

# Introducing BalanceWise<sup>leaf</sup> from Elmira Poultry

*At Elmira Poultry our approach to innovation is simple: Understand the needs of the end consumer and make it easy for our foodservice clients to satisfy those needs.*

*This never-ending drive for innovation, combined with our commitment to quality, brings us to a new frontier in the foodservice industry.*

Elmira Poultry proudly introduces **BalanceWise** – the first line of poultry products designed exclusively for the foodservice industry.

Nutritious menu options, with health benefits your customers look for:

- Whole Grains and Oat Bran
- Flaxseed
- Lean Protein Products
- Soy
- Trans Fat Free
- Lower Sodium

Designed exclusively for the foodservice industry, **BalanceWise** products are great tasting, easy to prepare, and highly profitable – just like every product that carries the Elmira Poultry name.

## Wise nutrients, part of a balanced eating plan

### Whole Grains and Oat Bran

Experts recommend that Canadians should consume more whole grains and 25-30 grams of dietary fibre/day.<sup>1</sup> Oat Bran is a good quality carbohydrate with a low glycemic index.<sup>2</sup> It is high in soluble fibre. Soluble fibre can help lower your blood cholesterol and keep your heart healthy. It may be helpful in controlling blood sugars in people with diabetes.<sup>3</sup> *Canada's Food Guide to Healthy Eating* suggests eating more grain products daily and Oat Bran is a wise choice to meet this recommendation.

### Flaxseed

Flaxseed provides several benefits for improving and maintaining general health. It is rich in dietary fibre and provides a good supply of lignans. Lignans have numerous biological properties, including antioxidant activities. Flavourful flax is rich in an essential omega-3 fatty acid (alpha-linolenic acid). An essential fat means that it must be consumed from food, as our bodies do not produce them. Omega-3 fatty acid is a healthy kind of fat. Research shows that increasing more flax and omega-3 fatty acids in the diet is a particularly wise choice.<sup>4</sup>

### Soy

Soybeans are simple, small round legumes, loaded with essential nutrients that keep the body in good working order. Soybeans contain high quality protein, provide an excellent source of fibre, are a good source of omega-3 fatty acids, and are rich in calcium, iron and magnesium. Soybeans contain naturally occurring compounds called isoflavones. Soy foods, which contain isoflavones, may benefit in the treatment of menopause symptoms.<sup>5</sup> Experts recommend consuming soy foods at least once a day as part of a wise eating plan.<sup>6</sup> US officials with the FDA have concluded that there is now enough information to warrant a health claim that relates the consumption of soy protein to reduced risk of coronary heart disease. Experiments with humans have shown that including 25 grams of soy protein in the diet per day can reduce both total blood cholesterol and LDL (low density lipoproteins – bad cholesterol) levels.<sup>7</sup>

## Lean Protein Products

*Canada's Food Guide to Healthy Eating* recommends eating two to three servings a day from the Meat and Alternative group and suggests that Canadians choose leaner meats and poultry more often. Chicken is the perfect lean protein balance. A 100-gram portion of skinless chicken breast contains only 2 grams of fat and 33 grams of protein.<sup>8</sup> Chicken has plenty of amino acids, which are important and beneficial for the growth, maintenance and repair of body tissues, muscles and cells.

## Less of these unwise nutrients, leads to a balanced eating plan

### Trans Fatty Acids

High intakes of trans fatty acids are considered undesirable for optimum health.<sup>9</sup> Trans fatty acids increase LDL (low density lipoproteins – bad cholesterol) and decrease HDL (high density lipoproteins – good cholesterol) leading to an increased risk of heart disease.<sup>10</sup> The commercial process of partially hydrogenating liquid oil produces industrial trans fatty acids.

There are small amounts of naturally occurring trans fatty acids in animal products such as milk and meat. The majority of trans fats consumed in the North American diet is through the commercial process of partial hydrogenation found in packaged items such as crackers, cookies and highly processed foods. Nutrition experts recommend eating less saturated fat and trans fat. Choose wisely, choose foods that contain non-hydrogenated monounsaturated and polyunsaturated fat such as olive, canola, sunflower, safflower, corn and soybean oils.

### Sodium

Sodium is an essential nutrient that our body needs to maintain its fluid balance, but we actually need only a very tiny amount. *Canada's Food Guide to Healthy Eating* recommends the sodium content of the Canadian diet should be reduced. Aim for no more than 2400 mg of sodium each day, which is equivalent to one teaspoon of salt.<sup>11</sup> The present prepared and processed food supply provides sodium in an amount greatly exceeding requirements, which is not a wise choice for our health. Consumers are encouraged to reduce the use of salt (sodium chloride) in cooking and at the table and purchase processed products with a low sodium content.

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### References

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- <sup>3</sup> Report of the Expert Advisory Committee on Dietary Fibre, Health Protection Branch, 1985.
- <sup>4</sup> Morris, D. H., PhD, RD. (2003) *Flax - A Health and Nutrition Primer*. Flax Council of Canada, [www.flaxcouncil.ca](http://www.flaxcouncil.ca)
- <sup>5</sup> Albertazzi, P. et al. (1998). *The Effect of Dietary Soy Supplementation on Hot Flashes*. *Obstet Gynecol*, 91(1) 6-11.
- <sup>6</sup> Beck, L. RD. (2001). *Nutrition Guide for Women, Managing your Health with Diet, Vitamins, Minerals and Herbs*: Prentice Hall Canada.
- <sup>7</sup> USA FDA, [www.fda.gov](http://www.fda.gov)
- <sup>8</sup> Chicken Farmers of Canada, [www.chicken.ca](http://www.chicken.ca)
- <sup>9</sup> Mensink, R.P. et al. (May, 2003). *Am J. Clin Nutr.*, 77(5) 1146-55.
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- <sup>11</sup> National Academy of Sciences. (2002). *DRI Report on Macronutrients*.