

Top Trends in Nutrition



Organic eating?

Caveman diets?

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What Are People Talking About These Days?



1. "The Plate"
2. Today's Diet Trends
3. Organic eating
4. Super foods
5. The "Eating Local" movement
6. The joy of vegetarianism
7. The power of energy drinks
8. Vitamin D
9. Gluten free & other diet fads
10. Influence of TV MDs
11. Mindful eating

1) "The Plate"



2011 Dietary Guidelines for Americans

Using "The Plate:" Recommended Servings Per Day*

Grains	5 – 8 oz. /day	Half should be whole grains.
Veggies	2 – 3 cups /day	Vary your veggies.
Fruits	1.5 - 2 cups /day	Focus on fruits.
Dairy	3 cups /day	Get your calcium rich foods.
Protein	5 – 6 oz. /day	Go with lean protein.

**This is appropriate for individuals who get less than 30 minutes per day of moderate physical activity. Those who are more physically active may be able to consume more.*

2) Trendy Diets:

Today's Most Popular Diet Books
(as per Amazon.com. September, 2011)

- South Beach Diet
- Dukan Diet
- Zone Diet
- Flat Belly Diet
- "Caveman Diets"
 - The Paleo Diet
 - NeanderThin



Dietary Trends: **THE HCG DIET**

HCG = Human chorionic gonadatropin

- A hormone released by a pregnant female that helps mobilize fat and helps get nutrients to the placenta
- HCG is only approved as a prescription for fertility treatments
- Used by men to mitigate the side effects of anabolic steroids



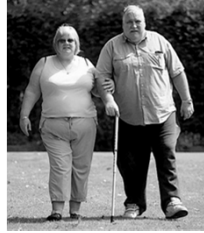
HCG DIET:

Cautions & Concerns

- As a weight management medication, HCG is used as a supposed appetite suppressant
- Originally available only through injections, now available as drops used sub-lingually
- Daily caloric consumption is only 500 calories
- Must be under a physician's care for calories that low
- Electrolytes must be checked

HCG Diet: Trend or Fad?

- Dr. A. T. W. Simeons developed the eating protocol
- Quick fix or sustainable lifestyle change?
- What causes weight loss: the hormone or the very low calorie diet?



Does it Work?

- Must carry FDA disclaimer that is is not shown to be effective for weight management
- No substantial evidence that it does anything more than a 500 calorie diet would do
- Users who buy online are not under a doctor's care
- Kevin Trudeau fined \$37 million in 2008 for misrepresentation in infomercials

Dietary Trends: **Probiotics** "Good" bacteria in the gut

- The Probiotics movement has gained momentum in the US in past 20 years
- Studied since early 1900's
- Under control of FTC as a food, not medicine
- Claims of health benefits are, therefore, not under FDA

Are you a good bacteria or a bad one?



UNDERSTANDING PROBIOTICS

- 400 different bacterial species in GI tract
- Probiotics suppress bad bacteria and produce vitamins
- Break down food
- Produce lactase to digest dairy products
- Limited evidence supporting some uses of probiotics
- Bacteria must be alive
- Always consult with a physician first
- Activia can now only advertise that it is for functional constipation – jury is still out on whether it even does that
- A healthy lifestyle makes a healthy gut

3) Organic America

- 25% of Americans buy organic products at least once a week
- Organic food sales hit \$22.75 billion world-wide in 2007
 - 45% American consumers
- 17-21% increase in annual sales since 1997



What is “Organic”?



- Every ingredient grown organically except salt and water
- No irradiation
- No GEOs (genetically engineered organisms)
- Not grown with sewage sludge fertilizer

10 Reasons for Buying Organic

Sylvia Tawse, *Organic Times* (1992)

1. Protect future generations
2. Prevent soil erosion
3. Protect water quality
4. Keep chemicals off your plate
5. Protect farm worker health
6. Save energy
7. Help small farmers
8. Support a true economy
9. Promote biodiversity
10. Flavor and nourishment

Does Organic Guarantee Better Nutrition?



- Organically grown tomatoes have more vitamin C
- Organically grown bell peppers have same vitamin C as conventional
- Research virtually unavailable: USDA stopped studying organic nutrition years ago at request of corporate agricultural interests

What Vegetables to Buy Organic

- Green Beans
- Broccoli
- Brussels Sprouts
- Cabbage / Lettuce
- Carrots & Celery
- Collards
- Cucumbers
- Mushrooms
- Peppers
- Potatoes
- Radishes
- Spinach
- Turnips
- Squash / Zucchini



Types of Fruits to Buy Organic

- Apples
- Cantaloupes
- Cherries
- Grapes
- Oranges
- Peaches
- Pears
- Plums
- Tomatoes



“Natural Foods”



- No legal definition: All food comes from natural sources
- “Natural” is more a marketing term than a scientific one
- It does NOT mean:
 - Organic
 - No processing
 - No additives
 - It’s good for you

WHAT IT SHOULD MEAN

In UK “natural” means no interference by man

- No chemicals or additives
 - Sodium, MSG,
- Not severely processed
 - Beyond freezing, heating or concentrated



FUNCTIONAL FOODS



- One of the fastest growing segments of the food industry
- Foods that have something added other natural nutrients
- Almost non-existent in 1992, there were 200 new products in 2007

Good Food or Bad Science?

- 95 % of the claims have not been approved
- People believe the marketing
- Could potentially interact with other supplements
- There is no research indicating that the supplemental additives act the same as naturally occurring nutrients



4) SUPERFOODS

- Is there such a thing?
- Some foods are more nutrient dense
- Eat a variety of foods to get all nutrients
- Orthorexics – people with an unhealthy obsession with eating healthy (Pullan)

5) Eating Locally: What Does it Mean to Be “Local”?

- Definitions vary from a 100-mile to 250-mile radius from your home
- “Within a day’s leisurely drive of our homes.”
– Gussow, Time 1950



How Far Does Your Food Travel?

- The average food item travels 1500 miles to get to you!
- Organically grown foods may be better for the individual, but at what cost to our food system?
- What costs the environment more? Transporting food to the market or transporting from the market to home?



How Much Are You Willing To Sacrifice to Eat “Local”?

- **Coffee?**
– Most Americans don’t live near a coffee plantation
- **Wine or alcohol?**
– Is there a winery nearby?
- **Year round produce?**
– Lettuce is typically grown in the spring
– Tomatoes in the late summer
– Fresh fruit in the fall
– Fresh produce in the winter may be tough to find

6) The Joys of Vegetarianism

- Ethical
- Environmental
- Religious
- Political
- Cultural
- Aesthetic
- Economic
- Health



Types of Vegetarian Diets



- **Lacto-vegetarian**
 - Allows dairy, but no eggs
- **Ovo-vegetarian**
 - Allows eggs, but no dairy
- **Ovo-lacto vegetarian**
 - Allows eggs & dairy products
- **Flexitarian**
 - A vegetarian who eats meat on occasion

Health Benefits of Vegetarian Diets

- Lower mortality rates from ischemic heart disease
- Lower LDL Cholesterol
- Lower Blood Pressure
- Reduced Risk of Type 2 Diabetes
- Lower BMI
- Lower Cancer Risk



Words of Caution for Vegetarians



- Possible protein deficiency
 - The tofu / soy controversy
- Possible Nutrient Deficiency or Insufficiency
 - Vitamins B12 & D
 - Iron, zinc, calcium
 - Iodine
 - Omega 3 Fatty Acids

Vegetarians & Exercise

- Consume sufficient protein
 - Milk, tofu, yogurt, cheese, PB
- Get enough Iron in your diet
 - Wholegrain cereals, leafy green vegetables, figs, lentils and kidney beans, and some dried fruits.
 - Limit coffee, whole grains, bran, legumes, and spinach, which interfere with iron absorption
- Vitamin B-12 can be obtained from fortified foods, eggs, cheese, milk or yogurt

Vegetarian vs. Vegan

- A vegan diet completely eliminates intake of animal products and by-products such as eggs, dairy, and sometimes honey
- Vegan is not simply a diet, but a lifestyle against the exploitation of animals



Is it possible to truly be Vegan?



- Can NOT completely avoid eating meats
- Consume a variety of microorganisms when eating fruits, vegetables, herbs & spices
- Growing & harvesting produce inevitably kills
- And what about leather?

7) The Truth About Energy Drinks

- An “energy drink” is a beverage designed to increase energy in attempt to improve physical and mental performance, decrease mental fatigue, and enhance driving ability when tired



Common Ingredients

- Caffeine (70-200mg)
- Sugar
- Taurine
- Guarana (1mg = 40mg caffeine)
- B Vitamins (2000-8000% RDA)
- Ginseng
- Ginkgo Biloba
- L-Carnitine



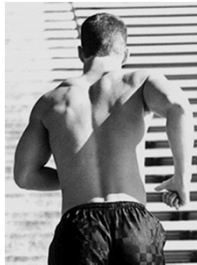
Energy Drink Side Effects

- Caffeine
 - Amounts > 400mg may cause:
 - nervousness, irritability, sleeplessness, increased urination, abnormal heart rhythms, (arrhythmia), decreased bone levels, and stomach upset



Do Energy Drinks Increase Performance?

- Research supports use of caffeine to enhance performance
- Combined effects of caffeine and herbal ingredients is not known



Is It Safe to Mix Energy Drinks & Alcohol?

- Adding alcohol to energy drinks is popular, esp on college campuses
- Caffeine offsets fatiguing effects of alcohol (*i.e. you get a wide-awake drunk*)
- Increased dehydration could lead to adverse cardiovascular effects



8) VITAMIN D: The “Supplement Du Jour?”



- Promotes stronger bones
- May decrease risk of stroke & certain cancers (breast, colon)
- Low levels may affect mood and cognitive ability particularly in elderly
- Sources: sunlight, egg yolks, liver, butter, fortified milk

9) Gluten Free Diets & Other Fad Diets

- Gluten is found in wheat, barley, rye & (possibly) oats
- Gluten free diets only necessary for those diagnosed with celiac disease
 - (1 out of every 4700 Americans)
- Gluten is in many foods:
 - also condiments, cosmetics, even the glue on envelopes
- Acceptable alternatives:
 - corn, potatoes, rice, buckwheat, chick peas, tapioca/cassava
- Increased awareness thanks to high-profile followers:
 - Gwyneth Paltrow, Jenny McCarthy, Elizabeth Hasselbeck

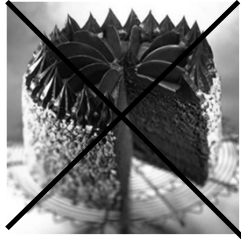
Low Carb vs. Low Fat Diets

- Low-carbohydrate and low-fat diets have evolved to facilitate improved cardiovascular mortality risk and to combat obesity
- Controversy has led to intense debate amongst medical professionals and researchers



Understanding Low-Carb Eating

- No current definition for “Low-Carb”
- Based on philosophy that increased sugar (i.e. carb) responsible for body fatness and heart disease
- Low-Carb vs. Ketogenic



Restricted Carbohydrate Diets

- Can refer to a diet that is anywhere from zero to 40% carbohydrate
 - Below the ADA recommendation
- Most “low-carb” diets encourage elimination of simple sugars with significant reduction in grains, fruits, but not vegetables



Ketogenic Diets

- Typically 20-60 g per day or < 20% of a 2,000 kcal per day diet
- Designed to induce ketosis
 - Liver glycogen stores depletion
 - Brain & body learn to function off ketones, by-products of fat oxidation
- Initial phase of Atkin’s and South Beach Diet



The Low Fat Diet Craze of the 90's

- Based on philosophy that fat intake increases body fatness and heart disease
- Initially resulted in suggestion to replace saturated fat with poly-unsaturated fats
- Progressed to "elimination of all fats" from the diet



The Problem with "Low Fat" Diets

- Recent studies show no benefit to cardiovascular mortality
- Incidence of Obesity, Diabetes, Heart Disease, and Cancer has increased since low-fat diets became popular in the 1980's
- Encourages increased intake of carbohydrates



Low Fat/Carb Diets and Weight Loss

- Recent studies suggest that restricted carbohydrate diets result in slightly greater weight loss compared to diets low in fat
- The amount of carbohydrate restriction necessary is not known and is likely closer to 30-40% of the total dietary intake



Eat Right for Your Blood Type?

- Created by Naturopathic Physician Peter J. D'Adamo
- Eat Right for Your Type
- Based on belief that “blood type” is key genetic marker that determines appropriate exercise, diet, supplementation and medical treatment plans for health and longevity



Blood Type Diet Recommendations

- Type A's prefer
 - Vegetarian diet
 - Smaller, more frequent meals
 - “Calming” exercise (i.e. Yoga, Tai Chi)
- Type B's should avoid
 - Corn, wheat, buckwheat, lentils, tomatoes, peanuts, sesame seeds, and chicken
 - Intense exercise balanced with meditation



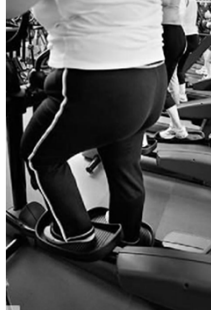
Blood Type Diet (cont.)

- Type O's should
 - Consume diet high in iodine and proteins
 - Avoid gluten
 - Limit dairy and grains
 - Participate in regular brisk aerobic exercise
- Type AB's should
 - Follow components of both Type A & B plans



The Benefits....

- Encourages people to find a diet that is unprocessed & appropriate for their individual digestive system
- Supports increased physical activity



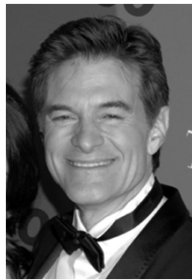
The Risks

- Lack of scientific evidence
- May cause serious nutrient deficiency
- Complicated
- Any weight loss or health changes more likely result of lifestyle and behavioral changes and NOT from specific relationship between diet and blood type



10) The Influence of TV MDs

- Influential TV doctors: Dr. Oz, Dr. Sparks, Dr. Gupta
- They tend to be more sensible & realistic
- More focus on lifestyle change & exercise than simply "diet"
- Not promoting extremes: "low fat", "low carb" or "high protein"



Dr. Mehmet Oz

11) MINDFUL EATING?

- People gain weight due to mindless eating:
 - Eating while not paying attention or distracted
 - Eating out of habit
 - Eating out of boredom



Becoming More Mindful

- Pay attention & enjoy each bite
- Listen to your body for feelings of fullness
- Be grateful to the living thing that gave its life so you may live
 - A chicken, a salmon, a butternut squash



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