



Sugar Rush

*...everything you
wanted to know
about the sweet stuff*

Brought to you by:



Sugar: Friend or Foe?

Did you know that sugar is vital for all life on Earth? **Glucose** (or blood sugar) supplies energy to every muscle, organ and cell in our body. It is not sugar itself that is harmful but it is the AMOUNT of sugar you consume that becomes harmful and our modern society has us consuming more sugar than ever before.

The American Health Association (AHA) recommends no more than 9 teaspoons a day for men and 6 teaspoons a day for women. Yet, the average American consumes a whopping **22 teaspoons of sugar PER DAY!**



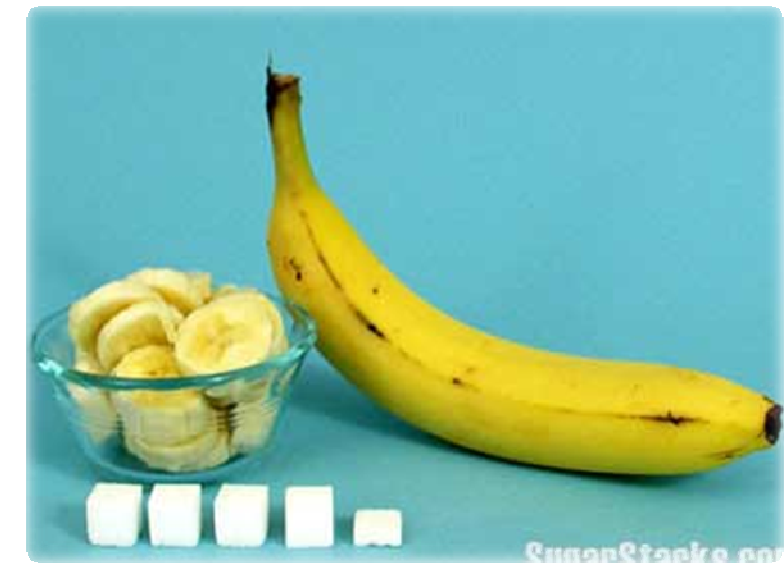
How Much Sugar is Hiding in Your Favourite Foods?



1 bar = 3.5 tsp. of sugar



8 oz. = 5 tsp. of sugar
24 oz. can = 18 tsp. of sugar



1 large = 4.5 tsp. of sugar
**naturally occurring sugars



8 baby carrots = 1 tsp. of sugar
**naturally occurring sugars



PB & J Sandwich = 8.5 tsp. of sugar



8 oz. = 6 tsp. of sugar
16 oz. bottle = 12 tsp. of sugar

As you can see, there is sugar in most popular foods. Are you surprised to see just how much sugar is in the processed foods? While we did include a fruit and a vegetable here, we also wanted to note that there is no added sugar in these items. It is important to keep in mind that **sugar is sugar** whether it is naturally occurring or not, **HOWEVER**, there are far more nutritional benefits to carrots and bananas than to a processed breakfast bar or a can of iced tea. The more you avoid processed foods, the less sugar you will be consuming!

Would You Eat 32 Teaspoons of Sugar?? Then Why Are You DRINKING It???

That's right! There are **32 teaspoons of sugar** in a super Big Gulp of soda! "Oh, I would never drink that much pop." Ok, maybe just a can of Coke? **10 teaspoons of sugar!** Even if you don't drink soda (good for you!) – a small carton of 2% milk has **3 teaspoons** of sugar in it. The best thing you can do for yourself is to cut out the liquid sugar from your diet. **Water** is the best option for your health and **tea** is also a great choice as long as you are not adding sugar. If you really feel you need some sweetness in your beverages, try adding a splash of 100% fruit juice to club soda for a refreshing seltzer!



Sugar Substitutes

Sugar contributes to obesity, diabetes and tooth decay but are artificial sweeteners, honey & agave nectar healthier than table sugar? Here's the real deal on six common sweeteners:

Name	Calories	Found In	Details
Agave Nectar	20 cal./tsp.	Cereals, yogurts, tea	This nectar is the product of the agave cactus and its taste and texture are similar to honey. Agave is sweeter than honey so you can use less to get similar sweetness. Contains more fructose than table sugar and is less likely to cause a spike in blood sugar but could be more likely to reduce your metabolism and insulin sensitivity.
Aspartame (AKA Equal, NutraSweet)	0	Drinks, gum, yogurt, cough drops	One of the most studied artificial sweeteners; it has been accused of causing everything from weight gain to cancer. While the FDA, World Health Organization and the American Dietetic Association say that when used in moderation it poses no threat, the Centre of Science in the Public Interest (CSPI) feels differently and gave it their lowest ranking in a review of food additives. Proceed with caution.
Honey	21 cal./tsp.	Cereals, baked goods, tea	Honey contains trace amounts of vitamins and minerals. May not raise blood sugar as fast as other sugar products. Should be used as sparingly as any other full-calorie sweetener.
Saccharin (AKA Sweet'N Low)	0	Drinks, canned goods, candy	While rat studies in the 70s found a link between consumption of saccharin and bladder cancer, later studies showed results may only occur in rats and there was a lack of evidence that it would cause cancer in humans. CSPI places it on their "avoid" list despite the fact that the US National Toxicology Program removed it from their Report on Carcinogens in 2000. Proceed with caution.
Sucralose (AKA Splenda)	2 cal./tsp.	Fruit drinks, canned fruit, syrups	Received FDA approval in 1998. The CSPI deems it safe and several studies have found that it is not carcinogenic. Not sensitive to heat and can be used in baking, useful for dieters and diabetics.
Stevia (AKA Truvia, PureVia)	0	Used as "dietary supplement"	In December 2008, the FDA announced it would allow stevia and its extracts to be added to food & beverages as a sweetener. Health Canada has allowed it to be added as a non-medicinal ingredient to natural health products, opening the door to allow food & beverage makers to expand the use of stevia in their products. Still, the product has not been around long enough to know the long-term ramifications of consuming stevia and its extracts. Proceed with caution.

How to Break Up with Sugar!

If you've found that eating sugary snacks just makes you crave more, don't think it's because of your own weakness! Eating lots of simple carbs, without the backup of protein or fat, can quickly satisfy hunger and give you a short-term energy boost but can quickly leave you feeling famished and craving more. The taste of sugar also releases endorphins that calm and relax us and provide a natural high. It also releases the feel-good brain chemical, serotonin, commonly thought of as the "happiness" molecule. With all that, it's no wonder we crave sugar! Here are some great tips for controlling your sugar cravings over the short-term and long-term!

Eat Regularly!

Eat every 3-5 hours to keep blood sugar stable and help you avoid irrational eating behavior. Choose protein, fibre-rich foods to help keep you fuller, longer!

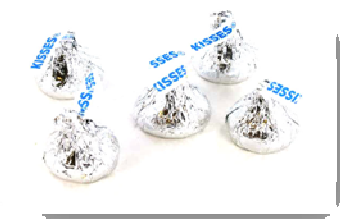


Get Up and Go!

When a sugar craving hits, walk away. Take a walk around the block or do something to change the scenery. Cravings that aren't related to true hunger only last 15-20 minutes so occupy your mind with another activity and it will pass.

Give In a Little!

Eat a little bit of what you are craving but limit yourself to 150 calories worth of it. This can help you avoid feelings of deprivation.



Reach for Fruit!

Keep fruit handy for when sugar cravings hit. You'll get fiber and nutrients along with some sweetness. Seeds, nuts and dried fruits are also helpful to have on hand.



Get Support!

Many people turn to sweet foods when they are stressed, depressed or angry but food doesn't solve emotional issues. Consider seeking help if your emotions are involved with your sugar cravings and you cannot break the cycle with these tips.

Skip Artificial Sweeteners!

While they may sound like a great alternative, they don't lessen cravings and haven't demonstrated a positive effect on the obesity epidemic.

