



The Myths of Healthy Eating

~ what are we *really* eating? ~



Eat well, move well, be well!



Karen McCoy

Is it True?

- Avoid red meat. Its cholesterol and saturated fat leads to heart disease.
- Cut back on eggs. They will raise your cholesterol.
- Restrict salt.
- You shouldn't eat coconut oil. It's a saturated fat.
- Use more polyunsaturated oils.
- Eat 6-11 servings of grains per day.
- Eat more soy foods.
- Beef causes colon cancer.
- Milk is a healthy source of calcium and Vitamin D.
- Juice is healthy, loaded with vitamins and minerals.
- Learning to read labels is a valuable tool.
- Omega 3 eggs are healthier than regular eggs.
- Cholesterol-free oils are a healthier choice.
- Vegetarians have lower heart disease and live longer.
- Butter is bad for your health – there are healthier choices.
- Buying 'enriched' and 'fortified' foods are better than regular foods.



(PS None of these are true.....)

Looking Back in Time



Weston A. Price
1870-1948

Photo © Price-Pottenger Nutrition Foundation
www.price-pottenger.org

Dr. Weston Price: 1870-1948

- Ontario dentist - moved to the U.S. in his 30's.
- Began noticing the children of his older patients: more decay, crowding, crooked teeth and misshapen dental arch. He suspected *nutrition* was the link.

Price began studying traditional cultures....

- Swiss in High Alpine valleys
- Eskimos in Alaska
- Polynesians in S. Pacific
- Aborigines in Australia
- Gaels on islands of Outer Hebrides
- Indians in far North West US and Canada
- Africans in east and central Africa
- Maori in New Zealand

His findings: in cultures that maintained their traditional nutritional profile, few to no dental decay or misshapen dental arches, no crowding of teeth. However, their kinsmen who were under the influence of 30s revolution (increase in white man products – canned and sugared foods, refining of foods), showed the opposite effect. They suffered from poor dental health, and even poorer overall health.

Findings written up in the *Journal of American Dental Association*, but largely ignored. To this day, it's hard to find his studies anywhere.

Pottinger's Cats



- **Dr. Francis M. Pottinger: 1900-1967** - Californian physician and researcher. He started Pottinger Sanitorium for tuberculosis in California.
- **In the 1940's:** wanted to know how processed foods affected our health. He studied 900 cats over a period of 3 generations.



5 groups of cats

- The first **2** groups he fed **raw food** (**raw** versus cooked meats, **raw milk** versus pasteurized milk and **fresh greens** (versus dried)).
- The remaining **3** groups were fed **processed foods**.

Health findings:

- **Raw foods cats:** larger birth weight, stronger immune systems, immune to fleas, parasites, increased in fertility, strong bones, *wide dental arches* and no crowding of teeth, friendly, well-coordinated, decrease in mortality rate (died of old age).
- **Cooked foods cats:** suffered low birth weight, low litter numbers. **By 3rd generation:** soft bones, low thyroid activity, increased inflammation in joints and skin, poor coordination and pneumonia and lung abscesses. Kittens often suffered and died from diarrhea.

Cats as Teachers...

Each subsequent generation of cats suffered:

- **1st generation:** degenerative health conditions (arthritis, allergies, diabetes, etc) near the end of their life.
- **2nd generation:** developed the same health conditions during the middle of their life span.
- **3rd generation:** developed the same health conditions very early in life.

Links to our Youth?

- Children born with chronic degenerative diseases / developing them much earlier.
- Pottinger found his **third generation cats could not conceive** or if they did they aborted.
- Right now, in America, 25% of young adults are sterile and they cannot conceive and miscarriages are on the rise.

Common Nutritional Findings (Protective Foods)

Focus on:

- **Fat:** high Vitamin **A & D**, EPA, EFA, fiber and enzymes, and *prostaglandins* (master hormones) which also are needed to absorb calcium, magnesium and other minerals.
- **Fiber** (fruits, veggies, meats)
- **meat** (wild)
- **Raw** focus (meat, dairy, fish)
- Called '**Protective Foods**' (traditional cultures)

Other findings:

- Decrease in animal and plant-based proteins are major reasons for chronic diseases.
- 99% of our vegetable oils are of poor quality and damage our bodies.
- Vegetarianism can prove dangerous to health and vitality.
- Dairy products from animals feeding on fresh, green pasturage.
- Focus on organ meats – liver

Fast Forward 20 Years...

- Most of what we are consuming today is not food.
- We are consuming '*edible food-like substances*' – **food science**.
- Many of them come with *health claims* - first clue they are anything but healthy.
- In Western diet, food has been replaced by *nutrients*, common sense by confusion.
- The more we worry about nutrition, the less healthy we seem to become.
- Why is it that real food (the kind our great grandmothers would recognize as food) needs to be defended anyway?
- **How did we move from whole, traditional foods to fake foods?**



Try our
Breakfast Builder 

Where was the Turn in the Road?

- **Creation of 1977 U.S. Dietary Guidelines** to address alarming increase in chronic diseases linked to diet (cancer, heart disease, obesity, diabetes). **Dietary Guidelines** was created.

Its first dictate: *people should decrease their consumption of red meat.....*

- **1982 - Legal battle** ensued...re-frame things - '**nutrients**' over 'food' occurred.

Our language changed: *National Academy of Sciences* changed the wording - framed recommendations as *nutrient by nutrient*, rather than by food type, to avoid offending any powerful interests.

After these 2 key directives, food corporations started engineering **1000's of food products** to contain *more of the nutrients* that science and government deemed good, and fewer of the bad ones.

Age of **Nutritionism** is Born

It's food science....it's no longer about whole foods:

- It splinters and **compartmentalizes** food into bits and pieces, and it is the sum of its (man-made) parts. *Enriched, fortified, natural, added calcium.*
- These new individualized parts are then touted as being what you want to look for. The whole food is no longer at issue, nor does anyone care.
- Marketers (and shoppers) now **focus on parts**: ie *antioxidants* are protective, calcium helps you lose weight.
- A world of **hyphens**.....Low-fat, no-cholesterol, high-fiber
- Labels make **health claims**.....lowers cholesterol, adds calcium, vitamin D
- Creates the need for **new technology farming**.... (**Food Inc**)

Where did Mom go?

Mom has lost authority over the dinner menu – run by scientists, marketers and government, with its ever-shifting dietary guidelines, food-labeling rules and rotating food pyramids

Canada Food Guide



Grain Products

5-12

SERVINGS PER DAY

1 serving

1 Slice
 Cold Cereal 30 g
 Hot Cereal 175 mL
 3/4 cup

2 servings

1 Bagel, Pita or Bun
 Pasta or Rice 250 mL
 1 cup

Vegetables and Fruit

5-10

SERVINGS PER DAY

1 serving

1 Medium Size Vegetable or Fruit
 Fresh, Frozen or Canned Vegetables or Fruit 125 mL
 1/2 cup
 Salad 250 mL
 1 cup
 Juice 125 mL
 1/2 cup

Milk Products

Servings per Day

Children 4-9 years: 2-3

Youth 10-16 years: 3-4

Adults: 2-4

Pregnant and Breast-feeding Women: 3-4

1 serving

250 mL
 1 cup
 3"x1"x1"
 50 g
 2 Slices
 50 g
 175 g
 3/4 cup

Meat and Alternatives

2-3

SERVINGS PER DAY

1 serving

Meat, Poultry or Fish 50-100 g
 1/3-2/3 Can 50-100 g
 Beans 125-250 mL
 1-2 Eggs
 100 g
 1/3 cup
 Peanut Butter 30 mL
 2 tbsp

Other Foods

Taste and enjoyment can also come from other foods and beverages that are not part of the 4 food groups. Some of these foods are higher in fat or calories, so use these foods in moderation.


General Mills

Whole Grain Guaranteed



original

FIBER ONE

BRAN CEREAL

57% Daily Value of **FIBER**
 14 Grams of Fiber



NET WT 1 LB 0.2 OZ (15.2 OZ) (459g)



INGREDIENTS: CORN BRAN, WHOLE GRAIN WHEAT, WHEAT BRAN, CORN STARCH, GUAR GUM, COLOR ADDED, CELLULOSE GUM, SALT, BAKING SODA, CORN OIL, ASPARTAME*, VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS.

VITAMINS AND MINERALS: CALCIUM CARBONATE, ZINC AND IRON (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₂ (RIBOFLAVIN), VITAMIN B₁ (THIAMIN MONONITRATE), A B VITAMIN (FOLIC ACID), VITAMIN B₁₂.

***PHENYLKETONURICS: CONTAINS PHENYLALANINE CONTAINS WHEAT INGREDIENTS.**

DISTRIBUTED BY **General Mills Cereals, LLC**
 GENERAL OFFICES, MINNEAPOLIS, MN 55440 USA

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Exchange: 1 Starch

Exchange calculations based on the *Exchange Lists for Meal Planning*.

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Nutrition Facts

Serving Size ½ cup (30g)
 Servings Per Container about 15

Amount Per Serving	Fiber One	with ½ cup skim milk
Calories	60	100
Calories from Fat	10	10
	% Daily Value**	
Total Fat 1g*	1%	2%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0mg	0%	1%
Sodium 105mg	4%	7%
Potassium 180mg	5%	11%
Total Carbohydrate 25g	8%	10%
Dietary Fiber 14g	57%	57%
Soluble Fiber 1g		
Sugars 0g		
Other Carbohydrate 11g		
Protein 2g		
Vitamin A	0%	4%
Vitamin C	10%	10%
Calcium	10%	25%
Iron	25%	25%
Vitamin D	0%	10%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Vitamin B ₁₂	25%	35%
Phosphorus	10%	20%
Magnesium	10%	15%
Zinc	25%	30%

* Amount in cereal. A serving of cereal plus skim milk provides 1g total fat, less than 5mg cholesterol, 170mg sodium, 380mg potassium, 31g total carbohydrate (8g sugars) and 6g protein.

** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	Less than	3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

NUTELLA Fuels Imagination...

Not only does NUTELLA® give your children the energy they need to start their day off right, it also contains nutrients that help boost their ability to think all day long.

NUTELLA® contains essential nutrients, making it a healthy choice :

- No preservatives. No artificial colours. Every 400g jar contains 56 hazelnuts; a 750g jar contains 106. Hazelnuts are a rich source of vitamin B6, iron, calcium, and potassium. Hazelnuts are high in protein and fiber.
- Research shows that children do best starting their day with a healthy breakfast to feel and do their best. Canada's Food Guide recommends including at least 3 out of the 4 Food Groups (Vegetables & Fruit, Grain Products, Milk Products, Meats & Alternatives) as part of a balanced breakfast – such a complete meal provides the right blend of nutrients essential for healthy living.
- **Leading studies show that children who eat a balanced breakfast:**
 - Perform better at school.
 - Are more likely to meet the nutritional intake needed for healthy growth and development
 - Tend to have a healthier body weight than children who skip breakfast
- **Ingredients:** sugar, modified palm oil, hazelnuts, cocoa, skim milk powder, whey powder, soy lecithin, vanillin.



Try our
Breakfast Builder 

CAN YOU REALLY TRUST THE LABEL?

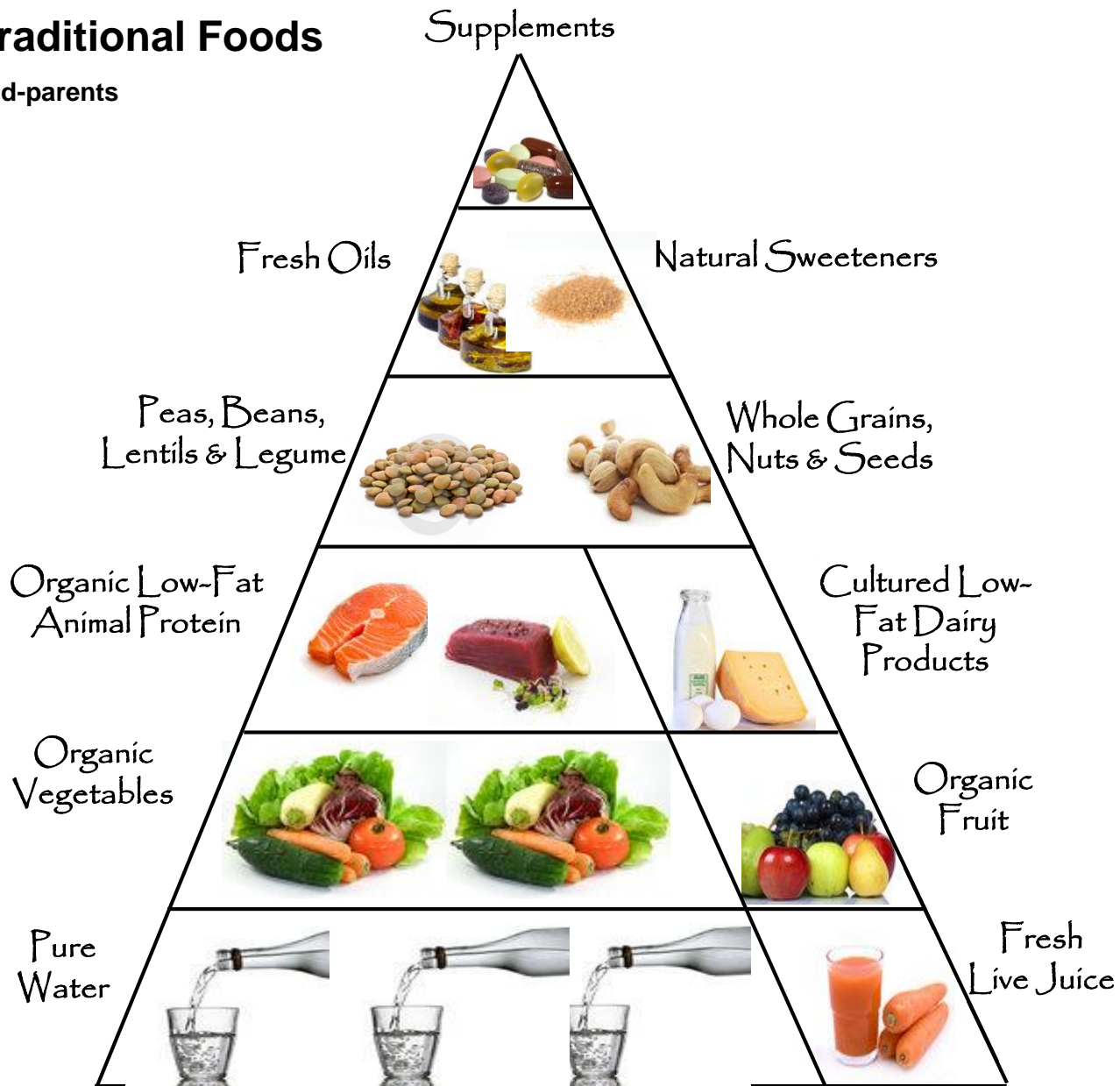
- Is it GMO (genetically modified?)
- Are there trans fats?
- What's in *added ingredients & other ingredients*?
- What is the quality of protein, carbs and fats?
- Is the sodium naturally occurring or man made?
- **Contains No MSG. Is it true?**

- WHAT IF IT SAYS.....
- NATURAL FRUIT FLAVORS, with Real Fruit Juice
- ALL NATURAL INGREDIENTS
- NO ARTIFICIAL PRESERVATIVES
- 100% NATURAL
- REAL FRUIT
- NO PRESERVATIVES
- NO ARTIFICIAL INGREDIENTS

Nutrition Facts			
Serving Size 3 oz (85g)			
Servings Per Container 1			
Amount Per Serving			
Calories	180	Calories from Fat 90	
% Daily Value*			
Total Fat	10g	15%	
Saturated Fat	40g	20%	
Trans Fat	0.5g		
Cholesterol	70mg	23%	
Sodium	60mg	3%	
Total Carbohydrate	0g	0%	
Dietary Fiber	0g	0%	
Sugars	0g		
Protein	22g		
Vitamin A	0%	•	Vitamin C 0%
Calcium	2%	•	Iron 15%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

A Return to Traditional Foods

- or eat like your grand-parents



TOP 20 MYTH-BUSTING TIPS for Healthy Shopping and Eating

1. Stick to the **outer** aisles
2. Pretend you have your **great grandmother** with you....does she recognize what you're buying?
3. Don't buy foods that don't **rot**.
4. Avoid **hydrogenated** and **modified** fats (read labels).
5. Avoid HFCS (high fructose corn syrup).
6. **Avoid low-fat:** to remove the fat, they add in food additives for taste and creamy texture.
7. Avoid '**powdered milk**' in ingredients – contains oxidized cholesterol, worse for arteries than man-made cholesterols
8. Choose **wild / organic / traditional** meats and fish where possible.
9. Eat '**soft**' aged-over-90-days cheeses, raw milk.
10. Eat your meats '**red**'.
11. Eat your eggs! And eat them '**wet**'.
12. Avoid products that make **health claims:** if it has a package, it's not a whole food.
13. If you buy packaged foods, ensure there are **5 or less ingredients** on the label
14. Avoid food products with ingredients that are **unpronounceable** and **unfamiliar**
15. **Bread:** use the '*pinch an inch*' test. Try for 4 or less ingredients.
16. **Get out of the supermarket.** Go to farmers market, health food stores.
17. **Buy a freezer** and freeze meat – purchase ½ cow.
18. Eat less. Eat until you are **80% full**.
19. Do all your eating at **a table** – a desk is not a table.
20. Remember, ***you are what you eat eats!***



The Healthy Living Program
– *training and nutrition for the 40+ Warrior Woman!*

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