Consumer Attitudes to Carbohydrate Intake.
Carbohydrate Intakes – High, Low or Irrelevant?
CSIRO Auditorium, North Ryde, Sydney 19 March 2013.
ILSI
International Life Sciences Institute
Grains & Legumes Nutrition Council
Sarah Hyland

‘There is one thing stronger than all the armies in the world, and that is an idea whose time has come.’

Victor Hugo - Histoire d’un Crime (The History of a Crime) [written 1852, published 1877.

Whole Food
vs
'Frankensteined' Food
Suspicion
Distrust
Tension
Fear
Duty of Care
vs
Turning a Profit
It will make me fat (AGAIN)
It will make me sick
The Highly Questionable Value of Carbohydrates & Sugars

Avoidance is Not New

1996
Fat & Breakfast Bars

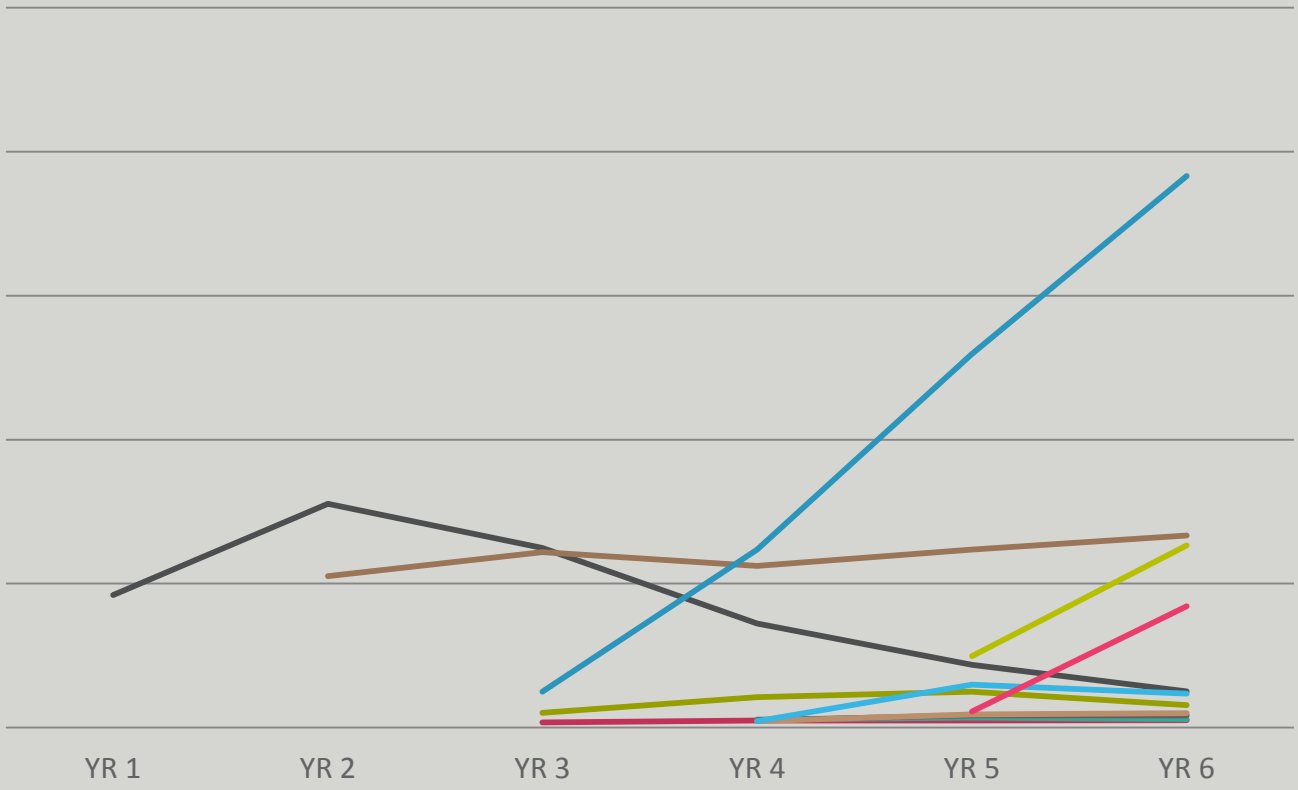
Free From.. Has No…..

Australian Product of The Year 2012

Neilsen : N ~ 11,600 households

"….and *healthier versions of favourite items such as Macro Gourmet Dips, which are now also gluten and dairy-free …"*

Beer Launch Patterns



Low Carb launch pattern

Average launch pattern

Low Carbs High Protein

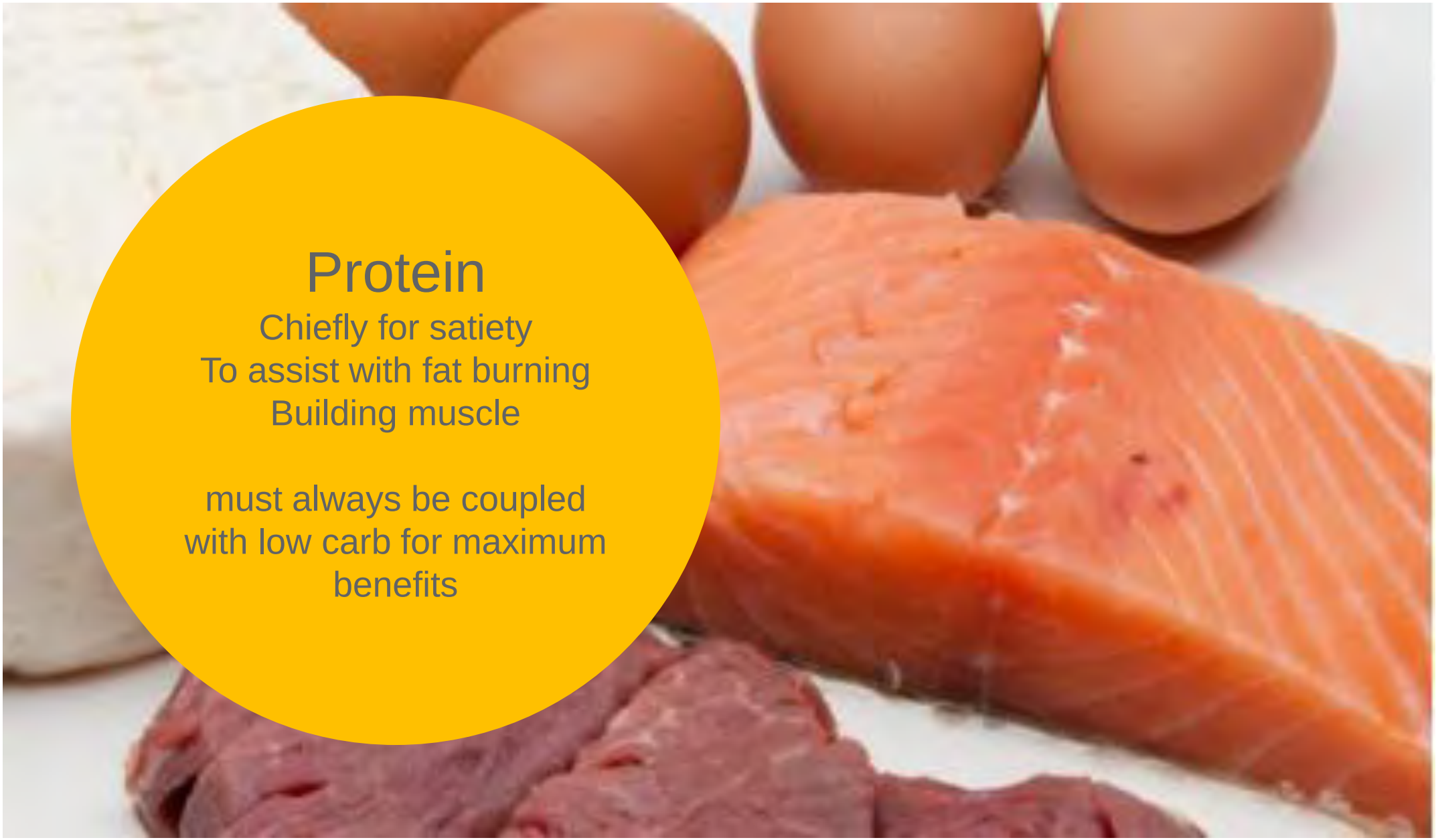
Lots of health benefits:

- Great taste
- 23g protein (38%)
- Less than 8g carbs
- Feel fuller for longer
- Low GI for slow release energy
- 5 x 25g bars in a multipack

Ingredients: protein blend 38% (whey isolate, whey concentrate, soy isolate, calcium caseinate, hydrolyzed collagen protein), high protein chocolate coating 18% (sugar, vegetable fat, soy protein isolate, cocoa powder [7%], full cream milk powder, soy lecithin, flavour), glycerine, sorbitol, cocoa powder 3%, water, polydextrose (soluble dietary fibre), soy puff (soy protein isolate, tapioca, starch, salt), flax seed meal, soy oil, soy lecithin, sweetener (sucralose), flavor, colour (155, 133).

If a food product mentions WHOLEGRAINS on its packaging, how would it influence your purchase interest?

	2009	2011	
Base:	1,233	1,204	Significance @ 95% confidence
Much more likely to buy	26%	22%	Significant
Slightly more likely to buy	41%	40%	NS
No impact	26%	32%	Significant
Slightly less likely to buy	5%	4%	NS
Much less likely to buy	2%	3%	NS


Protein
Chiefly for satiety
To assist with fat burning
Building muscle
must always be coupled with low carb for maximum benefits

Energy
Vitamins & Minerals (supplement)
Vegetables
Some fruits (bananas)
Eggs & meat
Carbohydrates (breakfast/sandwich for kids)
Coffee
V
Red Bull

Fear of sugar especially for children
Must be added in situ
Honey ok
Some fruits but proceed with caution

If you've seen one carb, you've seen them all.

Low GI is definitely good

But how much sugar is in there??

Fibre, vitamins rarely mentioned

Inability to discern the value of carbs

VOLUME of food consumed rarely (if ever) spontaneously mentioned.

The value of wholegrain/carbohydrates resonates most strongly at breakfast

If dieting/maintaining/trying to be good
low carb (try to minimise)
high protein
low sugar

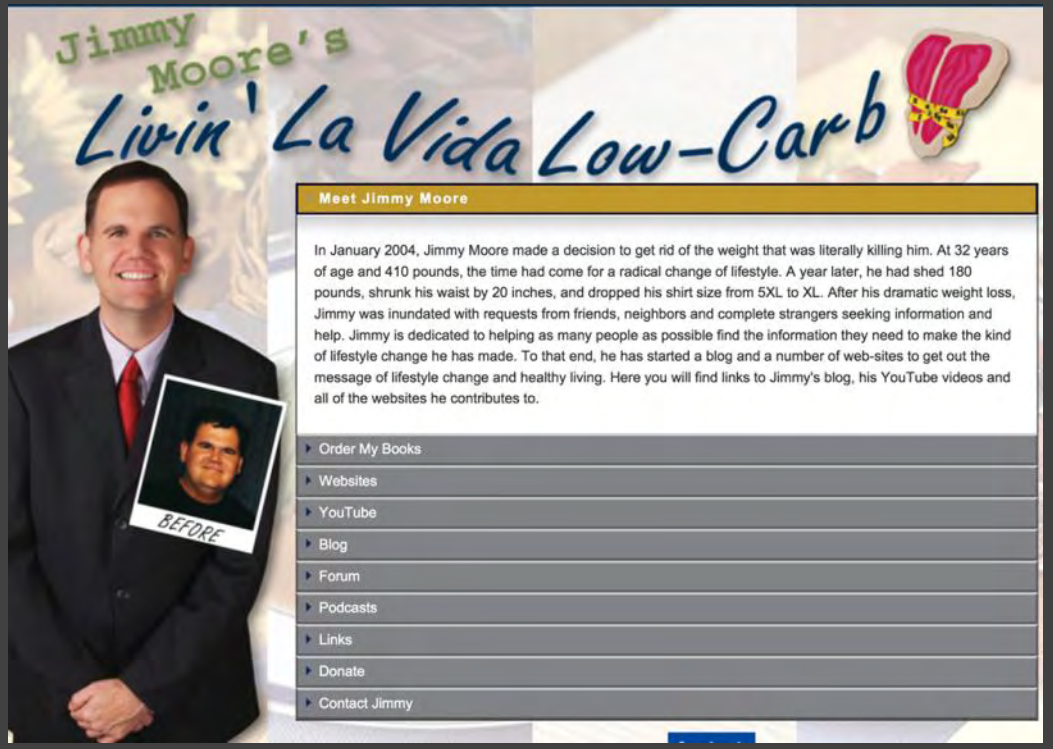
For Children
mod – hi carb ok (+ sandwiches)
low GI
low sugar

Fibre Who?

Unless you play sport for Australia or run marathons, you don't need carbs.

"Elite Member"
Cheappinz on website:
ironmagazine.com:

"*I get stupid with low carbs..my memory goes and I have trouble with basic thinking..adding, etc.. I know this happens to others. What supps do you guys take to not be a moron? I've heard alcar does the trick. And I've heard alcar can be used either orally or im. Any experience with this?*"



The Ketogenic Diet
Ketones as an acceptable alternative to fuelling the brain & body

LOW CARB DOWNUNDER & NOURISHING AUSTRALIA PRESENT

What should we eat?

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THE 2012 SEMINAR SERIES

What Should We Eat?

The health benefits of low carbohydrate nutrition

Welcome, you are invited to attend these seminars.

There will be a wide range of speakers and panel discussions on the themes of low-carb nutrition, eating healthy fats, sourcing and preparing healthy whole foods, exercise, the paleo approach and also nourishing our food producing environment in a sustainable way.

Issues that will be addressed include Overweight, Obesity, Diabetes, Digestive Disorders, Asthma, Alzheimers, and a range of other related health problems.

Melbourne – Saturday 17th November – More Information

Byron Bay – Wednesday 21st November – More Information

Sydney – Saturday 24th November – More Information

Brisbane – Saturday 1st December – More Information

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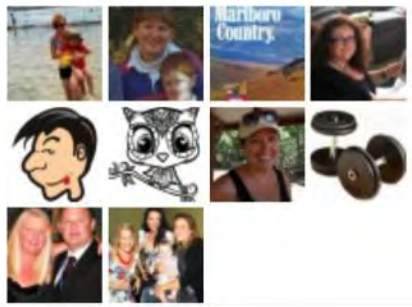


STOP Carbocide – Bread is Not Your Enemy

Bread – a lot of you might have a love/hate relationship with it. They either can't stop eating it, or are afraid to go near it at all because they have been told carbs are the enemy. Put your past and any prejudices behind you and let me tell you this – you can eat bread. You just need to choose the RIGHT type and watch your portion sizes. It can be a great source of nutrients and sustained energy.

Choosing the right bread can be really tricky, so I asked nutrition expert Dr. Joanna to help guide us through the process.

In this video, we talk about:

In the video we talk through:

- ✓ Why you should look out for 'wholegrain' and 'stone-ground' breads
- ✓ Which breads have the most nutrients
- ✓ Do the 'bread test' to see what types to avoid!

Official grain serve guidelines perception.

Q. Australian dietary guidelines recommend an adult should eat four servings of grain-based foods per day such as bread, breakfast cereals, rice and pasta. Would you say four servings of grain-based foods per day would be...?

	Total	Male	Female	15-24	25-34	35-49	50+
Base:	*1,204*	*674*	*530*	*127*	*343*	*306*	*428*
Too many servings of grain foods for you	34%	27%	42%	31%	32%	36%	34%
About right	49%	53%	45%	51%	48%	48%	52%
Not enough servings of grain foods for you	6%	6%	6%	8%	7%	5%	5%
Don't know	11%	13%	8%	10%	13%	11%	9%

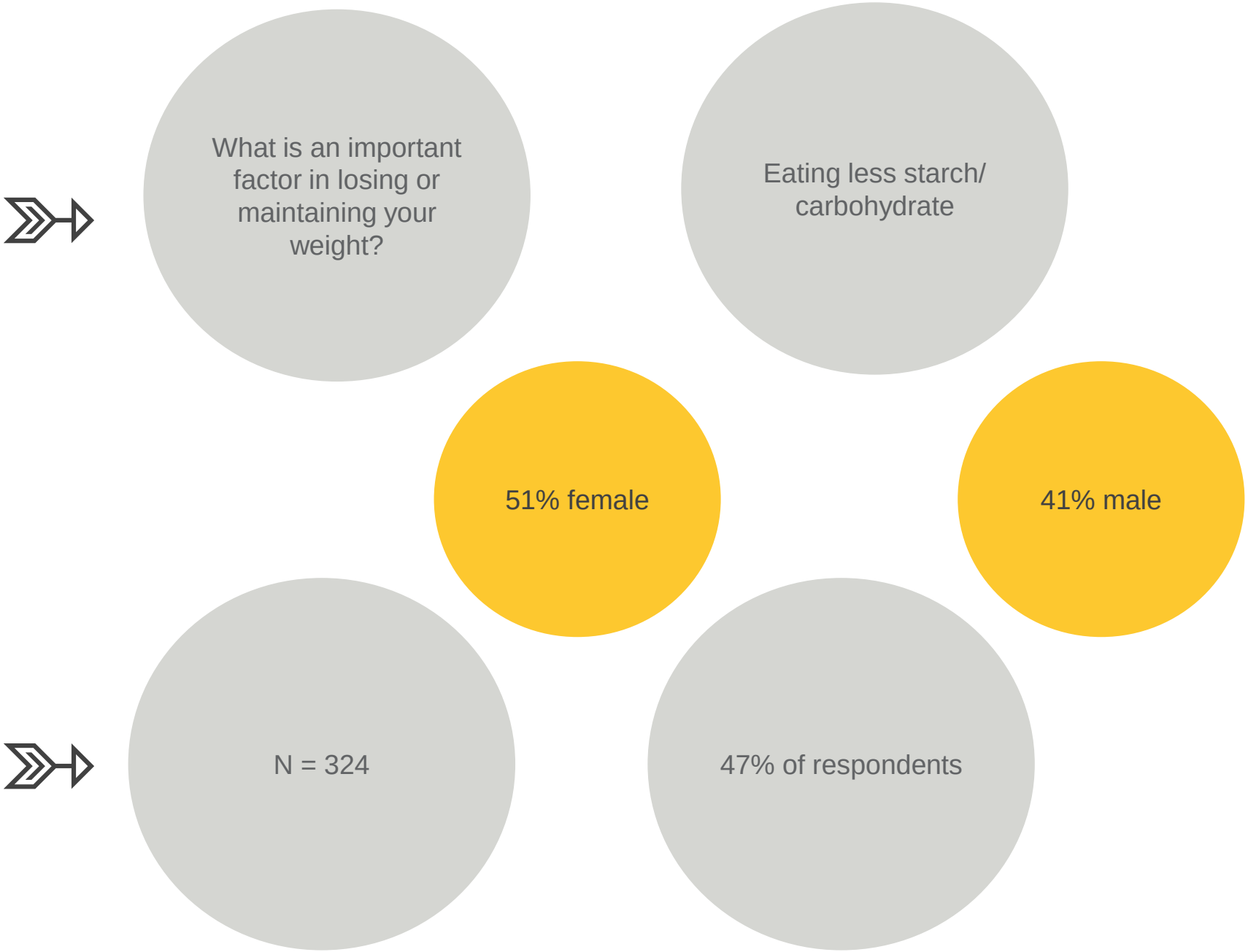
Base: Respondents aged 15+
Reds & greens indicate significant differences to total at 95% CI

Barriers to grain intake.

Q. Thinking about possible barriers to your grain-based food intake, what is the main reason you may not reach the recommended four serves of grain-based foods (such as bread, breakfast cereals, rice and pasta) every day?

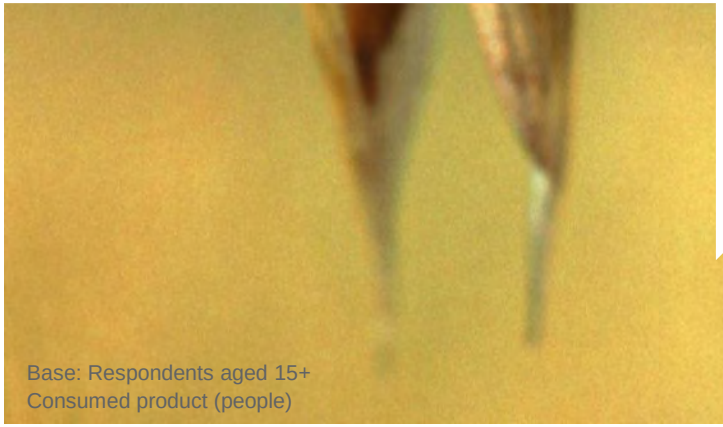
	Total	Male	Female	15-24	25-34	35-49	50+
Base:	*1,204*	*674*	*530*	*127*	*343*	*306*	*428*
Lack of knowledge of their health benefits	15%	20%	7%	22%	14%	13%	15%
I try to limit them to assist with weight loss	26%	19%	35%	31%	27%	26%	25%
I have coeliac disease	2%	2%	3%	1%	3%	4%	1%
Concerned about preservatives/ additives	5%	5%	4%	7%	4%	5%	5%
I don't think about including them in my diet	23%	23%	23%	15%	24%	22%	22%
None, I eat plenty of grain-based foods	29%	30%	28%	24%	28%	31%	31%

Base: Respondents aged 15+
Reds & greens indicate significant differences to total at 95% CI


What is an important factor in losing or maintaining your weight?
Eating less starch/ carbohydrate
51% female
41% male
N = 324
47% of respondents

Wheat Limitation

22% of Females limit wheat in their diet compared to 12% of Males



16%

Limit wheat in their diet

Base: Respondents aged 15+
Consumed product (people)

Q. Do you limit or avoid wheat in your diet?

Diagnosis of wheat intolerance

15% were diagnosed by a GP, this is significantly higher for Males (21%). 6% were diagnosed by a Gastro specialist, followed by Dietician and Naturopath at 5% each.

35%

Self Diagnose

Base: Respondents aged 15+
Consumed product (people)

Q. If you have an intolerance to wheat, were you diagnosed as intolerant by...?

Diagnosis of wheat intolerance.

	Total	Male	Female	15-24	25-34	35-49	50+
Base:	*193*	*85*	*108*	*16*	*62*	*57*	*58*
Gastro intestinal specialist	6%	2%	9%	9%	9%	6%	2%
GP	15%	21%	11%	0%	12%	20%	19%
Dietitian	5%	8%	3%	18%	6%	2%	4%
Naturopath or similar	5%	5%	5%	0%	3%	10%	4%
Self	35%	34%	35%	30%	43%	26%	29%
Other	34%	29%	38%	43%	26%	36%	43%

Base: Respondents aged 15+
Consumed product (people)
Reds & greens indicate significant differences from total sample

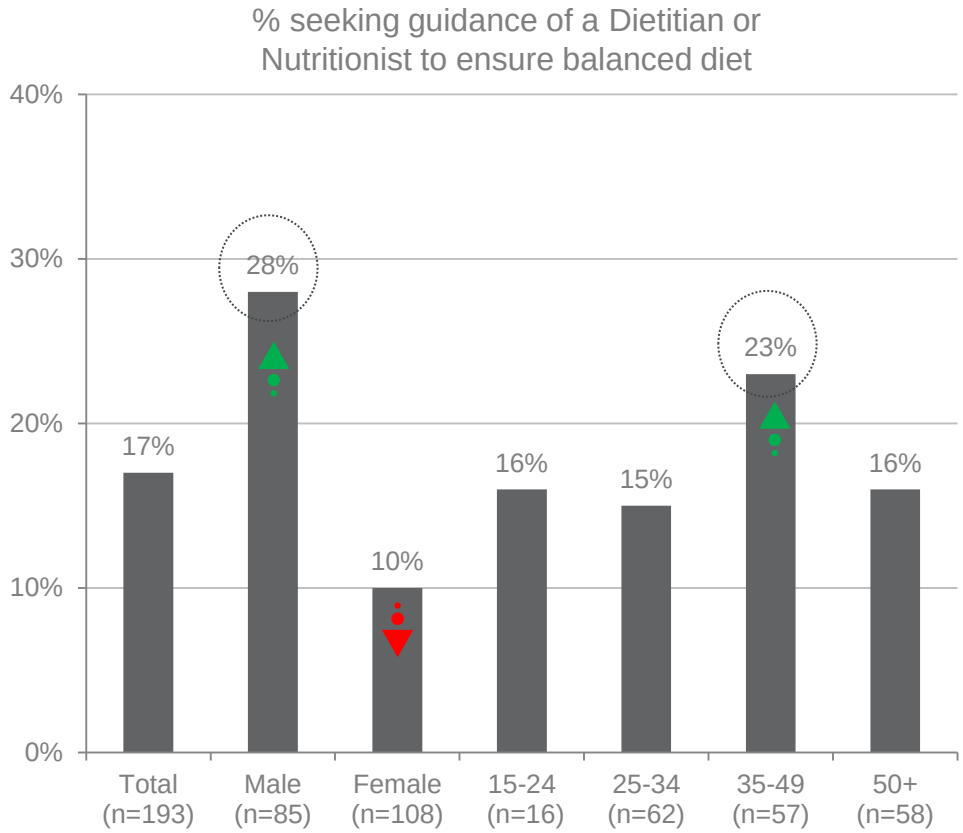
Q. If you have an intolerance to wheat, were you diagnosed as intolerant by...?

Nutritionist guidance for managing wheat intolerance.

Of the 16% of Australians that are limiting the wheat intake in their diet, only 17% have sought the guidance of a dietician or nutritionist.

Males are more likely than Females to seek professional guidance from a dietician or nutritionist at 28% and 10% respectively. This is a significant difference.

Those aged 35-49 years are also most likely to seek guidance for managing their wheat intolerance.



Base: Respondents aged 15+
Those with a wheat intolerance n=193
Red & green arrows indicate significant differences compared to total sample

Q. If you limit or avoid wheat, do you seek the guidance of a Dietitian or Nutritionist to ensure you are following a balanced diet?

Gluten/Wheat Free for Health & Well Being

Nocebo Effect.

'In a curious study, a team of Italian gastroenterologists asked people with and without diagnosed lactose intolerance to take lactose for an experiment on its effects on bowel symptoms.

The participants received glucose, which does not harm the gut.

44 percent of people with known lactose intolerance and 26 percent of those without lactose intolerance complained of gastrointestinal symptoms.'

http://www.nytimes.com/2012/08/12/opinion/sunday/beware-the-nocebo-effect.html?_r=1&

Hypothesis : Nocebo Effect

- How is eating this food likely to make me feel?
- Jittery, sick, sluggish, bloated?
- 2008/2009
- Self diagnosis of intolerance to…

Hypothesis : Self diagnosis & 'borrowing' from illnesses…

- I'm special (I'm a 'glutard')
- It's harder for me
- An each way bet :

If I lose weight, it was a success; I beat 'fatness'

If I lose too much weight, I have a condition

If I fail, I have an untreatable condition

- Either way, it's not really my fault

" I am a coeliac. Why would anyone choose to eat like this full time?"

SPQR

February 25th

COMPLAINT #586

Ugh. The only vegetarian options at this ski resort are all so carby.

-Whine by Kelly

Sarah Nietz shared a link.
4 hours ago near Gladesville ·

The sceptical nutritionist is worth a read before you do your dough getting dietary advice from a corporate lawyer.

Bill Shrapnel |
scepticalnutritionist.com.au

Like · **Comment**

[redacted] His cleints include: Goodman Fielder and Kellogg Australia.
Like · 3 hours ago

[redacted] Experts thought asbestos was tremendous, put radium in watch faces and prescribed thalidomide. Often it's the lawyers who can see through the research paradigm far more quickly than those who are too close to it.
Like · 2 hours ago

Write a comment...

New simpler food labelling system
Crap
heart attack
Shit
tooth rot
Liver failure
instant death
Shovel

Iodine deficiencies?
Gut health issues? Colorectal cancer?
Ketogenic Diet? Kidney Damage?

Sucessful Communication?

Simple changes make a difference…. But how to measure? ***Beyond kg***

Trusting the scientific process.

Extremes disappoint long term whilst pleasure is curtailed

Food is not the enemy.
Self empowerment with respect to hunger drive management, satiety and hence volume of food

‘Paradigms gain their status because they are more successful than their competitors in solving... problems. The success of a paradigm... is at the start... largely a promise of success...’

Thomas Kuhn, The Structure of Scientific Revolutions.

Thanks.