

4^{the} of Food

The Balance Factor[®]

*A label to change
how the world eats*





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. To do this, we use the grams of carbohydrates, fibre, protein, and fat from the Nutritional Facts Label and apply a simple algebraic equation.



Using the product's Nutrition Facts Label, the formula for the Balance Factor[®] is

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

A Balance Factor[®] of close to zero or less means the product meets minimal dietary requirements.



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.

The formula for combining foods is

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

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.

The Implementation



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 to help clients reduce risk of disease. In turn, this will encourage clients to buy products supporting the BF label.

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.

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