

### News Flash

February 26, 2007

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#### Items in this News Flash:

- Caffeinated beverages and heart health
- Eating well information supplement in Globe and Mail

#### **Caffeinated beverages and heart health**

*Caffeinated drinks may protect elderly against heart disease*

The National Post, February 22, 2007

<http://www.canada.com/nationalpost/news/archives/story.html?id=64313441-efa8-44fd-ad4d-b71a037f6148>

Drinking caffeinated beverages on a regular basis may provide significant protection against death from heart disease in the elderly who have normal levels of blood pressure.

Drinking caffeinated beverages may induce a "healthy" rise in blood pressure that counteracts the drop in blood pressure that occurs after a meal, a phenomenon that becomes more pronounced as people age, researchers note.

Among 6,594 adults participating in the study, 426 died of heart disease during a nine-year period. For subjects 65 years of age or older, the researchers found that greater daily consumption of caffeinated beverages was associated with a lower risk of death from heart disease. This acted in a dose-response fashion - the higher the caffeine level, the lower the risk, and visa versa.

People who consumed four or more servings of caffeinated beverages daily had a 53% lower risk of death from heart disease compared with those who consumed less than half a serving daily. Subjects who consumed two to four servings per day had a 32% lower risk of dying from heart disease.

Caffeinated ground coffee and caffeinated instant coffee, both of which have relatively large amounts of caffeine per serving, were the only specific beverages associated with a statistically significant protective effect, the authors note. This apparent protective effect of caffeinated coffee consumption was not seen in people with severe high blood pressure or those who were younger than 65 years of age.

For more information: <http://www.ajcn.org/cgi/content/abstract/85/2/392>

## Eating well information supplement in Globe and Mail

Sponsored by the Food and Consumer Products of Canada (FCPC), a 12-page information supplement was inserted in the Globe on February 26, 2007.

To read the supplement in its entirety:

<http://www.fcPMC.com/issues/hal/docs/Eat%20Well.pdf>

A summary of the articles and key points:

### ***Eat Well. Live Better***

- With 100 members, FCPC represents 80% of the packaged products that are on the grocery shelf.
- 62% of FCPC members have introduced new healthy products – either by taking out trans fat, sugar and sodium; or by adding omega-3, fibre and calcium.
- According to the Tracking Nutrition Trends VI, 93% of Canadians say maintaining good health is very or somewhat influential in their food choices.

### ***Canadians top health concern: minimizing future health problems***

- According to the 2006 Health and Wellness Study conducted by the Nielsen Company:
  - 85% of Canadian households want to increase their energy levels
  - 71% want to reduce stress
  - 73% want to lose weight
  - 69% want to improve body image
  - 52% want to minimize the signs of aging
- 87% of Canadian agree that they are trying to eat healthier – 70% are trying to increase their consumption of vegetables and fruit.
- When asked what they have been trying to take out of their diet in the last three months:
  - Fat - 56%
  - Sugar - 46%
  - Trans fat - 45%
  - Sodium - 38%
  - Carbohydrate - 24%
  - Caffeine – 19%
- 78% say that parents and guardians are responsible for the increase in childhood obesity

### ***Health Check***

- Background information on the Heart and Stroke Foundation's Health Check food information program is provided.
- Launched in 1999, Health Check is recognized by 67% of Canadians.
- Over 1000 food products and 120 companies participate in the program, which is now expanding into restaurants.
- A major participant is Campbell's, which placed the Health Check logo on 25% of its soups. Based on consumer feedback, Campbell's has reduced the sodium content of many of its soups by 15% since 2000.

### ***Spotting the healthy alternative***

This article profiles industry's point-of-purchase programs, including Kraft's Sensible Solutions, President's Choice Blue Menu, and Pepsico's Smart Spot.

**DOC Network Note:** For more information, refer to the DOC Network's evidence-based backgrounder on point-of-purchase programs:

<http://www.dietitians.ca/resources/resourcesearch.asp?fn=view&contentid=7017>

### ***Energy balance is key***

Written by Phyllis Tanaka, Director of Food and Nutrition Policy with FCPC, this article highlights physical activity recommendations for children and adults. It also mentions the Nutrition Facts Table on the new nutrition label.

### ***Room to indulge***

The potential health benefits of chocolate are discussed. Mars and Cadbury have introduced chocolates that are only 100 calories. When Cadbury Thins were introduced, sales grew 420% in the first six months.

### ***A simple approach to a healthy life***

This article highlights tips for active living and refers to FCPC's report on Health Active Living released in May, 2006.

<http://www.fcPMC.com/issues/hal/docs/HealthyActiveLivingEN-FINAL.pdf>

### ***What's in your food?***

While food companies are taking out or limiting ingredients such as sodium, trans fat and sugar, they are also working to add in healthy ingredients such as omega-3s and probiotics.

### ***The trans fat solution***

Some studies indicate that by increasing our harmful cholesterol and decreasing our beneficial cholesterol, trans fats may be responsible for 30,000 cardiac deaths every decade in Canada. Trans fats topped consumer food concerns in a recent Nielsen Company survey. Many companies have taken steps to eliminate trans fats from their products.

### ***Know your healthy oils and spreads***

The article promotes heart healthy oils such as canola, olive, sunflower and soybean and goes on to provide tips on using healthy oils, but keeping the total amount in check.

### ***Omega-3s: the friendly fats***

This article highlights the sources and benefits of omega-3 fats.

### ***One in four kids is overweight***

According to the most recent figures from Statistics Canada, 18 per cent of Canadian kids aged 2 to 17 are overweight and another 8 per cent are obese. Compare that to figures from the 1970s of 12 per cent and 3 per cent, respectively. Today, one in four children, or about 1.6 million kids, is at an unhealthy weight in this country.

The World Health Organization (WHO) strategy for addressing obesity issued a number of challenges to industry. Those challenges fall into three categories: product development,

advertising and promotion of healthy lifestyles.

***What are you feeding your kids?***

This article highlights various food products that have been created as healthier options for prepared and packaged foods.

***Food industry gets kids moving***

This article promotes food industry's commitment to health active living. It profiles "Cool Moves," a partnership between Kraft Canada and Boys and Girls Clubs of Canada.

***The whole story on whole grains***

This article discusses the definition and health benefits of whole grains.

***Canada's Food Guide: new, improved and web-based***

The new Food Guide is promoted along with its personalized My Food Guide component.

***Mandatory nutrition labelling***

This article talks about the new nutrition label. In fact, 77 per cent of consumers use the Nutrition Facts Table as their primary source of information on a product – up 10 per cent in 2006 over 2004, according the Tracking Nutrition Trends study by the Canadian Council of Food and Nutrition (CCFN).

***Children's advertisers act responsibly***

Cathy Loblaw, president of the Concerned Children's Advertisers (CCA), outlines the broadcast code for advertising to children. From safeguards around safety to considerations of social values, to barring the use of direct urges or well-known characters, the code is the foundation of responsible advertising to children in Canada. The code, administered by Advertising Standards Canada (ASC), also requires pre-clearance of every children's commercial by a committee made up of both parents and advertising industry representatives.

In October 2004, CCA launched Long Live Kids, a comprehensive program addressing healthy eating, physical activity and media literacy. Reaching 96 per cent of children through nationally televised PSAs, supported by a parent, educator and community program, Long Live Kids is designed to help children in kindergarten to Grade 8 eat smart, move more and be media wise. <http://longlivekids.ca/>

***The organic market***

At its most recognizable level, organic food is grown and processed using environmentally friendly methods without relying on synthetic pesticides, herbicides, fertilizers or genetic engineering. Organic production also includes crop rotation, cover crop planting and composting to help build nutrients in the soil.

But the organic definition also includes, for instance, the provision of natural feed and open access to grazing pasture for livestock, the harvesting of seafood within sustainable limits, and even the assurance of fair wages and nonexploitive treatment for labourers.

Consumers look for third party certification to be assured that their products are organic, such as Quality Assurance International(QAI) program, a rigorous voluntary organic grocer certification process.

***Kids eat out, eat right***

Healthier food is more and more frequently within children's reach. In British Columbia, a number of partnerships between government and the agriculture industry are sending fruits, vegetables and even refrigerators to school.

The Fridges in Schools Program – launched in August 2006 – has supplied over 70 fridges to schools, allowing them to carry out their milk and produce snack programs. A complementary venture then fills those fridges with fruit and vegetables.



Made possible by an educational grant by the Heart and Stroke Foundation's Health Check™ program.

Visit [www.healthcheck.org](http://www.healthcheck.org) to view the updated Nutrition Criteria, our list of participating products and our new nutrition labeling tips which can be downloaded.