SYÖ HYVÄÄ

EAT GOOD

The Finnish Dietary Guidelines
SYÖ HYVÄÄ

Presentation topics

• The background of the guidelines

• The Finnish Dietary guidelines step by step

• The Communication material
  - The Food Pyramid
  - The Plate Model

Lue lisää: www.syohyvaa.fi
The background of the Finnish Dietary Guidelines

- Published in January 2014
- Based on the Nordic Nutrition Recommendations 2012
- The previous guidelines published 1987, 1998 and 2005
- The aim is to improve the health of the population through nutrition.
  - "Health from food!" In Finnish: "Terveyttä ruoasta!"
- Guidelines targeted for healthy, moderately active (working age) people.
- Can be used in health care, health promotion, catering and by the food industry in product reformulation
How to promote health by food

• Reduce the energy content of food, increase the nutrient content of food and improve the quality of carbohydrates.
• Eat more fruit and vegetables
• Improve the quality of fat by increasing the amount of unsaturated fats and reduce the amount of saturated fats in the diet.
• Reduce the use of meat products and red meat.
• Reduce the use of salt in packed food products and in food preparation.
Eat daily at least 500g or 6 handfulls of fruit and vegetables

- In different colours, raw, cooked
- The health benefits:
  - Lots of nutrients: vitamins, minerals, antioxidants
  - Lots of fiber
  - Just a small amount of energy
  - A big help in weight management

Atleast 6 handfulls a day

- Breakfast: blueberries with youghut and a glass of fruit juice → 1+2
  - Lunch: steamed vegetables as a side dish → 3
  - snack: an apple → 4
  - Dinner: soup with vegetables → 5
  - Evening snack: tomato and cucumber on top of a slice of bread → 6

Lue lisää: www.syohyvaa.fi
More whole grain, less refined grain

- Whole grain products help maintain constant blood glucose levels and keeps you satisfied longer → no sugar cravings
- Lots of dietary fibre
- Lots of vitamins and minerals
  - B vitamins (folate), iron, magnesium
- At least half of your grains should be whole grain
  → eat only small amounts of refined grains, since their nutrient content is very low
Take care of your dietary fibre intake

- Daily recommendation of dietary fibre intake is 25-35 g

- Health benefits of sufficient dietary intake:
  - does good to your bowel
  - keeps your bloods sugar steady
  - keeps your cholesterol levels balanced

Lue lisää: www.syohyva.fi
An example of sufficient fibre intake

• 1/3 of daily intake from 6 portions of vegetables, berries and fruits
• 1/3 daily intake from 4 slices of whole grain bread
• 1/3 daily intake from a portion of bran porridge, which contains nuts and seeds

• Sufficient intake of liquids
  ➢ 1-1,5 litres, preferably water

Lue lisää: www.syohyvaa.fi
Reduce your sugar intake

- Sugar is an unnecessary nutrient, but it's not a poison
- Sugar gives a lot of empty calories, but no nutrients
- A balanced diet, that promotes your health, can include moderate amounts of sugar
- Sugar is overconsumed because many basic food products are rich in sugar
  → juices, drinks, youghurts, cookies
- Sugary drinks are associated with overweight and obesity in both children and adults alike

Lue lisää: www.syohyvaa.fi
Reduce your sugar intake

- Recommendation: max 10 E% of added sugar
  - if you spend 2000 kcal/day (adult) → 50g or 20 sugar cubes
  - a little more to a bigger person, a little less to a smaller person
  - a maximum of about 15 sugar cubes to a child (aged 10-12 years)

- This sugar restriction concerns only added sugar
- The naturally occurring sugar in fruit, berries and milk is ok
We need quality fat for many bodily functions

- Eyesight
- Brains
- Nervous system
- Blood pressure regulation
- Blood coagulation
- The growth and development of the fetus
- The structure of the cell wall
- Sensing pain
- Hormone function
- Kidney function
- Skin condition
- Immune system

Lue lisää: www.syohyvaa.fi
The health impacts of fats

**The beneficial health effects:**

- A source of essential fatty acids, which our body needs in hormone production, as part of cells and in the function of the nervous system
- A source of A, D, E and K vitamins

**The harmful health effects:**

- Contains a lot of energy → if it is not expended, it will store up as fat deposits in the body
- Too much fat accumulates in the walls of blood vessels and eventually blood won’t be able to flow like it should

Lue lisää: www.syohyvaa.fi
The quality of fat is more important than the amount you eat!

**Syö hyvää**

Prefer the good fats

**Nuts and seeds:**
Add to salads, use as snacks, add to youghurts, to porridge, to smoothies

**Spreads**
Use vegetable oils of at least 60% fat content on your bread and when baking

**Fish**
Use different species, and try in new ways: in sandwiches, in salads

**Vegetable oils**
Use in frying, baking, as a salad dressing, in marinades

**Avocado:**
As a spread on bread, in salads and smoothies

Lue lisää: [www.syohyvaa.fi](http://www.syohyvaa.fi)
The quality of fat is more important than the amount of fat you eat!

Reduce the amount of saturated fats

Cookies and pastries, cheese, fatty meats and sausages, chocolate, butter, butter-vegetable oil spreads, coconut oil

Lue lisää: www.syohyvaa.fi
Limit the intake of red and processed meat products to the maximum of 500g per week (cooked weight)

- **Health benefits:**
  - A good source of protein, iron and B vitamins.
  - Iron from meat is absorbed well.

- **But:**
  - Large amounts increase the risk of many types of cancer and type 2 diabetes.
  - Red meat = beef, pork and mutton/lamb
  - Processed meat product = sausages and cold cuts

Meat and dairy products have a large environmental impact.

Lue lisää: www.syohyvaa.fi
The recommendation for red meat:
A maximun of 500 g meat /week (cooked weight)

<table>
<thead>
<tr>
<th>Meat serving</th>
<th>Portion size</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 meatballs</td>
<td>150 g</td>
</tr>
<tr>
<td>A steak, size of your palm</td>
<td>125 g</td>
</tr>
<tr>
<td>A scoop of meat sauce</td>
<td>125 g</td>
</tr>
<tr>
<td>7 slices of cold cuts</td>
<td>100 g</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>500 g</strong></td>
</tr>
</tbody>
</table>

+ fish dishes (at least twice a week)
+ poultry dishes
+ vegetarian dishes

Lue lisää: www.syohyvaa.fi
Alternatives to meat dishes

• Have one vegetarian day a week
• Be brave, try new ingredients
• Lentils, beans and peas are a good source of protein, fibre and minerals
• Try soy beans as such, or as tempeh and tofu
• Nuts and seeds contain protein, healthy unsaturated fats and minerals.
Eat less salt

- Table salt (NaCl) = sodium (Na) + chloride (Cl)
  - Sodium elevates blood pressure

- The health effects of consuming less salt:
  - Blood pressure decreases, which is good for the heart, brain and bones.
  - The risk of stomach cancer decreases

- In addition to decreasing the intake of sodium it’s important to get enough potassium
  - Vegetables, berries and fruits are good sources of potassium
Watch out for the hidden sources of salt

Check the salt content of
- bread
- cold cuts
- cheese
- seasonings
- convenience foods

Your taste buds will get used to less salty food in just a few weeks

Choose products with the Heart Symbol

<table>
<thead>
<tr>
<th>The source of salt</th>
<th>The amount of salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 slices of rye bread</td>
<td>1 g</td>
</tr>
<tr>
<td>2 slices of crisp bread</td>
<td>0,7 g</td>
</tr>
<tr>
<td>3 slices of edam cheese</td>
<td>0,3 g</td>
</tr>
<tr>
<td>Ham sauce</td>
<td>1,5 g</td>
</tr>
<tr>
<td>Ketchup, 1 tbsp</td>
<td>0,5 g</td>
</tr>
<tr>
<td>Soya sauce, 2 tsp</td>
<td>1,5 g</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,5 g</strong></td>
</tr>
</tbody>
</table>

Restrict the intake of salt to a maximum of 5 g/ day

Lue lisää: www.syohyvaa.fi
Make sure you get enough iodine

- Iodine is essential for thyroid gland function and hormone production

- Use little salt, but choose an iodized alternative.
  - Gourmet salts, such as sea salt, rose salt, Himalaya or Kalahari salts aren’t iodized.
  - All food industry in Finland doesn’t use iodized salt.
  - Moderate iodine sources are dairy products (the fodder is iodized), fish and other seafood.

Lue lisää: www.syohyva.fi
Vitamin D

• An adequate intake prevents bone fractures
• You can get enough of vitamin D from a versatile diet
• But:
  • As a result of ageing the skin's capability to form vitamin D and the body's ability to utilize food-driven vitamin D decreases

→ The recommendations differs in each age group
The content of Vitamin D in foods

- A portion of fried salmon file: 10-15 µg
- A portion of vendace: 20 µg
- A portion of whitefish: 30 µg
- 5 dl of milk, youghurt, sour milk: 5-10 µg
- 5 dl of oat, rice or soya drinks or youghurts: 0-3.75 µg
- 6 tsp (30 g) of margarine: 3-6 µg
- A small portion of cooked chantarelles: 12 µg
### Recommended intake of Vitamin D for different age groups

<table>
<thead>
<tr>
<th>Age group</th>
<th>Recommended intake per day</th>
<th>Amount of vitamin D supplement per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks – 2 years</td>
<td>10 µg</td>
<td>➢ 10 µg supplement around the year</td>
</tr>
<tr>
<td>2 – 17 years</td>
<td>10 µg</td>
<td>➢ 7,5 µg supplement around the year</td>
</tr>
</tbody>
</table>
| 18 – 74 years              | 10 µg                       | ➢ No need for supplement, if the intake from food is sufficient  
                              |                              | ➢ 10 µg supplement from October to March, if the intake from food is not sufficient  |
| Over 75 years              | 20 µg                       | ➢ 20 µg supplement around the year    
                              |                              | ➢ 10 µg supplement around the year, if the intake from food is abundant  |
| Pregnant and breastfeeding women | 10 µg                   | ➢ 10 µg supplement around the year     |

Lue lisää: [www.syohyvaa.fi](http://www.syohyvaa.fi)
Have a regular meal rhythm

Breakfast
Small snack if needed
Lunch
Small snack if needed
Dinner
Supper

Lue lisää: www.syohyvaa.fi
BUILDING BLOCKS FOR A VERSATILE DIET!

RANDOM FOODS

FISH, POULTRY

LOW FAT DAIRY PRODUCTS

BREAD, PORRIDGE, MÜESLI

BERRIES AND FRUITS

VEGETABLES

WHOLE GRAIN STAPLES AND POTATO

VEGETABLE OILS, MARGARINE, NUTS, SEEDS

RED MEAT, PROCESSED MEAT, EGG
The plate model
- Increases the use of vegetables
- Moderates the portion size
- Makes the meal more versatile
<table>
<thead>
<tr>
<th>INCREASE</th>
<th>EXCHANGE</th>
<th>LIMIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colourful roots and vegetables</td>
<td>White bread, pasta and rice to whole grain alternatives</td>
<td>Adding salt to food. Salty bread, cold cuts and cheese.</td>
</tr>
<tr>
<td>Peas, beans and lentils</td>
<td>Butter and butter based spreads to vegetable oil based fat spreads and oils</td>
<td>Soft drinks, energy drinks, juice. Sweets and sweet baked goods. Sugary yoghurts and viili (soured milk).</td>
</tr>
<tr>
<td>Colourful berries and fruits</td>
<td>Whole fat milk, butter milk, yoghurt and fatty cheese to products with less fat</td>
<td>Sausages and cold cuts. Beef, pork and mutton.</td>
</tr>
<tr>
<td>Fish and other seafood</td>
<td>Frying food to boiling and cooking in the oven</td>
<td>Too many snacks between meals.</td>
</tr>
<tr>
<td>Nuts and seeds</td>
<td>Fast food to home-cooked meals</td>
<td>Alcoholic beverages.</td>
</tr>
</tbody>
</table>

Lue lisää: www.syohyva.fi
Take the environment into account when making food choices

A vegetable based diet is best for the environment
    → Use the plate model to ensure, that you eat alot of vegetables

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>EXCHANGE</th>
<th>LIMIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant based options</td>
<td>Bottled drinks to tap water</td>
<td>Wasting food</td>
</tr>
<tr>
<td>Season’s products</td>
<td>One meat based meal to a plant based meal per week</td>
<td>Over eating</td>
</tr>
<tr>
<td>Use your muscles instead of your car</td>
<td>Fast foods to nutrient rich foods</td>
<td>Eating meat</td>
</tr>
</tbody>
</table>

Lue lisää: www.syohyvaa.fi
Exercise and be active!

Everyday activity is crucial
- Walk or cycle from place to place
- House work is an opportunity to move more

Avoid sitting down for a long time
→ get up, move around and stretch at least once in an hour

Physical exercise is good for the mind too.

Lue lisää: www.syohyva.fi
Exercise and be active

Recommendations for adults:
1. 2.5 h moderately vigorous exercise (brisk walking) OR 1 ¼ h vigorous exercise (running) per week.
2. Strength-building workout at least twice a week
3. Exercise on most days of the week
4. Reduce sedentary behaviour

Recommendations for children and adolescents:
1. At least 1 hour per day of moderate to vigorous physical activity
2. At least 3 times per week vigorous activities, including those that strengthen muscle and bone
3. Reduce sedentary behaviour

Lue lisää: www.syohyvaa.fi
Summary

- Eat more fruit and vegetables
- Keep a regular meal rhythm
- Choose whole grain products
- Cut down your sugar intake
- The quality of fat is important
- Eat protein in moderate amounts
- Don’t forget the environment when choosing food
- The active and exercise
- Your diet doesn’t have to be perfect to be healthy
- Enjoy your food!

Lue lisää: www.syohyvaa.fi
• Articles
• Videos
• Syö hyvä -game
• Vegetable game
• Blog
• Brochures (pdf and to order)
• Nutrition data of over 3000 food products
• Facebook: www.facebook.com/syohyvaa
• Twitter: @syohyvaa, #syöhyvää
Thank you!

SYÖ HYVÄÄ

Lue lisää: www.syohyva.fi