

The Balance Factor

A label to change how the world sees food



THE TOOL

The **Balance Factor** label is a science-based, 'add it up', front of package label that empowers Canadians to meet their minimal dietary requirements of the three macronutrients – fats, proteins, and carbohydrates.

To prevent malnutrition, the body requires at least 45% of its calories to come from fats and proteins. Failure to meet these requirements increases one's risk of obesity, heart disease, and diabetes.

The Balance Factor (BF) helps consumers meet their minimal dietary requirements by ensuring their carbohydrate calories do not exceed their essential fat and protein calories.

THE LABEL

The Balance Factor (BF) label has a multi-coloured heart representing the 4 food groups of Canada's Food Guide with the BF number depicting the **product's macronutrient value**.

A package with a label showing a BF of close to zero or less denotes a good food choice regardless of any nutritional knowledge about the product.

A food whose BF is not close to zero or less encourages a consumer to **'add it up'** with other foods to make a meal that meets those requirements and a BF of close to zero or less.

Therefore, the formula is

$$\text{Balance Factor Total (BFT)} = \text{BF1} + \text{BF2} + \text{BF3} = \text{close to zero or less}$$

where BF1, BF2, etc. represents the Balance Factor for a whole serving of foods 1,2, etc.

If the consumer is using a fraction of a portion of food, the formula is

$$\text{BFT} = x \text{ times BF1} + y \text{ times BF2} + z \text{ times BF3} = \text{close to '0' or less}$$

where x,y,z, etc. represent the fraction of a portion of foods 1,2, etc.



Therefore, using the product's Nutrition Facts Label,

$$\text{Balance Factor} = \text{Carbohydrates (g)} - \text{Fibre (g)} - \text{Protein (g)} - \text{Fat (g)}$$

where a Balance Factor of close to zero or less means the product meets minimal dietary requirements



THE LAUNCH

The Balance Factor label will be used to launch a **"whole-of-society"**, nationwide campaign to combat malnutrition and reduce risk of obesity and disease.

Organizations such as the Canadian Diabetic Association, the Canadian Cancer Society, and the Heart and Stroke Foundation can integrate the BF formula into their pre-existing programs help clients reduce risk of disease. In turn, this will encourage clients to buy products supporting the BF label.

Community applications of the BF include:

Schools (Grade 3 Math Curriculum) and healthy meal programs

Restaurants with healthy choice menus

Health and wellness programs in the workplace

The result is a mutually beneficial situation for the food industry, the health associations, the government and the entire population to simply become a healthier Canada.

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