

Get the balance right / Tesco Stores Ltd.

Contributors

Tesco (Firm)

Publication/Creation

Cheshunt : Tesco, [1993]

Persistent URL

<https://wellcomecollection.org/works/bdtns2q4>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

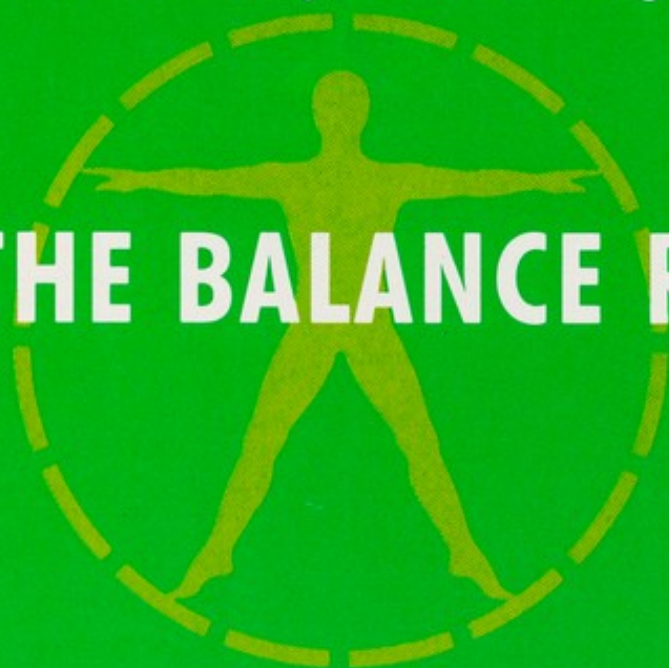


Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

TESCO

Healthy Eating

GET THE BALANCE RIGHT





Everyone knows that if you want to look and feel good, you need to eat the right foods. Cereals, vegetables, fruit, bread, pasta, meat, fish, eggs, and dairy produce all play an important part in a healthy diet. But you need to eat these foods in the right amounts.

Too much fatty food for instance can cause you to be overweight and increases the risk of heart disease. Too few vitamins can lead to a greater risk of heart disease, cancer and other serious disorders.

Getting this balance of foods right is the first step to a healthy diet.

This leaflet explains the role that different foods play in a healthy diet and gives simple guidelines on how to make sure your own diet is properly balanced. A healthy balanced diet improves your body's resistance to disease and helps to prevent illness.

What is a Balanced Diet?

The key to a healthy diet is a variety of foods chosen in the right balance from the groups listed below.

1 Cereals, bread, pasta, rice and potatoes.

2 Fruit and vegetables.

3 Poultry, meat, fish, pulses, cheese, nuts and eggs.

4 Dairy produce.

To have a healthy balanced diet you need to eat foods from all of the food groups - but in different amounts. Try thinking about balancing your diet as if you were.....

'BUILDING A PYRAMID'

You need to start off with Food Group 1. These foods form the firm base of the pyramid so you need to eat most food from this group.

Next add on foods from Group 2, then Group 3 and finally

Group 4. This group forms the top of your pyramid and should constitute the least amount of your daily intake of food.



Eat too much from Food Groups 3 and 4 and not enough from Groups 1 and 2 and the pyramid becomes unstable - and your diet unbalanced.

Adapted from the Food Safety Advisory Centre Pyramid.



Healthy eating is about getting the balance right, but this doesn't just cover the foods you eat: when you eat and your lifestyle can also influence the way you look and feel.

Try to eat regular meals. Breakfast is particularly important as it sets you up for the day. If you get hungry between meals, try nibbling fresh fruit or raw vegetables.

You need to eat the right amount to be a healthy weight. It's not good to be either underweight or overweight. Not eating enough may mean that you aren't getting enough nutrients. Conversely eating too much can cause you to be overweight, which can lead to high blood pressure and increased risk of heart disease.

Not smoking, taking regular exercise and drinking alcohol in moderation will positively help to maintain your health. Try drinking low alcohol alternatives and walking up the stairs instead of taking the lift.

How can you be sure the food you buy is good for you?

In 1985 Tesco launched its Healthy Eating Campaign. Through this initiative, Tesco supplies products and advice to help you eat a healthier diet.

Nutrition Information.

In addition to printing nutrition information on virtually all own label food packs, Tesco provides a range of menu plans, cooking tips, information and recipe leaflets.

The Healthy Eating Product Range.

Look out for our Healthy Eating symbol. Products which have been specifically developed to be lower in fat, sugar or salt, or higher in fibre are marked with a large Healthy Eating symbol.

Some products, such as pasta and rice, are naturally good for you. These are labelled with a small Healthy Eating symbol.



Any product labelled with our Healthy Eating symbol can be used as part of a healthy, balanced diet.

Healthy eating really is easy and enjoyable. Look out for more healthy eating leaflets, menu planners and recipes at your local Tesco.

For more information write to:

Customer Relations
Tesco Stores Ltd.
Cheshunt
Herts
EN8 9SL



TESCO

Healthy Eating

GET THE BALANCE RIGHT





Everyone knows that if you want to look and feel good, you need to eat the right foods. Cereals, vegetables, fruit, bread, pasta, meat, fish, eggs, and dairy produce all play an important part in a healthy diet. But you need to eat these foods in the right amounts.

Too much fatty food for instance can cause you to be overweight and increases the risk of heart disease. Too few vitamins can lead to a greater risk of heart disease, cancer and other serious disorders.

Getting this balance of foods right is the first step to a healthy diet.

This leaflet explains the role that different foods play in a healthy diet and gives simple guidelines on how to make sure your own diet is properly balanced. A healthy balanced diet improves your body's resistance to disease and helps to prevent illness.

What is a Balanced Diet?

The key to a healthy diet is a variety of foods chosen in the right balance from the groups listed below.

1

Cereals, bread, pasta, rice and potatoes.

2

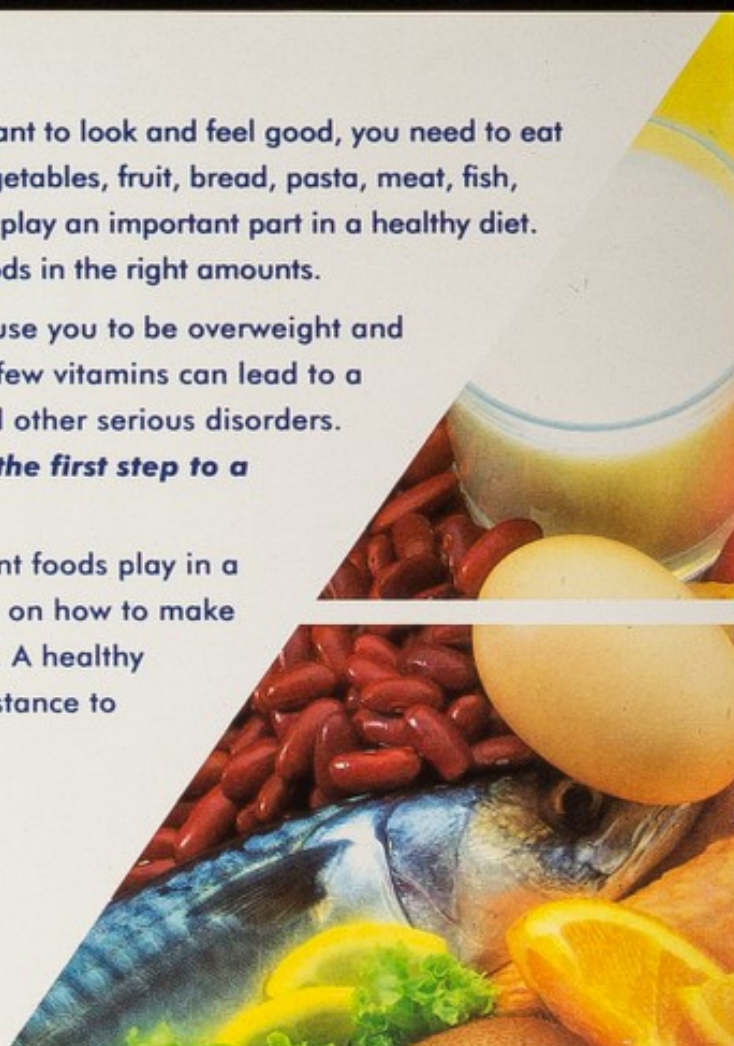
Fruit and vegetables.

3

Poultry, meat, fish, pulses, cheese, nuts and eggs.

4

Dairy produce.





FOOD GROUP



CEREALS, BREAD, PASTA, RICE, POTATOES.

Group 1 foods are good sources of starchy carbohydrates, protein and B vitamins. They are also rich in insoluble fibre.

Fibre is good for your digestive system and helps to prevent constipation. Insoluble fibre acts rather like a sponge soaking up moisture, it swells in size and makes you feel 'full up'. This leaves less room for high calorie fatty and sugary foods.

Soluble fibre is found in fruit and vegetables and is explained under food group 2 in this leaflet.

Try to eat foods which contain natural fibre or have extra fibre added to them, for example wholemeal bread, brown rice and fibre-rich cereals. Then make sure

you drink sufficient fluids to combine with the fibre-rich foods. Aim to drink between 2-3 pints of water, low sugar drinks etc. a day.

Small children have different dietary requirements to adults. They need lots of energy for growth. Avoid giving them too much fibre so that they still feel hungry enough to eat more of the energy dense foods.

Foods from this group are relatively low in fat. It's the things that you add to them that can increase the fat content.

Try Tesco Healthy Eating Half Fat Sunflower Spread on bread and jacket potatoes or make creamy pasta sauces using Tesco Healthy Eating Half Fat Milk and Low Fat Margarine.





FOOD GROUP 2

FRUIT & VEGETABLES

Foods in this group provide soluble fibre and many of the vitamins and minerals you need. Soluble fibre is thought to reduce blood cholesterol levels, an important factor in the prevention of heart disease.

Vitamins and minerals carry out many different functions in the body. For further information on the various roles played by vitamins and minerals, look at the table alongside.

The foods from Group 2 represent the second layer of your dietary pyramid and should make up the second largest part of your total daily diet. Aim to eat at least 1lb (1/2 kg) of fruit and vegetables every day. You'll find this is equivalent to about 5 portions of fruit and vegetables (e.g. a glass of fruit juice, 2 pieces of fruit and 2 portions of vegetables).

You can enjoy a wide variety of different fresh fruit and vegetables all the year round. In addition, you can choose frozen or canned vegetables without added salt or sugar, they can be just as good for you as fresh vegetables. Try treating yourself to one of the more exotic fruits like fresh pineapple, kiwi fruit or mango.

VITAMINS	SOURCE	WHAT DOES IT DO?	FOOD GROUPS	NOTES
A	Liver, Oily fish e.g. herrings, full fat milk and dairy products, butter, margarine, carrots, green leafy vegetables, peaches, nectarines and dried apricots.	Helps us fight infections, needed for healthy skin and to help us see in dim light. Vitamin A in fruits and vegetables is called beta-carotene and is thought to help reduce the risk of some kinds of cancers and heart disease as part of a low fat diet.	2 3 4	Pregnant women have been advised to avoid foods rich in Vitamin A especially from animal sources.
B <small>(i.e. Thiamin (B1), Riboflavin (B2), Nicotin, Pantoic Acid, Vitamin B12)</small>	Meat particularly liver and kidney, oily fish, wholemeal and white bread, wholegrain cereals, fortified breakfast cereals, pulses, nuts, yeast extract, dark green vegetables, fruits. Vitamin B2 and B12 are also found in full and low fat dairy products and in eggs.	Used in the breakdown of Carbohydrates, Protein and Fat to release energy. Essential for the normal functioning of our nerves and plays an important role in the correct formation of our red blood cells.	1 2 3 4	Folic acid is particularly important in pre-conception and early pregnancy.
C	Fresh and frozen fruit and vegetables particularly citrus fruits, soft fruits, fruit juice, green vegetables and salad vegetables.	It helps us fight infections and absorb iron from food. It is also important for healthy skin and gums and is thought to help reduce the risk of some kinds of cancers and heart disease as part of a low fat diet.	1 2	Many products are fortified with Vitamin C.
D	Main source of Vitamin D is that formed in our bodies by the action of sunlight on the skin. Also oily fish, eggs, butter and margarine and fortified breakfast cereals.	Needed to help us absorb and use calcium and phosphorus for strong bones and teeth.	1 3 4	
E	Vegetable oils, eggs, wholegrain cereals and leafy green vegetables.	Vitamin E is an antioxidant and helps protect the cells in our body.	1 2 3 4	
CALCIUM	White bread, canned fish e.g. sardines, pulses, leafy green vegetables and full and low fat dairy products.	Calcium is important for strong bones and teeth.	1 2 3 4	
IRON	Meat, particularly offal, green leafy vegetables, wholemeal bread, pulses, eggs, dried fruit.	Vital for the production of red blood cells which helps transport the oxygen around the body.	2 3	



FOOD GROUP 3

POULTRY, MEAT, FISH, PULSES (PEAS, BEANS & LENTILS), CHEESE, NUTS & EGGS.

Food from this group makes up the third part of your pyramid. They are major sources of protein, B vitamins and iron.

Protein can be obtained from all the food groups, especially Group 3.

Protein is needed for:-

- Growth and development especially in babies and children.
- Repair and renewal of body tissues.
- Transport of oxygen and nutrients around the blood stream.
- Making antibodies to fight against and prevent infections.

The fat content across the Group varies considerably. Pulses (peas, beans and lentils), poultry and white fish are relatively low in fat. Nuts and oily fish have a high fat content, but the fat is unsaturated which is better for you than saturated fat.

To keep your intake of saturated fats to a minimum, choose lean cuts of meat, remove the skin from poultry and try low fat varieties of cheeses.

Vegetarians can get all the protein they need from a combination of pulses, nuts, cereals and vegetables. These have the added advantage of being low in fat and saturates.





FOOD GROUP



4

DAIRY PRODUCE

This group of foods forms the top of the pyramid. They provide proteins, minerals and vitamins. They also tend to be high in saturated fat so you should only eat small amounts from this group each day.

Most fats contain a certain amount of both saturated and unsaturated fats. Saturated fats are mainly found in animal fats (i.e. groups 3 and 4).

A lot of saturated fat in our diet causes the body to produce extra cholesterol which can cause fatty deposits in the arteries. There is some evidence to show this is increased if the diet is also low in vitamins E and C and beta-carotenes, which act as anti oxidants.

Unsaturated fats, found in vegetable oils and nuts can lower blood cholesterol.

A diet high in total fat can increase the likelihood of a blood clot forming, but the unsaturated fats found in oily fish are thought to reduce the chance of this happening.

For healthy eating, choose low fat dairy products or those low in saturates. Both full fat and low fat dairy products including milk and cheese, are high in protein, B vitamins and calcium. Full fat varieties of milk are good sources of vitamins A & D.

Children need large amounts of energy for their development. Children under 2 should be given full fat versions of dairy products especially milk.

SWEETS, CAKES, BISCUITS SAUCES & PICKLES

These tend to be high in fat, sugar and salt and low in nutrients. You don't have to cut down on treats altogether. Look for healthy alternatives, or treat yourself occasionally. A cake once a week, for example, can easily be incorporated into a healthy balanced diet.



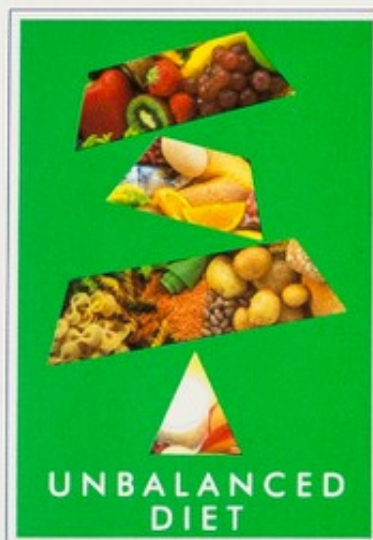
To have a healthy balanced diet you need to eat foods from all of the food groups - but in different amounts. Try thinking about balancing your diet as if you were.....

'BUILDING A PYRAMID'

You need to start off with Food Group 1. These foods form the firm base of the pyramid so you need to eat most food from this group.

Next add on foods from Group 2, then Group 3 and finally

Group 4. This group forms the top of your pyramid and should constitute the least amount of your daily intake of food.



Eat too much from Food Groups 3 and 4 and not enough from Groups 1 and 2 and the pyramid becomes unstable - and your diet unbalanced.

Adapted from the Food Safety Advisory Centre Pyramid.

9-6-93: Teresa Lewis show



Healthy eating is about getting the balance right, but this doesn't just cover the foods you eat: when you eat and your lifestyle can also influence the way you look and feel.

Try to eat regular meals. Breakfast is particularly important as it sets you up for the day. If you get hungry between meals, try nibbling fresh fruit or raw vegetables.

You need to eat the right amount to be a healthy weight. It's not good to be either underweight or overweight. Not eating enough may mean that you aren't getting enough nutrients. Conversely eating too much can cause you to be overweight, which can lead to high blood pressure and increased risk of heart disease.

Not smoking, taking regular exercise and drinking alcohol in moderation will positively help to maintain your health. Try drinking low alcohol alternatives and walking up the stairs instead of taking the lift.

How can you be sure the food you buy is good for you?

In 1985 Tesco launched its Healthy Eating Campaign. Through this initiative, Tesco supplies products and advice to help you eat a healthier diet.

Nutrition Information.

In addition to printing nutrition information on virtually all own label food packs, Tesco provides a range of menu plans, cooking tips, information and recipe leaflets.

The Healthy Eating Product Range.

Look out for our Healthy Eating symbol. Products which have been specifically developed to be lower in fat, sugar or salt, or higher in fibre are marked with a large Healthy Eating symbol.

Some products, such as pasta and rice, are naturally good for you. These are labelled with a small Healthy Eating symbol.



Any product labelled with our Healthy Eating symbol can be used as part of a healthy, balanced diet.

Healthy eating really is easy and enjoyable. Look out for more healthy eating leaflets, menu planners and recipes at your local Tesco.

For more information write to:

Customer Relations
Tesco Stores Ltd.
Cheshunt
Herts
EN8 9SL

