

GLP-1: MEAT TO THE RESCUE

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The initial FDA approval of semaglutide-based GLP-1 medicines dates back to 2005. Fast forward to 2025, and it is estimated that about one in eight U.S. adults are using or have used these prescription medications.

In essence, GLP-1 agonists work by mimicking the effects of naturally occurring GLP-1 hormones produced in the small intestine. These hormones trigger the pancreas to release insulin while blocking the glucagon hormone, which raises blood sugar levels. This mechanism helps regulate blood sugar, suppress hunger, and promote feelings of fullness.

Administration and Lifestyle Factors

GLP-1 medications are administered via subcutaneous injections. For instance, the beginning dosing of Ozempic is 0.25mg once a week for the first 4 weeks and -if needed- increasing to the maximum recommended dosage of 2 mg weekly. While these medications may seem to work

like magic—melting away body weight and alleviating type 2 diabetes symptoms—it's crucial to emphasize the importance of lifestyle and dietary changes in achieving long-term success. A balanced diet, regular exercise, and quality sleep remain the cornerstones of improved health. GLP-1 medications act as metabolic reset buttons, providing an excellent starting point for tackling obesity- and diabetes-related health challenges. After all, many degenerative diseases stem from obesity.

Broader Benefits and Expanding Applications

For a rapidly growing number of individuals, GLP-1 medications have become lifesaving tools for managing type 2 diabetes, obesity, and even cardiac events. These drugs also provide additional benefits, such as improving cholesterol levels, reducing heart rate and inflammation, and enhancing metabolic and neurological health. Reports are emerging that suggest GLP-1 medications may also help curb alcohol addiction, support cognitive function, and slow the progression of conditions such as dementia and Parkinson's disease. Furthermore, GLP-1 treatments have been linked to better management of sleep apnea.



Importance of Preserving Muscle Mass

Among individuals using GLP-1 medications for weight loss, approximately 60% of the total weight loss comes from fat, while 40% comes from muscle. As a result, it is critical to prioritize high-quality protein sources to preserve muscle mass. Many GLP-1 patients prefer animal protein-centric foods, which are favored across all meals.

Lean beef, chicken, eggs, and protein-rich dairy products like low-fat cottage cheese, as well as whey protein supplements (often used in fruit smoothies), are regarded as ideal dietary options. Animal protein sources are preferred because they provide higher protein density and generally offer a superior amino acid profile compared to plant-based proteins.

Changing Food Habits and Shopping Patterns

These dietary shifts reflect a reduction in portion sizes



and a suppression of cravings for sweet and salty snacks. As a result, typical grocery shopping baskets for GLP-1 users look quite different—free of carbonated sugary drinks, pizzas, doughnuts, and processed plant or meat-based foods such as hot dogs, luncheon meats, chips, and chocolates.



Morgan Stanley predicts a 1–2% decrease in U.S. supermarket sales in 2025 because of these changing purchasing habits. A similar trend is expected as GLP-1 medications gain popularity in other affluent countries and societies.

Rising Demand for Lean Protein

The growing demand among GLP-1 users for animal-based lean meats and fish



underscores the focus on high-quality, protein-centered diets. Lean chicken and beef, with their 18% premium protein content, fit well with the smaller portion sizes preferred by GLP-1 users. After years of stagnant meat consumption in affluent

countries, the popularity of GLP-1 medications appears to be driving a resurgence in per capita lean meat consumption in the U.S. It seems lean meat and fish are back in fashion for individuals committed to improving their health and body image.

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