

Food Pharma OTC Consult



Food and Agriculture Policy (FAP) Summit

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The Nutrition Dilemma -

**A balanced diet not exceeding the daily calorie intake
but delivering all micro-nutrients sufficiently**

Statement



The base of a healthy nutrition **has to be a**
Balanced Diet

but in reality:

Statement



**our societies worldwide are increasingly impacted by
NCDs (noncommunicable diseases)**

Diabetes














Cancer

CVDs

Statement



Noncommunicable Diseases 4 Diseases, 4 Modifiable Shared Risk Factors

	Tobacco Use	Unhealthy diets	Physical Inactivity	Harmful Use of Alcohol
Cardio-vascular				
Diabetes				
Cancer				
Chronic Respiratory				



Noncommunicable Diseases
World Health Organization



World Health
Organization

Content



What is a Balanced Diet?



The reality of human eating and drinking behavior



How to escape the reality dilemma



Principle thoughts and Conclusion

What is a balanced diet?

- Answers given by dictionaries
- But no official answers from authorities!
- Origin of "Balanced Diet": first recorded in 1935 - 1940

Definitions

- 1** (a) Noun or substantive:
A diet consisting of the proper quantities and proportions of foods needed to maintain health or growth
- 2** (b) In medicine:
A diet that furnishes in proper proportions all of the nutrients necessary for adequate nutrition
- 3** (c) In culture:
A diet that contains the proper proportions of carbohydrates, fats, proteins, vitamins, minerals, and water necessary to maintain good health



1. Eatwell plate dietary pattern – BNF (British Nutrition Foundation)

2. The Lebanon Eastern Mediterranean Diet (Source: FAO)

3. Turkey Nutrition Recommendations

➤ **Approximate quantities of daily foods** (Source: FAO)

Fruit and vegetables



Bread, rice, potatoes, pasta and other starchy foods



Meat, fish, eggs, beans and other non-dairy sources of protein



Milk and dairy foods



Foods and drinks high in fat and/or sugar



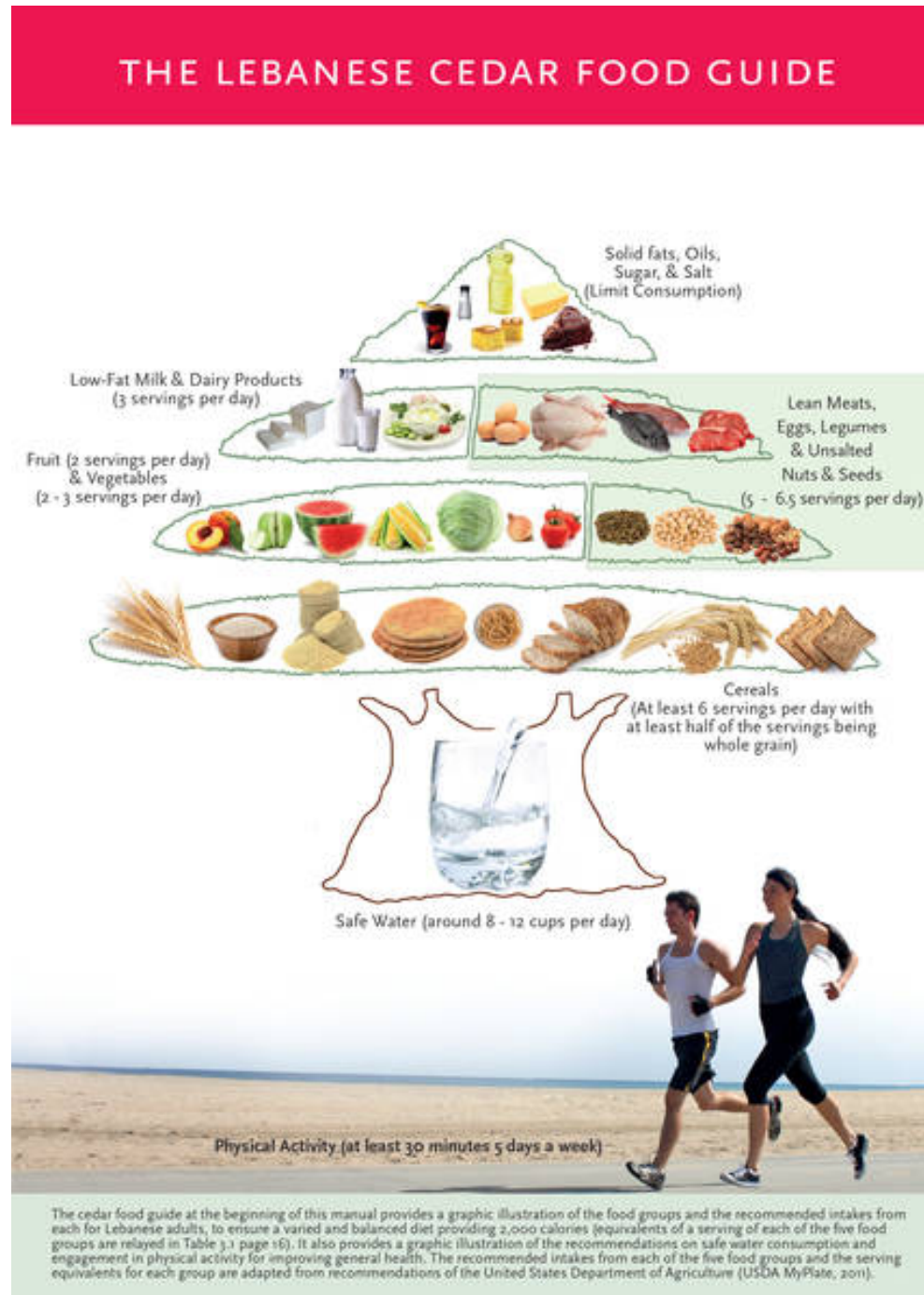
fdf – Food and Drink Federation – Used for Labelling

Reference Intakes for energy and selected nutrients (adults)	
Energy or nutrient	Reference Intake
Energy	8400kJ / 2000kcal
Total fat	70g
Saturates	20g
Carbohydrates	260g
Sugars	90g
Protein	50g
Salt	6g

N.B. The RIs for an adult are based on the requirements for an average female with no special dietary requirements and an assumed energy intake of 2000 kcal.

Balanced Diet Nutrition Recommendations – Eastern Mediterranean countries – Lebanon

Source: FAO



Balanced Diet

Nutrition Recommendations – Turkey Source: FAO



DIETARY GUIDELINES FOR **TURKEY**



Annex-2/Table 3: Approximate Quantities of Daily Foods that Meet Energy and Nutrients (g/day)

Age (Year)	CHILDREN				BOY-GIRL		ADULT MALE		ADULT FEMALE		
	0-1	1-3	4-6	7-9	10-18	10-18	19-65	65+	19-50	51-65	65+
Food Groups											
1. Group											
Milk Group											
Total	800	600	500	500	600	600	450	600	450	600	600
Milk, Yogurt	700	500	350	350	450	450	300	450	450	450	450
Cottage cheese	20	20	30	30	30	30	30	30	30	30	30
2. Group											
Meat, egg, legume											
Total	80	110	120	130	165	155	140	130	150	130	130
Meat, chicken, fish	15	30	40	50	100	100	100	100	100	100	100
Egg	50	50	50	50	25	25	10	10	25	10	10
Leguminous seeds	15	30	30	30	40	30	30	20	25	20	20

Balanced Diet

Nutrition Recommendations – Turkey Source: FAO



3. Group											
Fresh Vegetable and Fruit											
Total	150	250	300	450	500	500	600	600	600	600	600
Green and Yellow	50	100	100	100	150	150	200	200	200	200	200
Others	100	150	200	350	350	350	400	400	400	400	400
4. Group											
Cereals											
Bread	20	50	100	200	350	300	300	200	250	150	125
Rice, bulgur, spaghetti, flour	20	40	50	60	100	60	80	60	75	50	40
Fat, oil and sweets											
Total fat											
Fat	10	15	20	30	60	50	40	30	40	20	20
Oil	5	7	10	15	30	25	20	15	20	10	10
Oily Seeds, nuts	5	8	10	15	30	25	20	15	20	10	10
Sweets Total	0	10	10	10	10	10	5	0	10	5	0
Sugar	40	50	50	50	70	60	50	50	50	50	40
Honey, jam, molasses etc.	30	30	30	30	40	30	30	30	30	30	20
	10	20	20	20	30	30	20	20	20	20	20

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Principle thoughts and Conclusion

Comment of BNF:

- **The Eatwell plate model has been promoted in the UK for many years, though most of us still eat too much saturated fat, sugar and salt, too little fiber, and too few fruits and vegetables**

The reality of human eating and drinking behavior

Reality check – Real Examples (1)



Elly Job: Secretary Age: 25 Weight: 55kg (Ideal: app. 53.5) Size: 1,65m

Lifestyle:

Breakfast, most of the time no lunch break, sometimes a coffee break, dinner at home, wants to reduce weight (reduction of calories), Smoker

Nutritional behavior:

Breakfast: half bread roll with butter and some low-fat quark, small spoon jam, 2 cups of coffee with a shot of whole milk
 Morning break: bread roll with ham
 Lunch: a cup of natural yoghurt, 1 apple, 2 spoons of oat flakes, 1 cup of coffee
 Coffee break: 1 cup of coffee, sometimes cookies
 Dinner: pork chops, some French fries, endive salat with cream sauce

Her personal perception: with the cookies in the afternoon, this is already **too much to lose weight**

kcal	A	B1	B2	Niacin	Panto	B6	Folic A	C	D	E	Biotin
2200,0	800,00	1100,0	1400,0	16000	6000	1400,0	200,00	80000	5,000	12000,0	50,00
110%	49%	142%	83%	126%	58%	72%	46%	39%	32%	94%	77%

The reality of human eating and drinking behavior

Reality check – Real Examples (2)



Willi Job: Retired, widow Age: 65+ Weight: ??kg Size: ??m

Lifestyle:

Breakfast, walking with his dog, lunch usually soft meals due to issue with his teeth (soups or smashed foods), having a 1h nap after lunch, afternoon coffee, then reading his newspaper

Nutritional behavior:

Little breakfast: 1 slice of crisp bread with butter and strawberry jam, a cup of yoghurt with sugar, no info on any drink
 Lunch: spinach, smashed potatoes and fried egg
 Coffee: 1 cup of coffee, 1 piece of cake
 Dinner: white bread with ham and cheese, sour cucumber, 1 bottle of beer (0,5 l)
 Evening snack: 1 bottle of beer, a box of butter cookies

kcal	A	B1	B2	Niacin	Panto	B6	Folic A	C	D	E	Biotin
1900,0	800,00	1100,0	1400,0	16000	6000	1400,0	200,00	80000	5,000	12000,0	50,00
144%	128%	58%	93%	94%	60%	90%	72%	58%	34%	97%	73%

The reality of human eating and drinking behavior

Reality check – Real Examples (3)



Alex Job: Construction engineer Age: 45 Weight: ??kg Size: ??m

Lifestyle:

Start with morning jogging and large breakfast, driving to the office a/o visiting construction areas, lots of walking also on stairs, no break, lunch either in company canteen or having a burger, likes hearty food, no afternoon coffee, dinner at home

Nutritional behavior:

Little breakfast: 2 bread rolls ham, cheese, jam, honey, 2 cups of coffee

Lunch: Spaghetti with tomato sauce, 1 orange in the afternoon

Coffee: no coffee break

Dinner: potatoes with bacon and Vienna sausages, 1 bottle of beer (0,5 l)

Evening snack: potato crisps, 1 bottle of beer

kcal	A	B1	B2	Niacin	Panto	B6	Folic A	C	D	E	Biotin
3000	800,00	1100,0	1400,0	16000	6000	1400,0	200,00	80000	5,000	12000,0	50,00
127%	90%	112%	78%	147%	47%	106%	55%	87%	24%	93%	23%

The reality of human eating and drinking behavior

Result of the Reality Check



- **Many people exceed the needed calorie intake!**
 - a. **Resulting in increasing issues of obesity**
 - b. **By not achieving the daily intake recommendation for important micro-nutrients**
 - **The issue for Hidden hunger**
 - c. **But they have fun !!!** **Question: for how long ???**

Conclusion of the reality check



- **People are very unlikely to change their beloved eating behavior (or lifestyle)**
 - a. **Adapt food intake to their daily circumstances**
 - b. **Enjoy meals like dinner as social event with family or friends**
 - c. **Enjoying good tasting food**
 - d. **Enjoying nice tasting sweets, sweet drinks or moderate alcoholic drinks**
 - e. **They are not counting their micro-nutrient intake and are not aware of their sufficient intake**

- **Government policies seem to fail !!!**

Content



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How to escape the reality dilemma



Principle thoughts and Conclusion

How to escape the reality dilemma

Strategies



1. Don't paternalize people

- a. **Who likes to get told what to do or not to do?**
- b. **Provide options which are better adapted to the reality of human lifestyle and behavior!**
- c. **Translate "academic language" into "lifestyle messages"**

2. Education

- a. **Focus on very few, but important messages!**
- b. **Keep messages simple**

3. Offer potential alternatives!

How to escape the reality dilemma

Strategies



3. What are potential Alternatives

- a. **Functional Foods meeting “Lifestyle requirements”**
- b. **Food innovation recognizing the “changing lifestyles”**

4. Policy changes

- a. **Make Health Maintenance part of Food & Nutrition Policy**
- b. **Adapt to modern lifestyle**
- c. **Consider Supplementation as part of “balanced nutrition”**
- d. **Food Supplements are foods, but ...:**
 - a. **they should not be taken instead of a balanced diet**
 - b. **they should be part of a balanced diet**

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Principle thoughts and Conclusion

1. Re-define “Calorie intake”

- a. Calorie intake is not a number!
- b. Weight control means: **Input – Output = 0**
instead of: don't eat too much
Watch your body every morning in a mirror !
- c. **Physical activity and lifestyle define the “Output”**

2. Possible related messages:

- a. **Eat what you like – just burn it !!!**
- b. Watch a proper fiber intake → **possible sources are ...**
- c. Take care to get all your micro-nutrients → **possible sources are ...**

3. Re-define “Balanced Nutrition”

- a. Food Supplements (FS) are Foods and not Medicines**
- b. FS should be part of a Balanced Nutrition**
- c. Balanced Nutrition empowers people to manage the Maintenance of their Health**
- d. Health Maintenance reduces the risk for NCDs**

4. Food Supplements

- a. Have to be save like all other foods**
- b. Should be regulated and controlled as foodstuff**
- c. Should be part of the Government Health Policy**

Principle thoughts and Conclusion
Some ideas



5. Government Health Policy

Needs the joint effort of the related Government Institutions

- a. Ministry of Health**
- b. Ministry of Agriculture**

But who is responsible for what ???

→ Discussion 😊

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Thank you very much !

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