

British Columbia Food: Opportunities for Health

Canadian Nutrition Society Workshop on
Advancing the Food-Health Agenda for Health
Promotion and Disease Prevention.

May 24, 2012
Vancouver

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British Columbia Ministry of Agriculture

Overview

- Introduction
- BC food production and processing sector
- The food/health connection- trends and views
- Innovative BC foods- link to health
- Food-health policy thoughts

Introduction

- British Columbian food products are in demand around the world as a trusted and great-tasting source of high-quality nutrition. Agriculture is a staple of B.C.'s economy and we're focused on expanding our markets into places like Asia in order to further grow our industry”
- Don McRae, Minister of Agriculture

Introduction cont'd

- Food and health- differing perspectives
 - > Market driven businesses
 - > Health
 - > Nutrition is an interface
- Systems thinking critical

BC Food Production and Processing

- BC is Canada's most diverse agricultural province
- 200+ agricultural and 80+ seafood commodities; 20,000 farms
- Production & processing sales: \$9.6 billion (2010), 61,000 jobs
- 237,500 jobs in wholesaling, food service and grocery retailing
- BC leads Canadian sales in blueberries, cherries, cranberries and raspberries
- Less than 5% land useable for Agriculture- Agricultural Land Reserve

The food/ health connection

- Choice
- Food Security
- Trends
- National Food Policy
- BC Agrifoods Strategy

Innovative BC foods

- Truscott Farms Tabletree Juice*
- Holy Crap cereal
- Nature's Path organic cereals
- Garden Protein International 'Gardein' products*
- Bakersview EcoDairy*
- Daiya Foods*
- Vanderpol's Eggs
- 28 artisanal cheese plants
- Punjab Milk Foods- paneer
- Salmon wieners



holycrap.ca

Truscott Farms Tabletree juice

Tabletree
Black Cherry, Plum and More

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Not from concentrate
Tabletree Newsrelease (03/14/2012):
NASFT (National Association for the Specialty Food Trade) is pleased to welcome Tabletree to their list of 169 members

Tabletree
"To the Table from the Tree"

One pound of cherries in every 8.5 oz. bottle

This is what people are saying
"It makes your mouth feel good"
"It tastes like cherry pie in your mouth"
"Everyone will love it"
"Wow"

Welcome!
Tabletree Juice is produced, picked, prepared, and packed in Canada by the farmer with "no" preservatives!

We proudly were accepted to display the "Canada Brand"

Quality
is in our **nature**

Members of:
B.C. Food Processors
Small Scale Food Processors
National Association for the Specialty Food Trade (NASFT)

"Treat Yourself to Treat Others"
The proceeds from the sale of our products will go to the BC Cancer Foundation, supporting Agency research and care.

BC Cancer Foundation

Award winning juice, whose attributes and benefits speak to consumer.

Evocative promotion: 'It makes your mouth feel good' and "It tastes like cherry pie in your mouth'

Health benefits presented.

tabletreejuice.com

Tabletree Juice lists nutrition information and links to health-focused research

Tabletree "To the Table from the Tree"

Black Cherry, Plum and More

Nutrition Information

Quality is in our nature

Home

Our Farm

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We Are BPA Free

The Canadian Government officially concluded after two years of study that the "controversial", bisphenol A (BPA) found in some plastics constitutes "a danger in Canada to human life or health." With our glass bottles, "We Are BPA Free"

Cherry Juice

Nutrition Facts
Valeur Nutritive
Per 1 cup (263g) / Pour 1 tasse (263 g)

Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 170	
Fat / Lipides 0 g	0%
Saturated / saturés 0 g	0%
+Trans / trans 0 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0%
Carbohydrate / Glucides 41 g	14%
Fiber / Fibres 0 g	0%
Sugars / Sucres 41 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	0%
Vitamin C / Vitamine C	4%
Calcium / Calcium	0%
Iron / Fer	2%

Health Benefits of Cherries

(From the National Cherry Growers & Industries Foundation)

(Written by: Cynthia Thomson, PhD, RD, Dept of Nutritional Sciences and Chieri Kubota, PhD, Department of Plant Sciences, Univ. of Arizona)

Cancer

Sweet cherries have several cancer-preventive components including fiber, vitamin C, carotenoids, and anthocyanins. The potential role of sweet cherries in cancer prevention lies mostly in the anthocyanin content, especially in cyanidin. Sweet cherries are a good source of cyanidins, which appear to act as an antioxidant and in this role may reduce cancer risk. In a study by Acquaviva et al, a significant increase in free radical scavenging was demonstrated with exposure to cyanidin (Acquaviva, 2003) and a separate study using human cancer cell lines demonstrated cell cycle arrest and apoptosis of mutated cells exposed to cherry anthocyanins (Lazze, 2004; Shih, 2005). Further research suggests that the growth arrest characteristics of cyanidin are likely, at least in part, to be a result of significant inhibitory effects of these cherry components on epidermal growth factor receptors (Meirers, 2001). Finally, there is compelling evidence from basic science that cyanidin may also promote cellular differentiation and thus reduce the risk for healthy cells to transform to cancer (Serafino, 2004).

Cardiovascular Disease

The role of red wine in reducing the risk of cardiovascular disease has been studied widely for more than 20 years, and studies suggest anthocyanin found in red wine has important biological effects that reduce cardiovascular disease risk (Corder, 2006). This includes protecting lipids from oxidant damage and cardiovascular vessel plaque formation, anti-inflammation, nitric oxide formation and vascular dilation. Similarly, sweet cherries have been shown to have significant levels of anthocyanins as well as other pigments in perhaps smaller concentrations that together provide synergistic effects thought to be protective to heart and related vascular tissue (Reddy, 2005).

Daiya Foods- 'deliciously dairy free'



CHEDDAR STYLE WEDGE

deliciously dairy-free no matter how you slice it

Introducing our new Daiya Wedges in three flavors:

- Cheddar Style Wedge
- Jack Style Wedge
- Jalapeno Garlic Havarti Style Wedge

They are ready to enjoy, no cooking or melting is required. Perfect in your favourite sandwiches, hors d'oeuvres or as a tasty snack!

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Cheddar Style Wedge



Ingredients

Filtered water, tapioca flour, palm fruit oil, non-GMO expeller pressed canola and/or pressed safflower oil, pea protein, coconut oil, salt, inactive yeast, vegetable glycerin, xanthan gum, vegan natural flavours, gum arabic, lactic acid (vegan, for flavor), annatto, titanium dioxide (a naturally occurring mineral), natural smoke flavour, vegan enzyme.

Shreds



daiya
deliciously dairy free

cheddar style shreds
craquelons à saveur de cheddar

cheddar

daiyafoods.com

Daiya Foods cont'd

- Daiya recipes meet consumer nutritional and/or health preferences

A delicious meal is only a Daiya away



Recipe of the month


The Friggin' Figgin' Vegan Grilled Cheese 

This grilled cheese was the first place winner in the "Honey-pot" category in the 2012 Grilled Cheese Invitational in Pasadena, CA. It beat out 65+ dairy cheese entries and also won a judges choice award.

[GO TO RECIPE →](#)

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We shared a delicious pizza this evening.



"MY DAUGHTER AND I THANK YOU. WE'RE SO HAPPY TO HAVE PIZZA BACK IN OUR LIVES!" - S. COLBERT

[FIND OUT MORE](#)




Search recipes

Select as many specifics as you would like below.

PRODUCTS

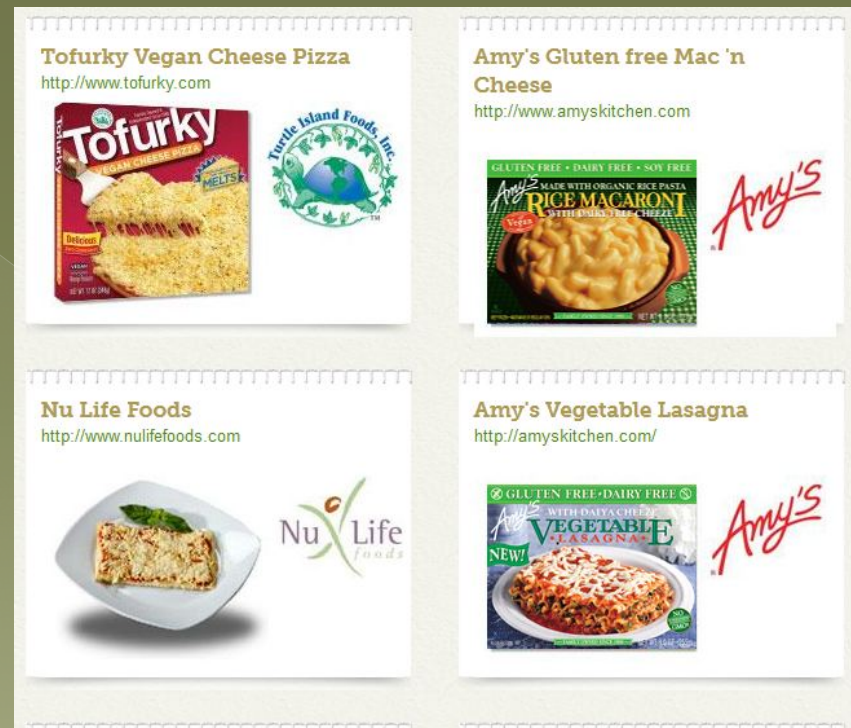
- cheddar style shreds
- mozzarella style shreds
- pepperjack style shreds
- herb havarti blocks
- white artisan cheddar blocks

DIETARY CONSIDERATIONS

- Vegan
- Dairy Free (including lactose and casein)
- Soy Free
- Gluten Free
- Peanut Free
- Health Conscious
- Fan favorite 
- Daiya tested & approved 
- Celebrity recipe 

Daiya's products are used as ingredients in other products

- The dairy-free wedges and shredded products are used in a range of other products.
- The Daiya 'dessert' beat over 60 competitors at a invitational grilled cheese sandwich competition



Bakersview EcoDairy

- Agritourism, anaerobic digestion, of the waste, feed that enhances the milk, automatic milking of cows, free run cows, free run chickens, milk, eggs and yogurt
- The feed, which includes tuna meal, results in milk that is a good source of DHA.
- One regular glass of 2% VitalaMilk contains the expected protein, calcium, Vitamin A and Vitamin D as well as:
 - > 15mg of DHA Omega-3
 - > 150mg of CLA (Conjugated Linoleic Acid)
 - > 7.5µg of Selenium

Some Vitala products



vitala[®]
yogurt

NEW!

Made from all natural ingredients - you can taste the difference! The healthy milk fats make our yogurt rich and creamy. It is a DHA Omega-3 product, so not only will it make your taste buds dance, but it also supports healthy brain, eye, and nervous system development. The flavoured yogurt contains only real fruit and fruit juices, and has no artificial flavours, sweeteners or preservatives.



Garden Protein International- “deliciously meatless meat”

- “global food demand will grow 50% by 2030 and there will be significant need for more protein. we think gardein™ is part of the solution. we believe eating more plant-based foods builds good health and is good for our planet too. it’s part of the reason why we like to say, goodness grows. “

- gardein.com/about_us.php

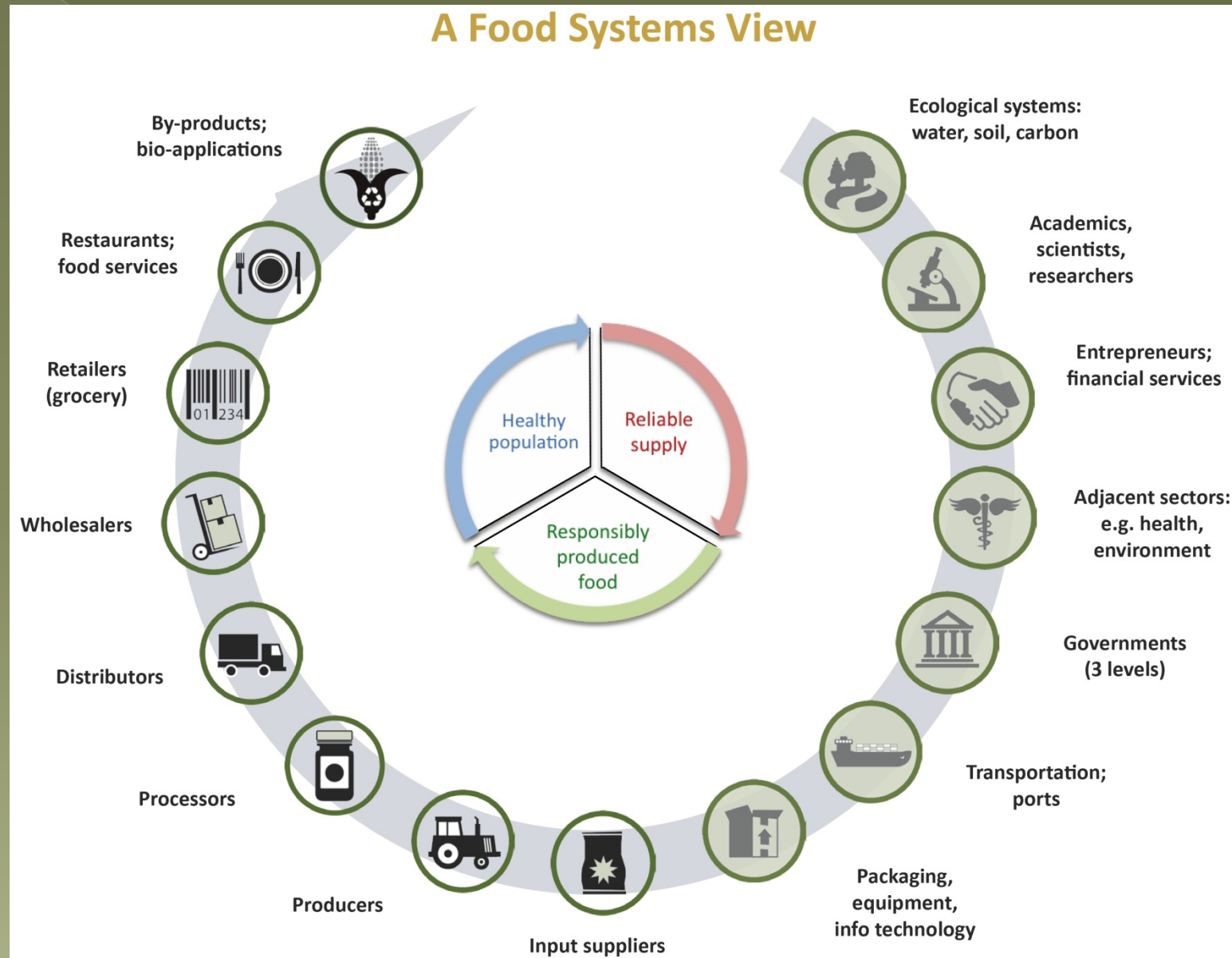
Gardein: tuscan breasts

- good to know:
- award-winning product!
- good source of iron
- no dairy, no eggs
- no trans fats
- cholesterol free
- good source of protein



Canadian Agri-Food Policy Institute- Canada's Agri-Food Destination- Update June 2011

A Food Systems View



Policy

- Recent policy/strategic planning work:
 - > CAPI Canada's Agri-Food Destination- June 2011 update
 - > National Food Policy
 - > Canadian Federation of Agriculture- Towards a National Food Strategy
 - > BC Agrifoods Strategy
- Next FPT Agricultural Policy Framework
- Understanding of the system and participants' motivations is key to success