

Canada's  
food guide



# The New Food Guide

# Why Healthy Eating Information Matters



## **Disease Risk**

Unhealthy diet is a primary risk factor for disease burden in Canada



## **Complex**

Nutrition information can be difficult to use and understand



## **Confusing**

Conflicting healthy eating messages are everywhere



## **Credible**

Canadians need credible healthy eating information



# Why Revise?

To **address challenges** for users such as:

- applying recommendations in every day life, including building healthy meals and snacks
- providing the right information to the right audience

To **ensure alignment** with most current evidence on topics such as sodium, saturated fat and sugars.



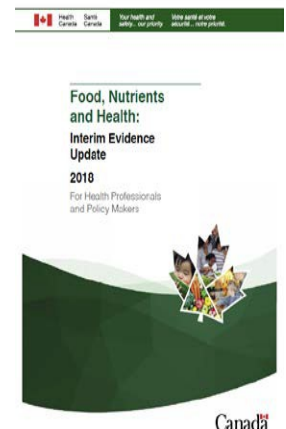
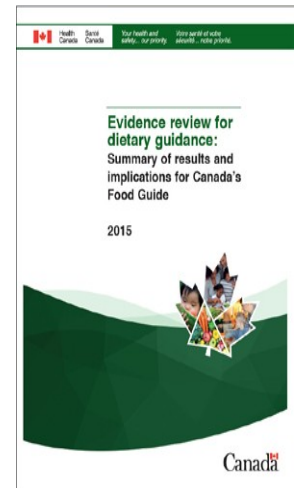
# Solid Evidence

The best available evidence was considered, including:

- only high-quality scientific reports on food and health from respected authorities including systematic reviews on over **100** food-related topics
- over **400** convincing conclusions

The *Evidence Review for Dietary Guidance 2015* and the *Food, Nutrients and Health: Interim Evidence Update 2018*, form the foundation of the new Food Guide.

Industry-commissioned reports were excluded to reduce the potential for, or the perception of, conflict of interest.





# Responsible and Meaningful Engagement

Consulted extensively to ensure resources are evidence based, useful, and relevant to Canadians.

Online public consultations with Canadians and interested stakeholders helped to identify needs and expectations.

To help communicate the guidance accurately, targeted consultations were held with:

- academics
- Indigenous experts
- provincial and territorial governments
- other federal departments
- National Indigenous Organizations
- health professional regulatory bodies/organizations and health charities



## Canada's food guide

# Food Guide Snapshot

**Canada's food guide**

## 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

Discover your food guide at  
**Canada.ca/FoodGuide**


Health Canada Santé Canada

**Canada**

**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

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# Canadas Food Guide – Changes

**OLD**



**NEW**

## 4 Food Groups

**Vegetables and Fruit**



**Grain Products**



**Milk and Alternatives**



**Meat and Alternatives**



**Vegetables  
and Fruit**

**Protein  
Foods**



**Whole Grain  
Foods**

# Key Changes

Food groups and serving sizes replaced with a visual of a plate with ideal amounts of food to be included with each meal.

Emphasis on plant-based proteins over animal-based proteins.

Water as the beverage of choice.

No input from food Industries.

Acknowledges the influence of food environments.

Includes recommendations on *how* to eat.

Promotes cultural and traditional food intake.



# Eat a Variety of Healthy Foods Each Day

**Eat plenty of vegetables and fruits, whole grain foods and protein foods. Choose protein foods that come from plants more often.**

Choose foods with healthy fats instead of saturated fat.

Examples:

- Vegetables and fruit including fresh, frozen or canned options
- Whole grain foods such as whole grain pasta, brown rice and quinoa
- Protein foods such as lentils, lean meats, fish, unsweetened milk and fortified soy beverages



# Make water your drink of choice



- ❖ Sugary drinks were the main source of sugars in diets.
  - ❖ Children (9-18) having the highest intake
- ❖ Sugary drinks include:
  - ❖ soft drinks
  - ❖ fruit flavoured drinks
  - ❖ 100% fruit juice\*
  - ❖ flavoured water with added sugar
  - ❖ sport and energy drinks
  - ❖ drink mixes (iced tea, Tang)
  - ❖ Slushes
- ❖ Consider water, unsweetened milk or fortified milk alternatives and fruit instead.

# Be mindful of your eating habits



- ❖ Make planned food choices.
- ❖ Take time to eat.
- ❖ Listen to feelings of hunger and fullness.
- ❖ Focus on food by avoiding distractions.
- ❖ Distracted eating can increase intake at meals and snacks.

# ❖ Mindful Eating

## ❖ What is it?

- ❖ Means listening to your body
  - ❖ Means understanding why you eat
  - ❖ Means enjoying Food
  - ❖ Means Paying Attention
- ❖ Less likely to overeat, less likely to restrict food, more likely to enjoy a positive relationship with food

# Mindful Eating

❖ **Stop halfway through your meal,**

❖ **How do you feel?**

❖ **If you are at 6, STOP!**

❖ **Save the rest for left overs!**

❖ **If below 6, continue to eat**

## The Mindful EAT-MOJIS

Rank your level of hunger before eating and halfway through the meal. If you are at a "6" or above, stop and save the leftovers. If you are below a "6", continue eating slowly until you are satisfied.

- ☐ \_\_\_\_\_ ☐
-  1 - Starving
  -  2 - Very Hungry, "Hangry"
  -  3 - Stomach is Growling
  -  4 - Slightly Hungry
  -  5 - Neither Hungry Nor Full
  -  6 - Satisfied
  -  7 - Pleasantly Full
  -  8 - A Little Too Full
  -  9 - Uncomfortably Full
  -  10 - Stuffed

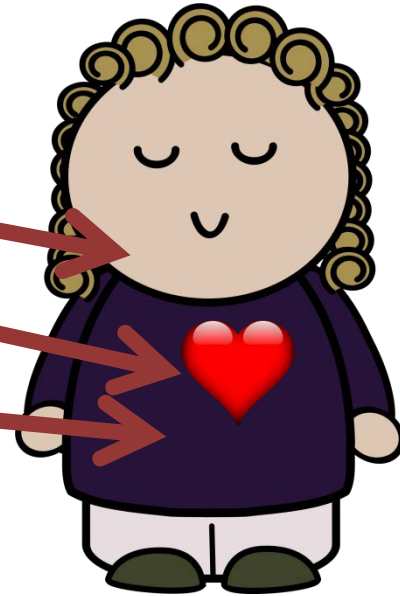
# Why Do We Eat?

- **Three kinds of hunger:**

- Mouth Hunger

- Heart Hunger

- Stomach Hunger



# Cook more often



- ❖ Cooking at home gives you the control of what you add to your meals.
- ❖ Having basic food skills can contribute to better food choices.

# Cook more often

- ❖ Children can be very helpful in the kitchen!
- ❖ Ask them to do age-appropriate tasks
  - ❖ Mixing, stirring
  - ❖ Setting tables
  - ❖ Older children can cut and stir on the stove
- ❖ Children will typically eat ANYTHING they help make!

# Enjoy your food

❖ You should like the food you eat!



# Eat meals with others



- ❖ Eating with others can bring enjoyment to healthy eating and can foster connections between generations and cultures.
- ❖ Eating together helps build positive eating habits.

# Use food labels



- ❖ Reliable place for nutrition information.
- ❖ Help make decisions about food.
- ❖ Plan nutritious meals.
- ❖ Manage chronic disease and conditions.

# Changes Coming to Food Labels

- Starting in 2017, the food industry has 5 years to make the following changes:
  - Nutrition facts table
  - List of ingredients
  - Serving size
  - Sugars information

# Nutrition Facts Table

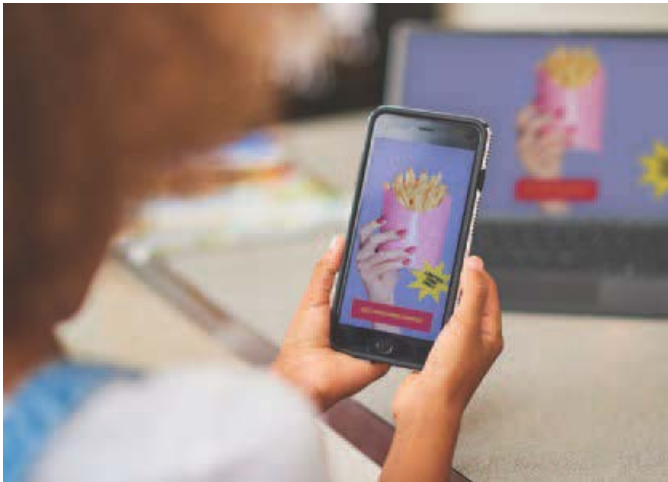
- Serving size will be more *consistent* and *realistic*
- Info on serving size and calories will be *easier* to find
- Revising % DV based on new science
- Adding % DV for total sugars
- Adding footnote at the bottom of label explaining:
  - 5% or less means a little
  - 15% or more means a lot

# Limit food high in sodium, sugars and saturated fat



- ❖ Eating too much salt, sugar and saturated fat can lead to getting some chronic diseases
  - ❖ Heart disease
  - ❖ Diabetes
  - ❖ High blood pressure and high cholesterol
- ❖ Replacing animal proteins with plant-based and consuming wild meat

# Be aware of food marketing



- Food advertising is everywhere and growing fast.
- Marketing lead people to more processed foods.
  - No ads for broccoli!

# Spot these tricks!

**The bribe:** giving you something for free when you buy something.

**The game:** you can play a game and win a prize if you buy a product.

**The big promise:** if a product says it tastes amazing, will give you superpowers, or is the best thing ever!

**The super-person:** using popular or famous people sell a product to make you think you can be just like them if you have the product too.

**The cartoon character:** a cartoon character you know and like tells you about a product to make it more attractive.

# Spot these tricks!

**The special effects:** filming tricks to make a product look larger or better than it really is.

**The repeat:** showing the same thing over and over makes you remember and recognize a product.

**The music:** catchy tunes or popular songs make you like an advertisement – and the product it advertises – more.

**The joke:** laughing makes you like an advertisement – and the product it advertises – more.

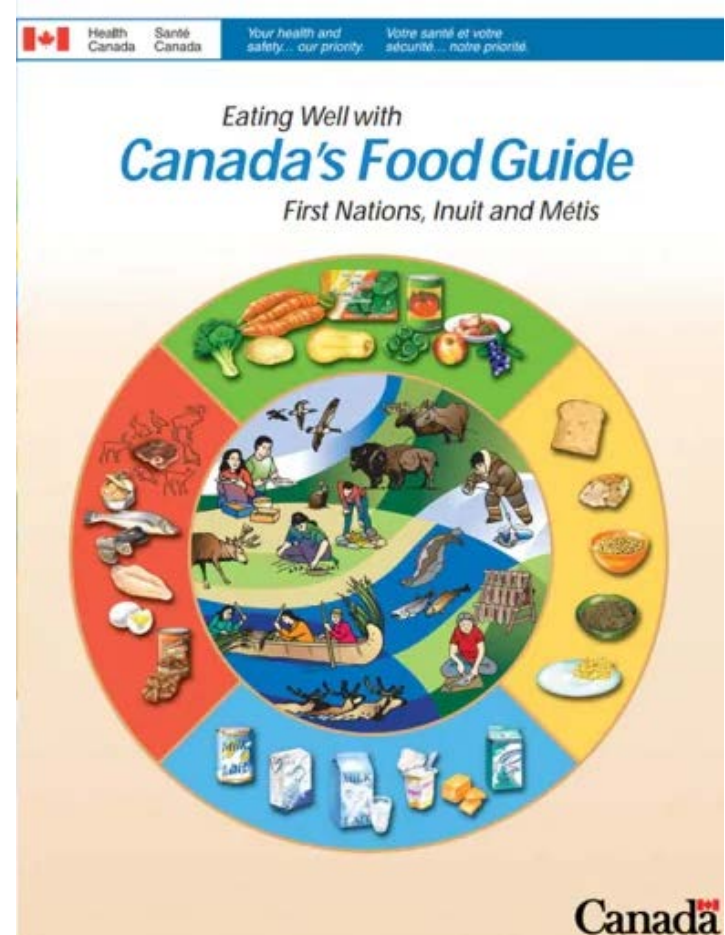
**The story:** the advertisement tells an interesting story so you want to keep watching.

# What's next with the Food Guide?



# Indigenous Tools

- Distinctions-based healthy eating tools to be developed as part of the revision process.
- Discussions on planning next steps are underway.
- Along with the new 2019 Canada's Food Guide, the current *Canada's Food Guide – First Nations, Inuit and Métis* can still be used.



# Resources on the way

- Canada's Healthy Eating Pattern
  - Recommended amounts of food for different ages.
  - Help with facility meal planning and policies.

# Resources Available for the Food Guide

## ❖ Stakeholder tool kit:

<https://www.canada.ca/en/health-canada/services/canada-food-guide/resources/stakeholder-toolkit.html>

## ❖ Interactive Website:

<https://food-guide.canada.ca/en/>

**THE END!!**

Questions?

Sara Langley

306-564-9147

[Sara.langley@canada.ca](mailto:Sara.langley@canada.ca)

Cassie McVay

306-236-5817

Cassie.mcvay@mltc.net