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What's New with Canada's Food Guide?



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Disclosure

- No conflict of interest for today's presentation





Dietitian's Position

- Healthy eating, health and wellness is complicated by many factors
 - Social determinants of health (food access, economic stability, education, access to health care, etc)
 - Social isolation
 - Mental Health
 - A person's individual relationship to food and their body
- Eat-this-not-that OR calories-in-calories-out messages are oversimplified, inaccurate, and unhelpful
- There is no single, correct way to eat or to achieve health

Learning Objectives

- Rationale for Canada's Food Guide and current eating habits of Canadians
- Review the dietary guidelines and evidence used for the newest edition
- Review the top 5 changes to the new guide
- Round table activity – putting the guide to practice
- Limitations around the guide

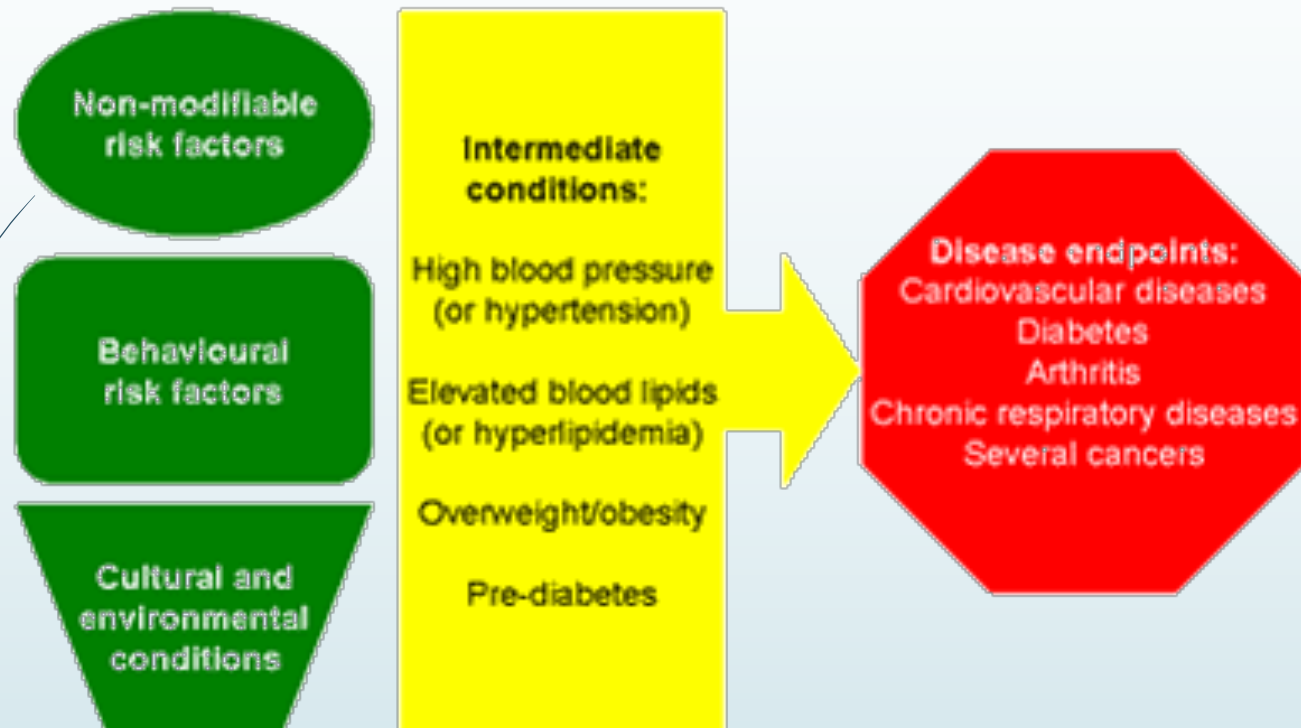




Canadian Health & Eating Habits

- 35% of average food budget spent on food people consume away from home (restaurants, grab-and-go)
 - Millennial's, >44% of food budget on restaurant food
- Apps are reshaping how food is purchased and consumed
- UberEats, Just-Eat, Skip the Dishes

Chronic diseases share common risk factors and conditions



Canadian Health & Eating Habits

- 4 in 5 Canadians carry at least 1 modifiable risk factor for chronic disease
 - Tobacco use
 - Alcohol
 - Physical inactivity
 - High blood pressure
 - High cholesterol
 - Raised blood sugars (pre-diabetes)
 - **Poor Nutrition**





Canadian Health & Eating Habits

- In Communities the main factors negatively impacting health
 - Economic: Poverty, employment
 - Social: family composition, isolation
 - Environmental: climate, air pollution
 - Urbanization: access to housing, products, services, food

Canadian Health & Eating Habits

DIET IS THE #1 RISK FACTOR FOR CHRONIC DISEASES

EATING
vegetables and fruit
whole grains
plant-based proteins

REDUCES THE RISK OF

heart disease
type 2 diabetes
colorectal cancer



Only **1 in 3**
Canadians eat enough
veggies and fruit



Only **1 in 6** grains
that Canadians eat
are whole grains



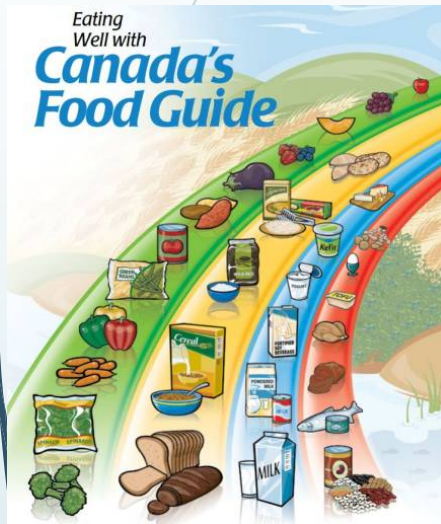
Only **1/3 of Canadians**
eat plant-based proteins
like legumes, nuts
and seeds

Health Canada Infographic



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Why Revise and Why it Matters?



- Make nutrition information more user-friendly, personable, and easier to understand
- Be more specific about how to build healthy meals and snacks
- Align with the most current evidence around sodium, saturated fat and sugar
- To be a source of credible nutrition information
- More consideration of cultural factors that determine healthy eating

Evidence and Engagement

- Best available evidence
 - High quality scientific reports
 - Random Controlled Trials and Systematic reviews
 - Industry-commissioned reports were **excluded**
- Engagement
 - Open, online public consultations
 - Targeted communications with academics, indigenous experts and national organizations, governments, regulated health professionals and health charities
 - Food industry reps **excluded**





3 Foundational Guidelines



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Guideline 1: Foundation for Healthy Eating

- ***1.1 Vegetables, fruit, whole grains, & protein foods consumed regularly***
 - Lower risk of CVD, colon cancer, type 2 diabetes

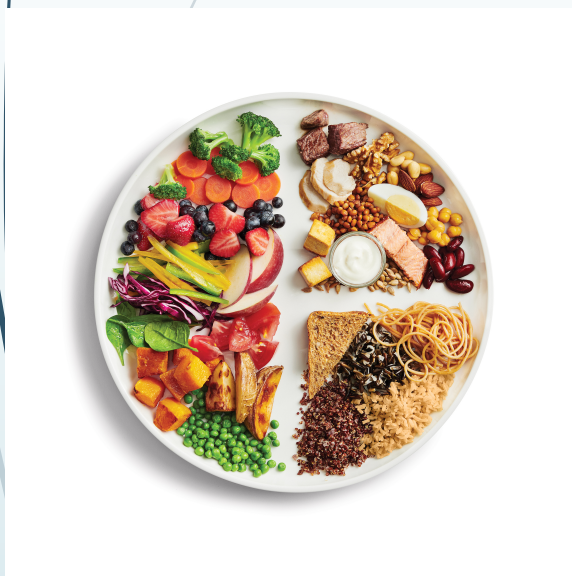


Guideline 1: Foundation for Healthy Eating



- Whole grains
 - Whole grain wheat bread, pasta
 - Barley
 - Oats
 - Amaranth, buckwheat, bulgur, millet, corn, quinoa, brown/wild rice

Guideline 1: Foundation for Healthy Eating



- Protein foods
 - Fish, shellfish, eggs, poultry, lean red meat, wild game
 - Lower fat milk, yogurt, kefir, and cheese
- Plant-based protein more often
 - Pulses: beans, chickpeas, lentils
 - Peanuts, nuts, seeds
 - Soy beans: edamame, tofu, tempeh, soy beverage

Guideline 1: Foundation for Healthy Eating

- ***1.2 Foods that contain mostly unsaturated fat should replace foods that contain mostly saturated fat***
 - Lower total and LDL cholesterol, thus lowering CVD risk



Guideline 1: Foundation for Healthy Eating

- Saturated fat
 - Red meat
 - Higher fat milk, cheese, yogurt (ie. 3% milk fat +)
- Unsaturated fat
 - Olives/olive oil
 - Avocado
 - Nuts, seeds
 - Fish/seafood
 - Vegetable oils



Guideline 1: Foundation for Healthy Eating

- **1.3 Water should be the beverage of choice**
 - Water promotes health and hydration without adding calories to the diet
 - Essential for metabolic and digestive processes
 - Prevents dehydration
 - Sugary beverage consumptions can lead to dental caries, tooth decay, and type 2 diabetes



Guideline 2: Foods and Beverages That Undermine Healthy Eating

- ***2.1 Processed or prepared foods and beverages that contribute excess sodium, free sugars, or saturated fat should not be consumed regularly***
 - When consumed regularly the excess consumption of sodium, sugar, and saturated fat are linked to chronic disease





Guideline 2: Foods and Beverages That Undermine Healthy Eating

➤ ***2.2 Health risks associated with alcohol consumption***

- Long term consumption associated with many types of cancer, high blood pressure and liver disease

➤ ***2.3 Food and beverages offered in publicly funded institutions should align with Canada's Dietary Guidelines***

- Limiting availability of highly processed foods and beverages, such as sugary drinks and confectionaries, creates supportive environments for healthy eating

Guideline 3: Importance of Food Skills

- ***3.1 Cooking and food preparation using nutritious foods should be promoted to support healthy eating***
 - Importance of transferring food skills to children/adolescents
 - Improved food choices and eating behaviours
 - Reduce household food waste



Guideline 3: Importance of Food Skills

- ***3.2 Food labels promoted as a tool to help Canadians make informed food choices***
 - Help to promote the selection of nutritious foods





ORIGINAL

Nutrition Facts Valeur nutritive

Per 250 mL / par 250 mL

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 110	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 26 g	9 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 22 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	120 %
Calcium / Calcium	2 %
Iron / Fer	0 %

Calories is larger
and stands out
more with bold
line below

mg amounts
are shown

New % Daily Value
footnote

NEW

Nutrition Facts Valeur nutritive

Per 1 cup (250 mL)
pour 1 tasse (250 mL)

	% Daily Value*
	% valeur quotidienne*
Calories 110	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Carbohydrate / Glucides 26 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 22 g	22 %
Protein / Protéines 2 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 450 mg	10 %
Calcium 30 mg	2 %
Iron / Fer 0 mg	0 %
*5% or less is a little, 15% or more is a lot *5% ou moins c'est peu, 15% ou plus c'est beaucoup	

Serving size
stands out more
and is more
similar on
similar foods

Daily Values
updated

New % Daily Value
for total sugars

Updated list of
minerals of public
health concern

Eat well. Live well.

Eat a variety of healthy foods each day

Have plenty
of vegetables
and fruits

Eat protein
foods

Make water
your drink
of choice

Choose
whole grain
foods



Canada's
food guide

Eat well. Live well.

Healthy eating is more than the foods you eat



Be mindful of your eating habits



Cook more often



Enjoy your food



Eat meals with others



Use food labels



Limit foods high in sodium,
sugars or saturated fat



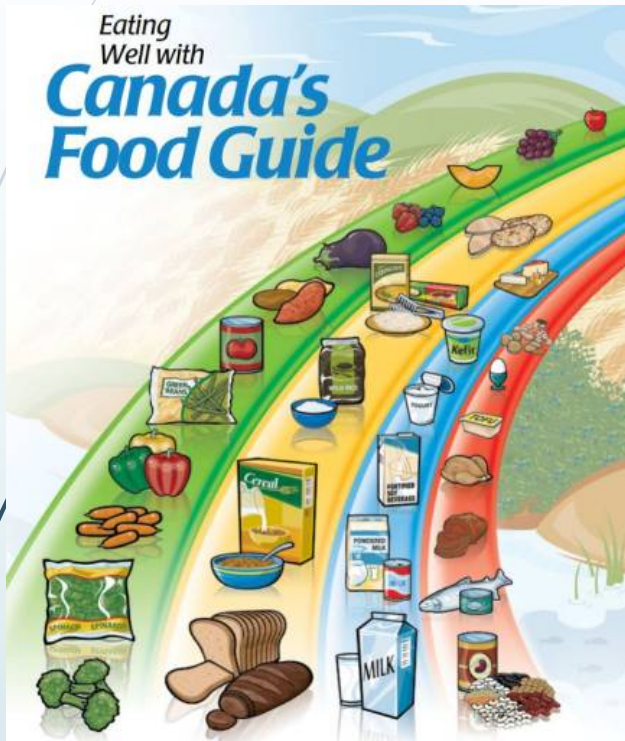
Be aware of food marketing



Discover your food guide at
Canada.ca/FoodGuide

Canada

Top Changes from Old to New

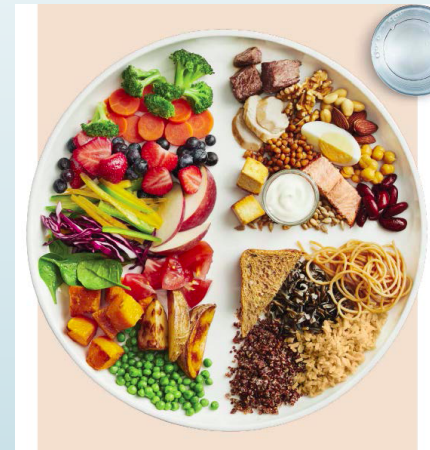
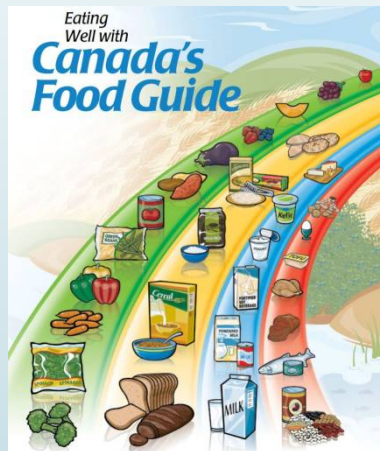


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Top Changes from Old to New

➤ 1) Rainbow ➡ Healthy Plate

- 3 “food groups”
- Removed ‘Milk and Alternatives and ‘Meat and Alternatives’ food groups
- New ‘Proteins’ food group = combining dairy, meat, other animal proteins, and plant based proteins



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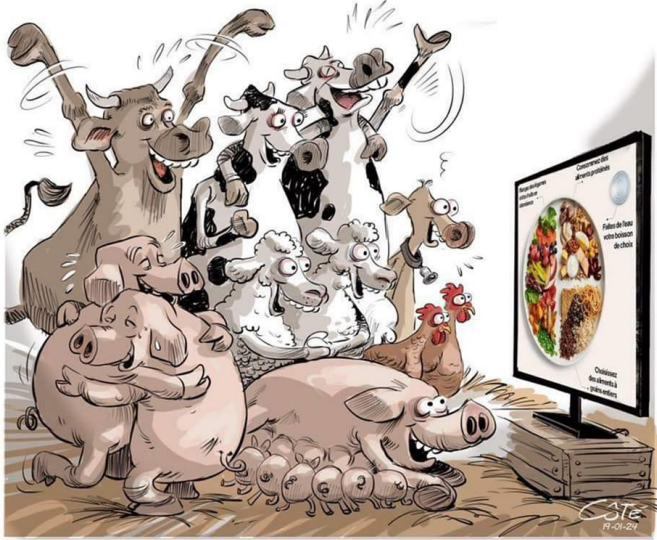
Top Changes from Old to New

➤ 2) Ditched the serving/portion recommendations

- No longer see daily serving recommendations per age group
- Rather than portion suggestions, portions are now based on plate sections



Top Changes from Old to New



► 3) Emphasis on plant-based foods

- Vegetables/fruits
- Whole grain foods
- Plant based protein foods
- Plant based beverages (e.g. soy, almond, oat, cashew beverages)



Top Changes from Old to New

► 4) Emphasis on choosing water as beverage of choice

- Fruit juice was removed as a fruit/vegetable serving
- "Free sugar" includes fruit juice concentrate and juice considered a "sugar sweetened beverage"
- Unsweetened drink options other than water can include: lower fat white milk, plant-based beverages, coffee and tea



Top Changes from Old to New

- **5) Emphasis on Mindfulness and HOW you eat**
 - Slow down around meal times, enjoy your food
 - Tune into your body's hunger and fullness cues
 - Cook more often
 - Enjoy meals with others



Round Table Interaction – Meal Planning Activity



- As a group, plan a breakfast, lunch, and supper based on the new food guide recommendations
- Questions to consider:
 - Is this easy and straight-forward? User-friendly?
 - Are there gaps causing uncertainty?
 - Are you able to adapt many of the foods you/your family enjoy eating?
 - Is it limiting/restrictive in any way?

Food Guide Shortcomings

► Barriers to adopting the new Food Guide

- Researchers at Dalhousie University and University of Guelph polled Canadians
- 26% cited affordability, taste preferences, lack of time, cultural restrictions, and lack of food availability as barriers (whether real or perceived)

► Cost Effectiveness

- If a family of 4 decided to change the type and proportions of food they ate from recommendations in the 2007 Food Guide to those of the 2019 Food Guide, it would cost on average, **6.8% less**



Food Guide Shortcomings

■ Cost Effectiveness

- Rising food costs are expected, particularly fruit and vegetables
- Less expensive alternatives:
 - Fruit/vegetables can include frozen or even canned options
 - Less expensive protein source: eggs, pulses, tofu
- Barriers
 - Learning to cook with new ingredients
 - Whole grain options often more expensive options (pasta, rice, bread)
 - Having a clean, full kitchen to utilize
 - Still doesn't address food insecurity



Food Guide Shortcomings

- Rigid
 - No concept of “all foods fit” and that it’s normal and acceptable to take pleasure in foods of lower nutritional value
- Omega 6 rich vegetable oils
 - Evidence definitely supports limiting the use of omega 6 rich oils
 - Corn, soybean, sunflower, peanut
 - Potential to be pro-inflammatory
 - The need to narrow the ratio of omega 6: omega 3 intake



Food Guide Shortcomings

➤ Snacks

- We don't just eat balanced meals on plates
- No mention of balanced snacks

➤ Calcium

- 45% to 70% of Canadians have inadequate intake of calcium
- No mention of calcium rich foods in the guide
- Will promoting reduction of sugar sweetened beverages make more room for milk or other calcium rich foods in the diet?



Food Guide Shortcomings

- Cultural diversity
 - Lacking
 - Few cultural foods appear on the guide, e.g. bannock, roti, dumplings, dragon fruit, fiddleheads



Eat well. Live well.

Eat a variety of healthy foods each day

Have plenty
of vegetables
and fruits

Eat protein
foods

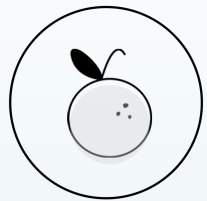
Make water
your drink
of choice

Choose
whole grain
foods





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