

Evidence for Government Action on Nutrition Implications for Canadian Policy

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Some Important Canadian Nutrition Policy Issues “on the table”



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- Sodium
- Obesity – calories and portion size
- Trans fat – What’s next?
- Simplified or front-of-package labelling; restaurant labelling

All Require

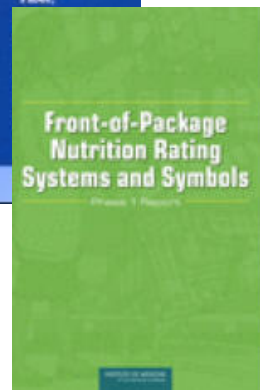
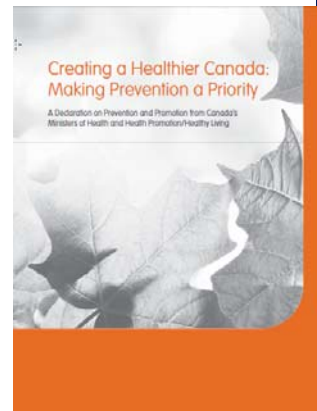
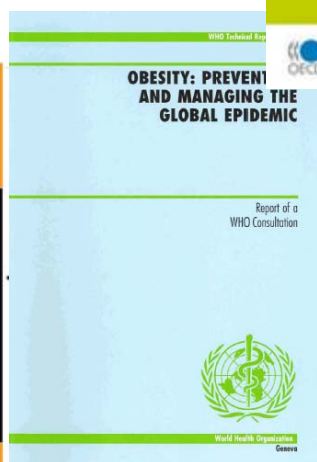
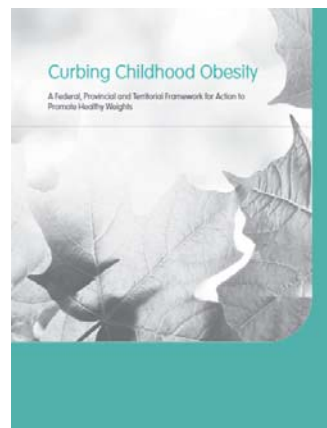
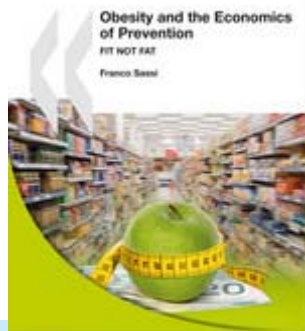
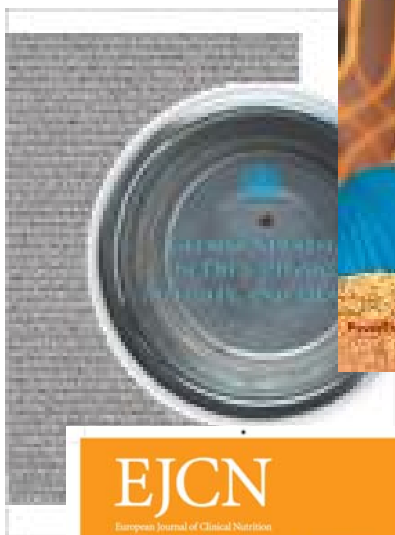
- Understanding the Canadian food supply
 - Pre-packaged foods
 - Restaurant foods and other foods consumed outside the home
- Understanding the consumer
- Follow-up, monitoring, and public reporting to sustain progress



1. Sound scientific basis for government action

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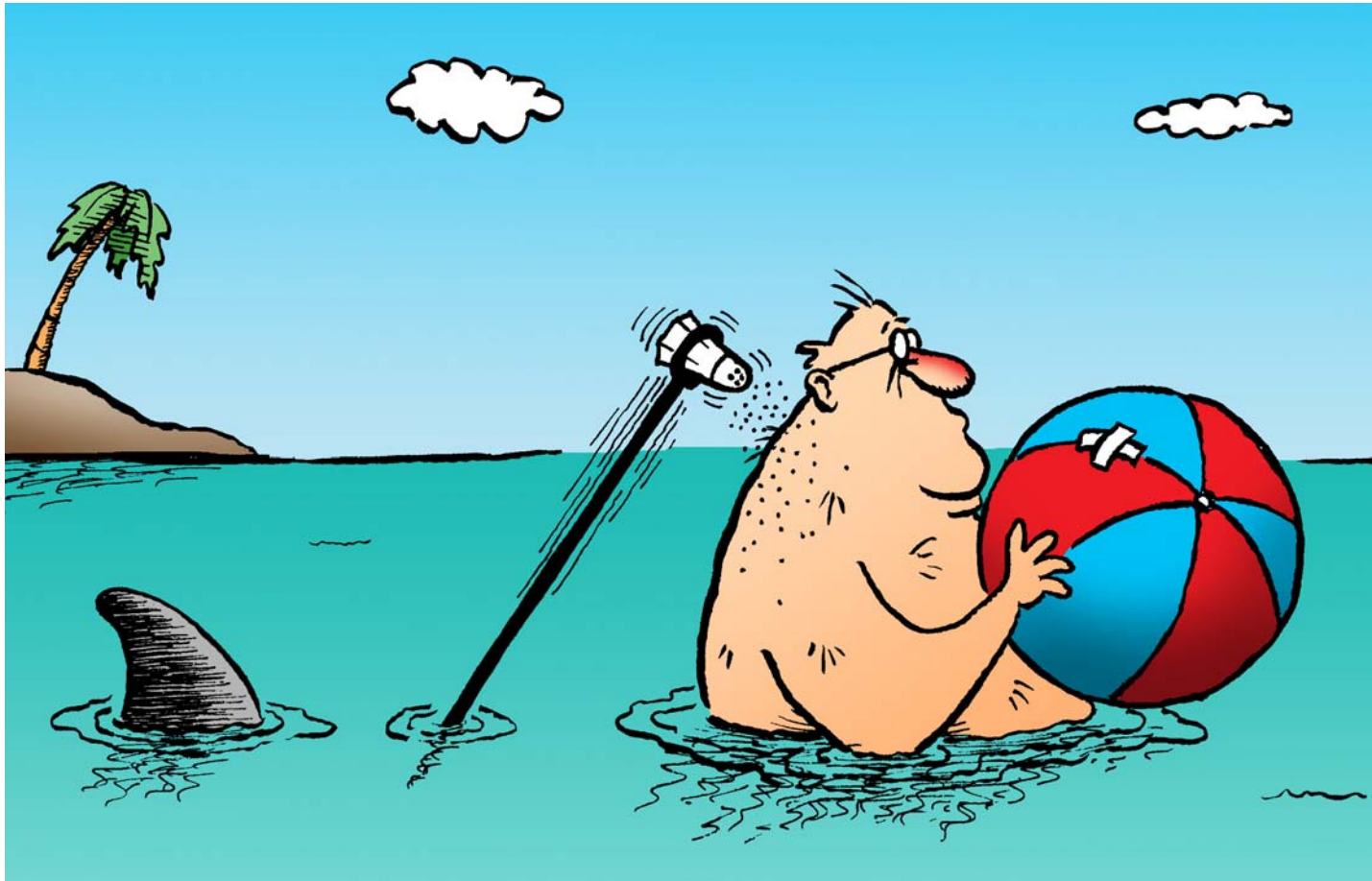
➤ Establish the science/health case/ commitment to action



2. Understand the food supply – Where's the Salt?



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Sodium content in some foods sold in the Canadian Market



1357 mg of Na (57% of DV)
per 1 tray (320 g)

650 mg of Na (27% of DV)
per 1 can (284mL)



100% Whole
Wheat

309 mg of Na (13% of DV)
per 2 slides (71 g)

330 mg of Na (14% of DV)
per 50 g serving



620 mg of Na (26% of DV)
per 1 pogo (75 g)

480 mg of Na (20% of DV)
per 125 mL serving



2120 mg Na (88% DV)
12-inch sub*



280 mg of Na (12% of DV)
per ¼ cup (61 g)

*with 6 grams of Fat or Less (include wheat bread (9-grain), lettuce, tomatoes, onions, green peppers, pickles and olives)

Sodium in the same food varies internationally (example)*



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Kelloggs Breakfast Cereals (Sodium mg/100 g)

Country	All Bran	Corn Flakes	Special K
Canada	861	733	931
USA	258	714	710
Netherlands	500	720	450
France	500	700	450
Australia	380	720	536
United Kingdom	450	700	450

Source: WASH International Products Survey, July 2009

Why tackling sodium alone is not enough



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Example – Canadian Breakfast cereals with and without sodium claims [2]

Per NFT serving	Na (mg)	Calories	Fat (g)	Sugar (g)	Fibre (g)
No claim (n=111)	175 ± 82	149 ± 42	2.1 ± 1.9	8.4 ± 4.3	3.6 ± 2.8
With Claim ² (n=37)	61 ± 55	193 ± 51	3.7 ± 3.6	10.0 ± 4.7	4.3 ± 1.2
Significance (P)	.005	ns	.001	ns	.001
% Change	↓ 65%	↑ 23%	↑ 43%	↑ 16%	↑ 16%

Source: [1] L'Abbe et al, Food Label Information Program (unpublished data); collected spring-summer, 2010.

[2] Claims such as low sodium, sodium reduced, or no added salt

Sodium-reduced cereals have more fat, more sugar and, therefore, more calories



And portions have gotten larger

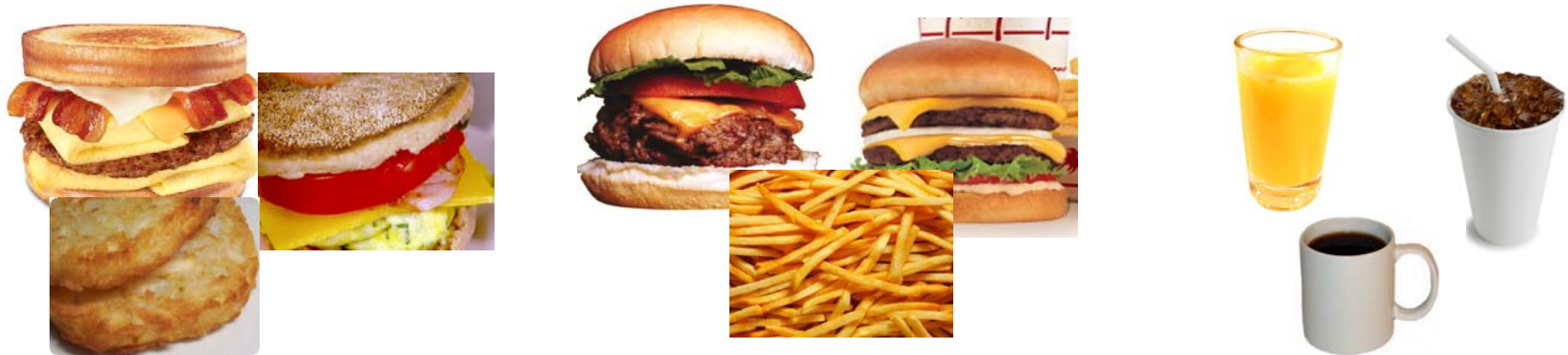
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Item	CNF	Kids	Small	Med	Large
Size mL (oz)		340(12)	454(16)	625(22)	900(32)
	mL / cal	Calories			
Milk (2%)	250 / 129				
Orange juice	125 / 58	130	180	260	360
Shake chocolate	250 / 223	270	440	640	950
Cola/soft drink	250 / 110	110	160	230	320
Diet Cola/soft drink	250 / 0	0	0	0	0

It all starts to add up ...



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Item	Serv (g)	Cals	Fat	Sat fat (g)	Sodium (mg)
Bk sandwich	150-270	400-700	21-49	6-18	800-1600
Hash browns (med)	50-150	160-450	10-30	1-4	360-850
Breakfast meal	200-420	560-1150	30-79	7-22	1100-2450
Hamburger (sing-triple)	100-481	250-1240	8-83	3-32	510-1470
Fries (med)	115	350	17	2-3	270-790
Hamburger meal	215-600	600-1600	25-100	5-35	800-2260

Restaurant Foods (analyzed vs CNF)

(i) Fish and Chips



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Nutrition Facts

Serving size 1 order (422 g)

	% Daily Value*
Calories 1024	
Total Fat 52.8 g	81.2%
Sodium 608 mg	25.3%
Carbohydrates 109.7 g	36.6%
Protein 27.4 g	

Why such high sodium? – probably portion size

- Approximately 2x portion size (422 g vs 210 g)
- Contains the expected sodium levels for portion size (from the 2x weight, 2x calories; 2x fat levels)

Source: Toronto Midtown Post (Jan 2010) analyzed data

Restaurant Foods:

(ii) Pad Thai



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Nutrition Facts

Serving size 1 order (754 g)

	% Daily Value*
Calories 1460	
Total Fat 55 g	84.6%
Sodium 3054 mg	127.3%
Carbohydrates 197.6 g	65.9%
Protein 43.7 g	

Why such high sodium? – probably portion size + additional sodium from – the sauce??

- Approximately 3 to 4 x portion size (754g vs 171 g in the CNF)
- But (9x fat level; 9x sodium level)

Source: Toronto Midtown Post (Jan 2010) analyzed data



3. Trans - Monitoring Progress over time (2005 to 2009)

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Major Food Sources of Trans – success at removal



~ 89-100%



~ 29%



~ 82%



~ 79%



~ 25%



~ 100%



~ 0%



~ 68%



~ 94%

67- 100%



~ 62%



~ 89%



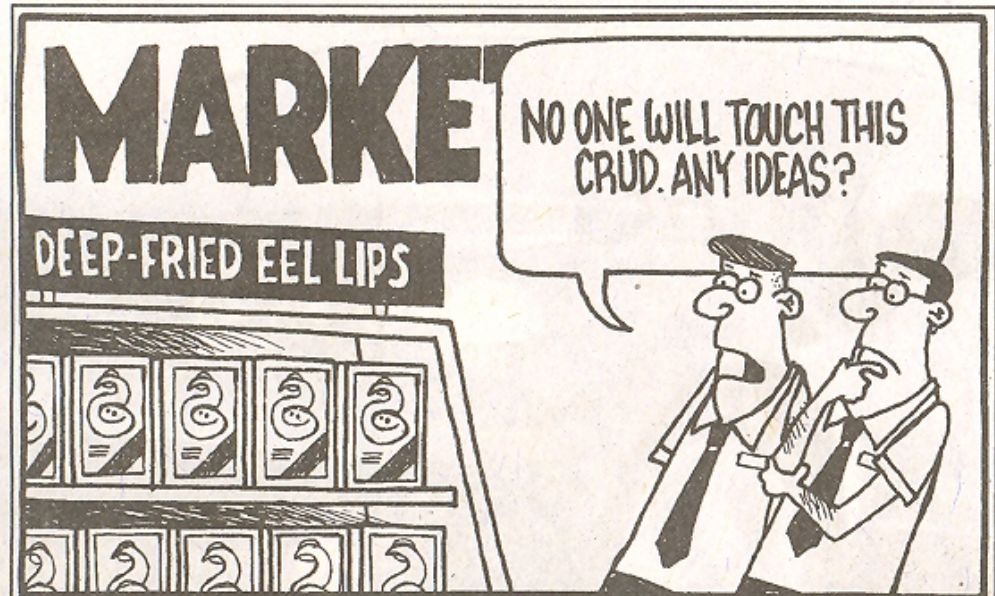
What next for trans?

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- For many categories significant progress has been made
 - Regulations to capture the rest; overall cost minimal
- A few categories with significant challenges
 - What is needed to help those few categories to eliminate trans?
- Regulations ensure a level playing field and prevent slippage or non-compliant imports from seeking price advantage
- Prevents regional standards being introduced

The power and importance of labels and claims on the front of food packages

The Other Coast



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Industry/NGO led instruments – Symbols / Logos



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Can depict

- Generally “healthy” choices
- disease risk reduction claims e.g. heart symbol
- Nutrient content claims e.g. “0 trans fat”
- Highlight specific healthful ingredients e.g. fibre
- Quantitatively depict part of the Nutrition Facts Table



Each 1 cup serving provides



All-Bran* Bran Flakes



Concerns ...

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- Lack of consistency among programs
 - No standardized criteria exist
- Oversimplification of complex messages, particularly when symbol refers to a health benefit
- Criteria used for any particular program are not readily identifiable by the consumer
- Less consideration given to Nutrition Facts table, i.e. overall nutritional profile of the food, calories or portion size



As a Result ...

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- Consumers not able to compare one product to another because of varying criteria
- Consumers may misinterpret similar symbols as having the same meaning when in fact may be based on different criteria
- Consumers may view these products as “healthier” than those without symbols
- Criticism from health professionals and consumers when symbols are on foods with “negative” attributes (added sugars, high sodium ...)

5. Media/consumer awareness – All contribute to government action



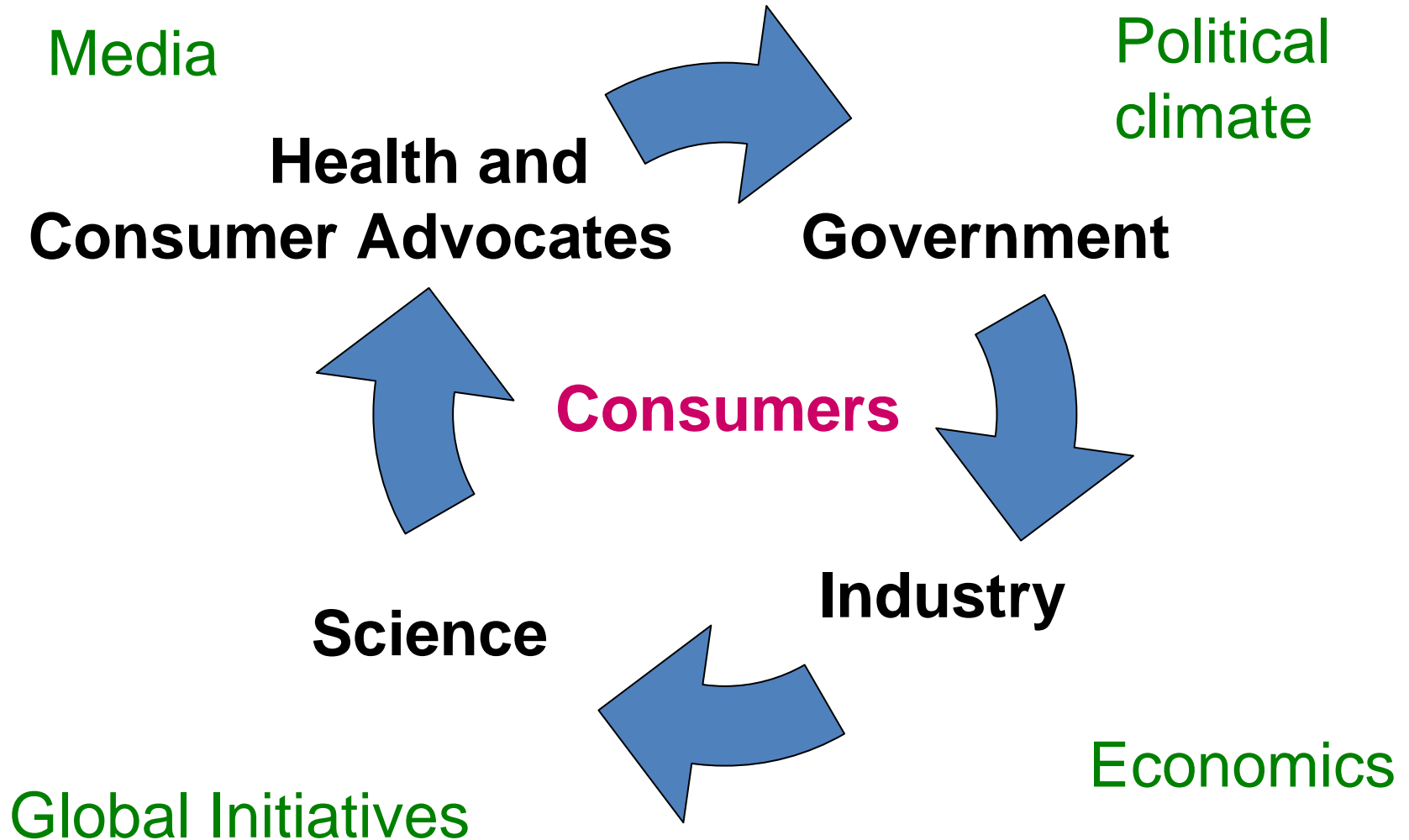
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- Political/government leadership or reaction
- Government or health led social marketing/consumer awareness campaigns
 - A – Awareness - of food component / health link
 - B – Action - what consumers can do themselves
 - C – Information - what to look out for e.g. high trans or high sodium or high calorie foods (i) types/classes of foods or (ii) brand comparisons within categories
- Media led campaigns /in-depth TV or news articles / series of articles,
- Health / consumer / NGO – led (partnered) campaigns, public service announcements
- Industry led “health campaigns” or company or product specific marketing campaigns

Collective Public Health Nutrition requires effort from all sectors



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Thank You !



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