MYTH: "CHOOSE FOODS LOWER IN FAT"

FACT: Fat is necessary for a healthy brain, nervous and cardiovascular system, as well as every cell in the body. It's not fat per se that's a problem, it's the type and the amount with no evidence that less is better. Processed foods are high in damaged trans fats and refined vegetable oils can promote inflammation in the body. There is increasing evidence of benefits from high fat/low carb diets in reducing chronic disease risk.

MYTH: "EAT AT LEAST 5 PORTIONS OF A VARIETY OF FRUIT AND VEGETABLES EVERY DAY"

FACT: Guidance does not distinguish between fruit and vegetables. Fruit is far higher in sugar than vegetables and should be kept to a minimum. Dried fruit is even higher in sugar as more concentrated. Vegetables are needed to maintain fibre intake and the health of gut bacteria. The guidance also does not differentiate between the carb load of different veg e.g. root veg vs green leafy, or the effects of processing or cooking on their nutritional value.

MYTH: "SUGARY FOODS SHOULD BE EATEN LESS OFTEN AND IN SMALL AMOUNTS"

FACT: Sugar should carry a health warning. It is highly inflammatory, makes organs fat, feeds cancer cells, creates an increased risk of many chronic diseases (e.g. diabetes, heart disease, Alzheimer's disease) plays havoc with your energy and mental wellbeing — as well as contributing to obesity.

ANH-INTL FOOD4HEALTH GUIDELINES

40% VEGETABLES (UNPROCESSED)

10% FRUITS (UNPROCESSED)

10% GRAINS (GLUTEN-FREE WHOLEGRAINS)

10% HIGH 'HEALTHY FAT FOODS'

25% PROTEIN-RICH FOODS

5% CONCENTRATED NUTRIENTS

BALANCED SCIENCE, BALANCED DIET

MYTH: "TOTAL CARBOHYDRATE SHOULD BE MAINTAINED AT APPROXIMATELY 50% OF DIETARY ENERGY, MOST OF THIS BEING DERIVED FROM STARCHY CARBOHYDRATES"

FACT: High starchy carb diets are a major driver of metabolic diseases like obesity and type 2 diabetes. With such carb intake, an individual cannot consume a high fat (low carb) diet with adequate protein — the dietary pattern that is emerging as the most protective against metabolic diseases. This segmentation also prevents the public from recognising vegetables as an important complex carbohydrate source.

MYTH: "CHOOSE WHOLEGRAIN OR HIGHER FIBRE VERSIONS WITH LESS ADDED FAT"

FACT: Many commercial 'wholegrain' (multigrain) products (e.g. Cheerios or brown pasta) have been highly processed and trigger a blood sugar response that is equivalent to the white, refined starchy versions. Grains can have a high glycaemic (and sugar) load and are therefore associated with increased type 2 diabetes risk. They also lose up to 80% of their vitamin and mineral content.

MYTH: "CHOOSE UNSATURATED OILS AND USE IN SMALL AMOUNTS"

FACT: There is no scientific link between eating saturated fat and heart – or other chronic – disease. On the contrary, highly refined vegetable oils (e.g. rapeseed, sunflower, safflower etc) promote inflammation through the omega 6 pathway. Saturated fat is stable, creating less free radical damage, plays a leading role in immune health, promotes heart health, allows the bones to take up calcium, stimulates weight loss, fuels energy and helps to maintain a lean liver. It also keeps your brain healthy with proper nerve signalling. Remove from the diet at your peril!

Eatwell Guide Check the label on Use the Eatwell Guide to help you get a balance of healthier and more sus nable food. packaged foods It shows how much of what you eat overall should come from each food go up. Each serving (150g) contains of an adult's reference intake milk, sugar-free Choose foods lower in fat, salt and sugars tea and coffee 150ml a day. Choose unsaturated oils re beans and pulses, 2 portions of sustainably processed man one of which is oily. Eat less Choose lowe and use in small amounts Eat less often and in small amounts 2500kcal = ALL F**OOOOOO** Source: Public Health England in association with the Welsh Government, Fo andards Scotland and the Food Standards Agency in Northern Ireland © Crown copyright 2016

MYTH: "EAT LESS RED AND PROCESSED MEAT"

FACT: There is no distinction made between the risks of processed meats versus red meats. Processed meats are known to pose a major cancer risk. By contrast, the data on red meats is conflicting, some showing a protective effect against disease, with others a harmful effect, likely owing to chemicals formed following high temperature cooking. There is also no distinction made between organic, grass-fed and intensively-farmed meats.

MYTH: "CHOOSE LOWER FAT OPTIONS"

FACT: Apart from being essential for maintaining brain function, organs and other systems, fat is the body's preferred fuel over glucose (from carbs). It is also required for the body to absorb fat soluble vitamins A, D, E & K.

MYTH: "THERE IS A UNIVERSAL TARGET FOR CALORIES PER DAY"

FACT: There is no scientific evidence to show that 2,000 kcal per day for women and 2,500 for men is appropriate. The fact that we are all individual in terms of culture, height, weight, activity and health status means that our required energy intakes are individual. Many people would find 2000+kcal per day excessive and may be at increased risk of obesity. It also encourages calorie counting when the evidence suggests that food composition and lifestyle factors are more important.