Please view the study of oatmeal and vitamin C funded by Tropicana and Quaker: https://www.livescience.com/5208-oatmeal-oj-breakfast-champions.html. Quaker and Tropicana used the study to their advantage to promote their specific products of oatmeal and orange juice however the study was focused on the energy density of food and not oatmeal or orange juice specifically. Makes the public believe that oatmeal and orange juice make the perfect breakfast but so do many other lower energy density foods.

Everyone is an “expert”. Are they selling a product? What are their credentials? Even studies differ. Use examples of coffee, coconut oil. This example of fibre: “One of my favorite examples is a pair of studies released 10 days apart — one concludes fiber in the diet helps prevent colon cancer; the other concludes fiber has no effect on colon cancer risk. Both are well designed, well constructed double-blind studies. The science of what people should eat is still open to discovery and interpretation.” https://www.foodprocessing.com/articles/2005/195/ No one wants to give up the food that they love. So we hear what we want to hear and pick and choose the nutritional information we want to incorporate.

We are passionate about food. When we find what has worked for us we spread the word. But what worked for one may not at all be suitable for the next person. Individuals can have opposite responses to the same diet, therapy, trends..etc. i.e.: “An Israeli study tracking the blood sugar levels of 800 people over a week suggests that even if we all ate the same meal, how it's metabolized would differ from one person to another. The findings, published November 19 in *Cell*, demonstrate the power of personalized nutrition in helping people identify which foods can help or hinder their health goals.”

https://www.sciencedaily.com/releases/2015/11/151119133230.htm

Science tells us that obesity is a complex condition influenced by genetics, food choices, portion sizes, personality traits, physical activity and sometimes a disease process like metabolic syndrome or other physical ailment. Yet we want to simplify a very complex condition down to food choices and calorie intake. Eliminate fruit, soda, gluten, fat, carbs…etc. making a “diet” the answer to a complex potentially lifelong problem. While they may help with weight loss, it is rarely a sustainable answer that addresses the overall health of an individual.

The average 1,800-calorie diet should contain between 210 and 290 grams of carbohydrates each day, which is equal to 45 to 65 per cent of your daily calories.

About half of your daily calories! Since carbohydrates are the main source of energy for the body and brain, they are an important component of a healthy diet.

When carbohydrates are digested, they turn into sugar, or glucose, which is then absorbed into your blood. The faster carbohydrates are digested and absorbed, the more quickly and the higher your blood sugar levels can rise after eating. Complex carbohydrates contain fibre which keeps your blood sugar levels lower by slowing down the digestion and absorption of carbohydrates. this can help control your cravings, weight and reduce your risk of chronic disease. The glycemic index measures the rate of digestion and absorption of carbohydrates and the way this effects your blood sugar levels. The glycemic index is a system used to classify the speed at which different carbohydrate-rich foods are absorbed and elevate your blood sugar levels.

Study that showed the addition of vinegar lowers glycemic index https://www.ncbi.nlm.nih.gov/pubmed/16034360

Relationship between Blood Glucose & Insulin

-Blood Glucose – Carbs increase blood glucose levels

-Insulin – When insulin is high, fat building is high

-When glucagon is high, fat burning is high

Body is always trying stay balanced and conserve energy to maintain other bodily functions and processes and protect from any crisis. Building muscle takes a lot of energy

Once past the upper limit, body uses the additional protein for other body processes.

Protein powder should never replace adequate food based protein in your diet. For use to supplement when necessary or when transitioning into a vegetarian lifestyle.

-When organic food is shipped globally it can suffer nutrient loss through time and storage. Local food is not only fresher, and tastier, but it also can be more nutrient dense. If organic is your preference, find organic foods grown close to home to get all the benefits organic can offer.

-Many companies are capitalizing on consumer demand for more organics in the food industry. Processed foods such as organic cookies, organic potato chips, and organic mac and cheese are still processed products that have the same health concerns as other processed products

-Many farmers opt to use natural based pesticides and herbicides, don’t use antibiotics, steroids or hormones in their animals. Small scale farmers can’t afford the expensive certification to deem their fields and animals organic. Speak to your farmer at the local farmer’s market, get to know their practices if these are concerns for you and where you can, support small and local!

-Local food doesn’t need to be transported long distances. The carbon footprint of organic food could potentially offset the environmental benefits of a lower pesticide use.

Polyphenols/antioxidants, hydration, fibre,

Nutrients work better together as they are found in nature. I.e. vitamin c is always found with bioflavonoids. Food that contains calcium always has at least traces of its cofactors for absorption such as magnesium, biotin, zinc, manganese…etc.

When isolate, they can cause damage. I.e. calcium supplements causing arterial plaque because of the lack of co factors which help with its direction into the bone and absorption.

-Aim to get more nutrient dense foods in your diet.

-Better absorption from food which is meant for your body

-Use this example of an apple:

Apples are full of vitamins, minerals and antioxidants.  Researcher found that those who consumed an apple a day actually took fewer medications.

Their soluble fibre (apple pectin) helps to regulate blood sugar and lower cholesterol. Some people will choose to take apple pectin in supplement form for these benefits. But they are also a good source of potassium for blood pressure, vitamin c and it’s the combination of nutrients that helps to protect against cardiovascular disease.

This combination of nutrients means eating apples can help protect against cardiovascular disease.

For the biggest health advantage from apples, eat the whole apple.  There are many nutrients in the peel and the flesh that work together for your benefit.