



Productschap
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margarine, vetten en oliën



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Dutch Task Force “Choose healthy fats”

Henriëtte Grooten
Manager scientific affairs

Overview presentation



1. Introduction
2. Trigger
3. Fat calculator
4. Summary



1. Introduction



- Dutch Task Force started in March 2009 as an local offspring of the IEM-meeting in Barcelona
- Aim:
 - to improve the number of consumers in The Netherlands that meet the dietary guidelines for fats and fat soluble vitamins
 - to develop information materials for health care professionals

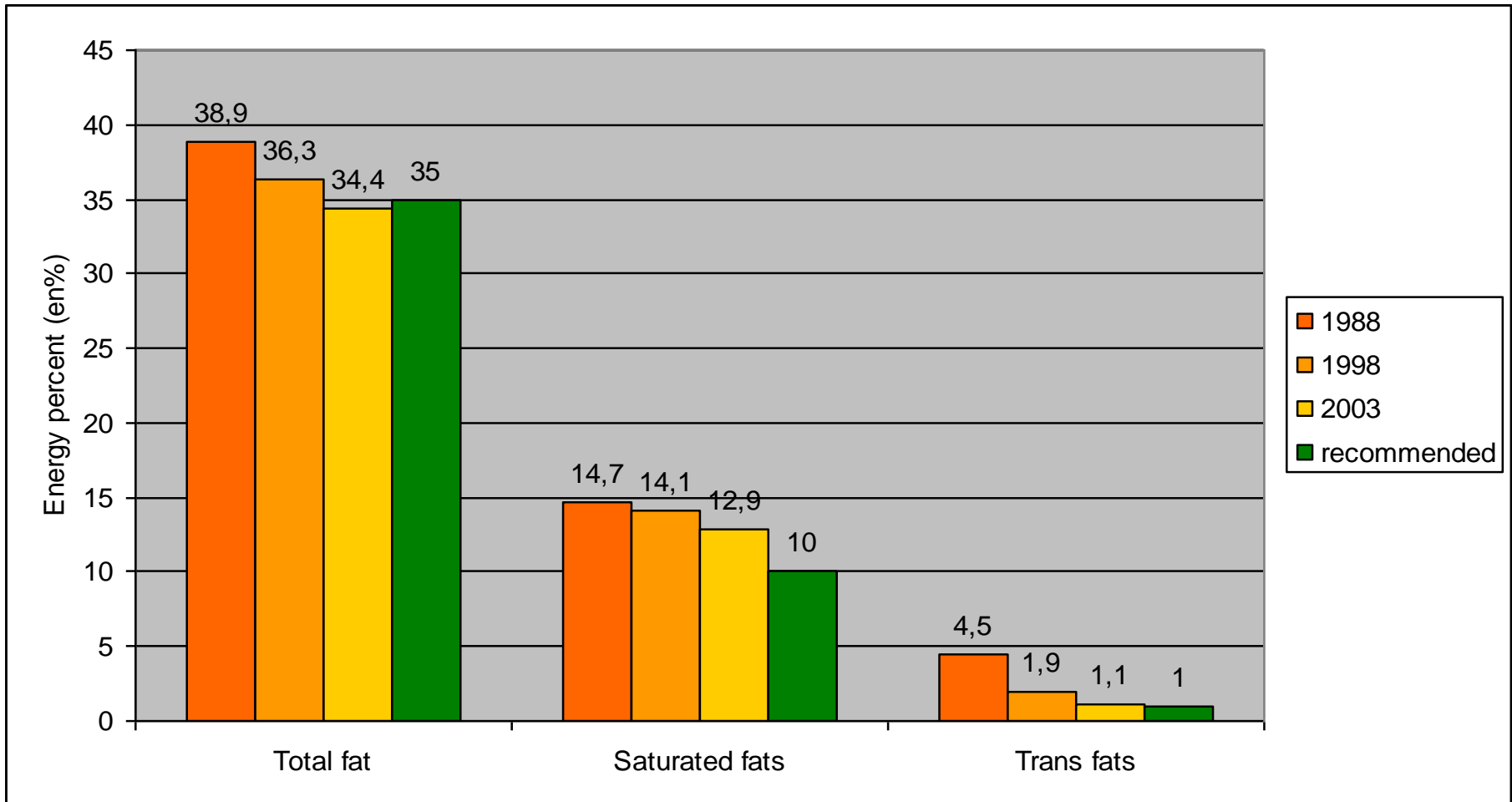
Task Force ‘Dutch healthy fats’



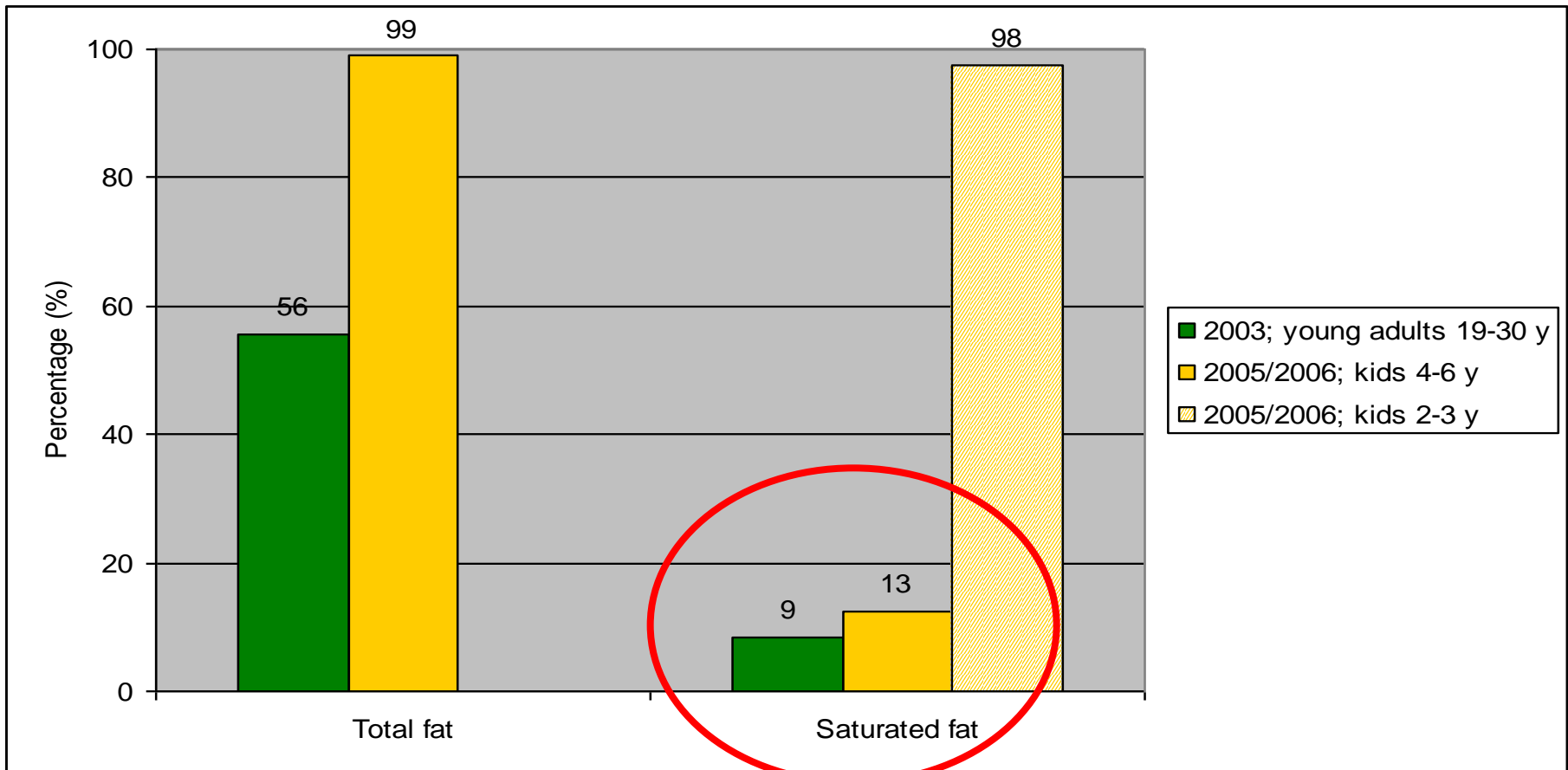
- nutritionists
- communication experts
- health professionals
 - family doctors and assistants
 - dieticians
 - medical practitioners (cardiovascular)
- representatives of
 - Dutch Heart Foundation
 - Dutch Nutrition Center



Dutch consumption data



Fat intake compared to dietary guidelines



Recommendations total fat for kids is 40 en% and saturated fats for kids 2-3 y is 15 en%

Focus



- Family doctor and assistants
 - knowledge nutrition is limited
 - knowledge health effects of fats even more
- Patients
 - (high risk) cardiovascular diseases
 - (high risk) diabetes type 2
- Message
 - Substitute saturated fats by unsaturated fats

2. Trigger



- Wheel developed to ease consult on lifestyle – dietary fats
 - consistent with other information: giving 5 tips for lifestyle improvement
 - simple: colourful, pictures
 - practical: suggestions for healthier alternatives
- Forwarding to website



3. Fat calculator



- Fat calculator:
 - standard menu or choose products by eating moment
 - estimation of the fat quality of your diet
 - saturated and unsaturated fats
 - essential fats
 - suggestions for improvement
 - general suggestions for replacements
 - personal top 10 saturated fats

Fat recommendations adults



- Based on guidelines Dutch Health Council
- Total energy: 2500 kcal (man)
- Total fat: 35 en% 97 gram
 - Saturated fat: 10 en% 27,8 gram
 - Essential fats¹: 6 en% 16,7 gram
 - Linoleic acid: 5 en% 13,9 gram
 - Alfa-linolenic acid: 1 en% 2,8 gram
- www.kiesgezondvet.nl

¹WHO recommendation for prevention chronic diseases (2003)

4. Summary



- Remarks since introduction
 - Choice of products has improved
 - More than 10.000 visitors (May 25)
- Efficacy of both tools will be evaluated:

“Simple tools available to help people improve the fat quality of their diet”

Thank you for your attention

