



PEPSICO
CANADA

health and wellness

COMMITTED TO BUILDING A HEALTHIER FUTURE.™

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Dear Nutrition Professional,

As Canada's population ages, it's becoming increasingly important to understand the role diet can play in preventing disease and maintaining good health and longevity. As we get older we are at an increased risk of developing a number of chronic diseases. In fact, the 2010 Heart and Stroke Foundation Annual Report on Canadians' Health has found that one in five "boomers," adults aged 50-64, has two or more of the following risk factors for heart disease: high blood pressure, diabetes, smoking and obesity.¹

Osteoporosis affects 1 in 4 women and at least 1 in 8 men over the age of 50.² The costs to prevent and treat disease as the large boomer population ages are expected to be substantial. For example, the annual cost to the Canadian health care system for treating osteoporosis and the fractures it causes is currently estimated to be \$1.9 billion.²

Research has shown that consuming a diet high in certain nutrients, such as calcium and vitamin D in the case of Osteoporosis,³ and soluble oat fibre in the case of heart disease and diabetes,⁴ can have preventative effects.

The purpose of this mailing is to provide information about how nutrition needs change as we get older, which nutrients are needed for good health during this life stage and how these nutritional needs can be met. Enclosed is a handout called "Nutrition As We Age – Tips for Good Health Through Diet." We hope this will be a useful tool to share with your clients to help them to make informed choices and be active participants in managing their own health and wellness.

To access additional copies of "Nutrition As We Age – Tips for Good Health Through Diet" or any of our other health and wellness materials, please visit our new website at www.pepsiconutrition.ca

WE WANT TO HEAR FROM YOU!

Please take a moment to fill out our survey at www.surveymonkey.com/s/pepsicoE and enter for a chance to win* one of two **\$250 spa gift certificates**. To qualify for the draw please complete the online survey by January 20, 2011

*No purchase necessary. Contest ends January 20, 2011 at 11:59 pm EST. Contest open to age of majority residents of Canada who are recipients of the PepsiCo Dietitian mailing program. Odds of winning depend on the total number of eligible entries received. Some conditions/restrictions apply. See contest rules for complete details.

Sincerely,

Lori Kelly RD

PepsiCo Canada ULC

Director, PepsiCo Canada Health and Wellness

References

1. Heart and Stroke Foundation. 2010 Annual Report on Canadians' Health. <http://bit.ly/cG6DwY>
2. Osteoporosis Canada. <http://bit.ly/9lxY9o>

3. Health Canada. Vitamin D for People over 50:Background. <http://bit.ly/aLOQpX>
4. Andon, MB, Anderson JW. The oatmeal-cholesterol connection: 10 years later AJLM. 2008;2:51-57



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nutrition as we age

TIPS FOR GOOD HEALTH THROUGH DIET

As we get older it's important to take a closer look at our lifestyle choices. This is an ideal time to consider nutrition habits and make changes to help prevent chronic diseases and maintain a healthy weight. An active lifestyle and a well-balanced diet are important factors when it comes to good health and extending quality of life.

Eating Well with Canada's Food Guide illustrates how much food, and which foods we need to meet our nutritional needs.¹ Adults over 50 need fewer servings of some food groups - which means less food and less calories. However, adults over 50 need extra servings from the Milk & Alternatives group to get enough vitamin D and calcium, for strong, healthy bones.

Health Canada recommends that all adults 50+ should also take a daily vitamin D supplement of 10 micrograms (400 IU).²

The chart below shows how many servings from each food group are needed.¹ You can also use Eating Well with Canada's Food Guide to find information about serving sizes and suggestions.

	Age 51+	
	Female	Male
Vegetables & Fruits	7	7
Grain Products	6	7
Milk & Alternatives	3	3
Meat & Alternatives	2	3

DON'T FORGET THE FIBRE

Adults over 50 need at least 21g of total fibre per day³ yet the Canadian Heart & Stroke Foundation reports that the average Canadian consumes only 15g. Fibre-rich foods can help you stay regular, lower your risk for heart disease, control your weight and prevent type 2 diabetes.⁴

Boost your fibre intake:

- Choose whole grain breads, pastas, and cereals - at least half of your grain servings each day should be whole grain

- Eat fruits and vegetables – add fruit to your morning oatmeal, beef up soups, salads and sauces with beans or vegetables
- Fortified snacks like Quaker® Fibre & Omega-3 bars provide 5g of fibre in each bar



proper hydration DID YOU KNOW? Thirst drive decreases with age,⁵ so it's important to be proactive to stay hydrated even if you may not yet feel thirsty. The Institute of Medicine recommends that women consume 2.7 L and men consume 3.7 L of total daily water from beverages and foods.⁶ Waters and juices fortified with vitamins and minerals pull double duty by helping to hydrate and meet nutritional needs.

References

1. Health Canada. <http://bit.ly/9xth7N>
2. Health Canada. Vitamin D for people over 50: Background <http://bit.ly/aIQpX>
3. Health Canada. Dietary Reference Intakes Reference Values for Vitamins, Elements and Macronutrients. <http://bit.ly/a31dhS>
4. American Dietetic Association. Special Nutrient Needs of Older Adults. <http://bit.ly/cCvCn1>
5. The Institute of Medicine. Dietary Reference Intakes: Water, Potassium, Sodium, Chloride and Sulfate. Washington DC: National Academy Press, 2004.
6. Institute of Medicine. Dietary Reference Intakes: Water, Potassium, Sodium, Chloride, and Sulfate, <http://bit.ly/4GytWs>

changing nutrient needs

As we age our bodies undergo changes that affect the amount of nutrients we need and the way we process them. Changes to our digestive system can result in a lack of stomach acid, which can make it harder to break down protein and absorb minerals like iron, calcium, zinc and B12.¹

There are some nutrients that older adults need more of to ensure good health²:



NUTRIENT	WHY IT'S IMPORTANT	WHERE WE GET IT	HOW MUCH ADULTS 51+ NEED EACH DAY ²
Calcium ^{3,4}	<ul style="list-style-type: none"> Essential for strong, healthy bones. Helps fight osteoporosis Important for nerve and muscle function 	<ul style="list-style-type: none"> Low fat cheese, milk and yogurt Vegetables like broccoli & kale Fish with soft bones like canned salmon Calcium fortified juices 	Males 1,000 mg Females 1,200 mg (Males > 70 need 1,200 mg)
Vitamin D ^{4,5}	<ul style="list-style-type: none"> Essential for strong, healthy bones. Helps fight osteoporosis Important for nerve and muscle function Strengthens immune system Helps calcium absorption 	<ul style="list-style-type: none"> Milk Fatty fish like salmon or tuna Egg yolks Fortified orange juice Sunlight (<i>there is not sufficient sunlight during Canadian winters to produce vitamin D</i>) 	Males 600 IU Females 600 IU (Adults > 70 need 800 IU)
Vitamin B12 ⁶	<ul style="list-style-type: none"> Keeps the nerve and blood cells healthy Helps prevent anemia 	<ul style="list-style-type: none"> Beef liver, clams, fish, eggs, milk, chicken Fortified cereals and beverages People 50+ should take a dietary supplement 	Males 2.4 µg Females 2.4 µg
Vitamin B6 ⁷	<ul style="list-style-type: none"> Helps the nervous and immune systems Helps metabolize protein Helps maintain normal blood sugar levels 	<ul style="list-style-type: none"> Fortified cereals Potatoes, spinach Bananas Chicken, pork loin, beef Salmon, tuna, trout 	Males 1.7 mg Females 1.5 mg

PEPSICO PRODUCTS TO CONSIDER IN HELPING MEET NUTRIENT NEEDS



Made with 100% whole grain oats

- Fibre 4 g (17% DV)
- Calcium 225 mg (20% DV)
- Vitamin B6 0.25 mg (10% DV)

Per 3/4 cup (32 g) serving with 125 mL of 2% milk



100% whole grain oats

- Sugar 0 g
- Sodium 0 g
- Fibre 2 g (7% DV)

Per 1/3 cup (30 g) serving



Enhanced water with Vitamins B, C & E

- Vitamin B6 0.7 mg (40% DV)
- Vitamin B12 2.3 µg (120% DV)

Per bottle (591 mL)



Fibre & Omega-3

- Fibre 5 g (20% DV)
- Omega-3 300 mg

Per bar (35 g)



With Calcium and Vitamin D

- Vitamin D 100 IU (50% DV)
- Calcium 330 mg (30% DV)

Per cup (250 mL)

DV = Daily Values used in a nutrition facts table are not developed for any specific gender or age category. Use % Daily Value to determine if there is a little or a lot of a nutrient in a specific food.

References

- Mayo Clinic. <http://bit.ly/clrKn0>
- Dietary Reference Intakes. Recommended Dietary Allowances (RDA) <http://bit.ly/a31dh5>
- Office of Dietary Supplements. National Institutes of Health. <http://bit.ly/aNCgpl>
- Osteoporosis Canada. <http://bit.ly/cr95G>
- Health Canada. Vitamin D for people over 50: Background. <http://bit.ly/aLOqPx>
- Office of Dietary Supplements. National Institutes of Health. <http://bit.ly/c7OxO8>
- Office of Dietary Supplements. National Institutes of Health. <http://bit.ly/bguavB>