



*CANADA'S FOOD GUIDE: AWARENESS IS
HIGH, BUT RELEVANCE IS LOW (SURVEY)*

*BY REBECCA HARRIS | MARCH 14,
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Canada's Food Guide

- Most Canadians are aware of Canada's Food Guide, but it's far from top-of-mind as a source for healthy-eating advice.
- In a recent survey by Dalhousie University and the University of Guelph, 91% of respondents said they know about the Food Guide, and 74% are aware that the Government of Canada recently published a new version.

New Canada's Food Guide highlights lifestyle choices, nixes portion sizes.

Thirty percent of respondents said they referenced Canada's Food Guide for dietary or healthy eating advice in the last 12 months:

- Friends and family came out on top (19.7%)
- General research (18.9%)
- Social media (10.7%)
- Cookbook magazines and self-help books (10.3%),
- TV programs and documentaries(7.94%)
- Canada's Food Guide (7.9%).

What does Canada's Food Guide mean for your store?

Slightly less popular sources than the Food Guide are:

- Health professional or doctor (7.8%)
- Grocer/retailer (5.3%)
- Online influences and celebrities (2.95%)
- Younger generations (millennials and Gen Z) are most likely to consider celebrities and social media as

Red meat good, red meat bad: Why nutrition research can be so hard to follow.

- New recommendations published in the *Annals of Internal Medicine* are conflicting with past advice that people should eat less red meat and processed meat for health reasons.
- A panel of experts now says that advice wasn't based on strong science. Heather Yourex-West looks at the new recommendations, and whether we should trust them.
- A set of studies released this week upended the nutrition world, suggesting that there is no need to reduce your consumption of red meat — something that's long been recommended by a slew of public health organizations, including in Canada's Food Guide.
- The recommendations, published in the journal *Annals of Internal Medicine*, said that the evidence supporting reducing your intake of red and processed meat was weak.



Research finds cutting back on red and processed meat won't improve your health — so why were we told it would?

“Based on the research, we cannot say with any certainty that eating red or processed meat causes cancer, diabetes or heart disease,” said Bradley Johnston, an associate professor at Dalhousie University, who co-led the review.

