarily lack of **skills and knowledge**
- Needs
  - Build **consumer demand/awareness**
  - Provide **info, demos and *history***

# Ongoing Research

- Elucidating **chefs' creative processes** from ingredient upward
- How these processes/models can transfer to training students and professionals in **food science, nutrition and culinary**
- How this processes/models can help **SNAP** participants **add variety** to the diet

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