



FOODBEAT

The Heart Mark Newsletter

Celebrating 18 years of Heart Healthy Eating

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THE HEART AND STROKE FOUNDATION SOUTH AFRICA

APPROVED AS PART OF THE HEART AND STROKE FOUNDATION EATING PLAN

December 2009

A thank you from the Heart Mark Department

Dear Heart Mark Holders:

It amazes me how quickly the year has passed...soon it will be time to relax with family and friends and give body and mind a well deserved rest!

The last edition of Food Beat for 2009 will not be complete without reviewing our accomplishments in 2009 and aspirations for 2010.

The Heart Mark department had a successful year:

We would like to thank all the Heart Mark Holders for your loyal support, dedicated work to introduce a wider range of heart healthy products to consumers and assisting us in creating more awareness around cardiovascular disease (CVD) in SA.

Our objective for 2010 is to further establish the Heart Mark brand and build a stronger presence in the market place nationally whilst effectively educating consumers on the benefits of the Heart Mark brand. The health conscious market segment is growing rapidly and some organisations are calling this the beginning of the Lifestyle Revolution. We believe that you are already a part of this revolution as your products are strategically positioned to serve this growing market.

Together, let's make 2010 a year that will be remembered for more than the fact that SA hosted the FIFA 2010 World Cup, let's make 2010 the year that we move one step closer to reducing the incidence of CVD in SA by motivating consumers to change their lifestyles.

We look forward to extending our relationship with you in the New Year!

Yours in heart health,

Dietmar Kilian

Heart Mark Manager

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Global trends in the Food and Retailing Industry

Here are a few top food trends:

- People want to eat at home but they want less hassle in the kitchen. Easy to prepare and ready to eat are key ingredients for most of us.
- Consumers are increasingly choosing naturally healthy foods such as fruit, vegetables, salads, nuts and yoghurt.
- Flavoured oils and vinegars, pairings of fruity and tangy flavours are all the rage at the moment.
- Healthier snacks in vending machines, single-serving snacks, nutrition bars, diet bars, energy drinks and mineral waters are also seen as "in".
- Demand for low calorie, light and trans fat free products will continue to grow.
- Many shoppers try to manage or treat a condition through diet. Next to low fat, whole grains were the most influential food label claim.

These trends are promising, as long as the food industry remains willing to offer convenience without compromising on the demand for healthier food.

Companies need to adapt quickly enough to meet the ever changing consumer need.

Google, 2009. *Current food trends.*

<http://www.reuters.com/article/reutersComService4/idUSTRE5074UA20090108>
[18 November 2009]

New Products to add to your Shopping List

Tiger Brands Ltd
Tastic Rice Corporation
Bonnet Rice
Basmati Rice
Risotto Rice
Sushi Rice
Fragrant Rice

Oceana Brands
Lucky Star Pickled Pilchards
Lucky Star Curried Pilchards

Signora Mozzabella
Cheese Company
Signora Mozzabella

Rhodes Food Group
Fruit Cocktail Juice
Peaches in Natural Juice
Pineapple in Natural Juice

Marble Gold (Pty) Ltd
100% Elite Orange Juice
100% Elite Tropical Punch Juice

Pioneer Foods (Pty) Ltd T/A
Bokomo Foods
Werda "To Go" French Bean Salad

GFB Business Link
100% Pure Fruit Smoothie



Dietician's Corner

Healthy eating at work made easy

People are becoming more and more interested in eating better and being more active. They expect healthier options when eating foods prepared outside of the home....whether eating out at a restaurant, a take-away shop or a canteen at work. To keep up with the needs of a more health conscious market, it is thus important for companies to start offering more nutritious options in their food service establishments.

Here are a few heart healthy food choices you can offer in the workplace:

- Offer a variety of fruits and/or vegetables
- Instead of chips offer baked potato wedges or baked potatoes
- Encourage employees to bring in healthy food choices
- Include more whole grain foods
- If pastries, pies or muffins are popular - offer smaller portions
- Make sure there are healthy food and drink choices in vending machines
- Provide fat free, low fat or low calorie foods and drinks

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Tuna, Pepper & Avocado Melt

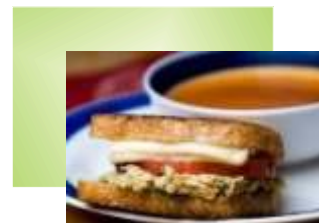
4 servings

Ingredients

- 1 can tuna (canned in spring water), drained
- ½ teaspoon fish spice
- ½ teaspoon Cajun spice
- ¼ teaspoon black pepper
- ½ teaspoon crushed chilli flakes
- 1 tablespoon garlic flakes
- 2 garlic cloves, crushed
- 2 tablespoons lemon juice
- 1 tablespoon oil
- 4 slices whole wheat bread
- 1 avocado, cubed
- 1 red pepper cubed
- 1 cup mozzarella cheese, grated
- Sprinkle mixed herbs
- Sprinkle freshly ground black pepper

Method

- Mix the tuna with all the spices up to and including the lemon juice.
- Heat the oil in a pan and heat through the spiced tuna.
- Place the bread slices on an oven tray and spread each slice with the tuna mixture.
- Then add the cubed avocado and peppers and top with cheese.
- Sprinkle with mixed herbs and black pepper.
- Bake in a pre-heated oven at 200°C, until the cheese melts and the bread is slightly crisp.
- Serve with a fresh salad of your choice.



Heart Awareness Month

September was a busy month at the HSFA with free blood pressure tests taking place at different malls throughout SA, corporate screenings as well as radio and television interviews all in aid of creating publicity around Heart Awareness Month (HAM).

During HAM the HSFA makes every effort to get the message across that being able to recognise the warning signs of a stroke and heart attack is imperative. We also offer preventative advice such as following a healthy diet, regular exercise and not smoking, which does your heart a world of good. We encourage adopting an overall healthy and well-balanced lifestyle to ensure a long heart healthy life.

Go Red for Women

Go Red for Women (GR4W) is an international movement aimed at reducing the incidence of heart disease among women. 1 in 4 women will die as a result of heart disease. We want to prevent this through education.

GR4W collaborated with MasterCard to host Cape Town's largest fashion extravaganza...Style in the City. The Mother City was filled with fashionistas from 29th October to 1st November, eager to support the fundraising event. 8 red designer dresses were auctioned off. A generous amount of R90, 000 was raised in support of GR4W to fuel future awareness projects! Britain's Fashion Gurus, Trinny and Susannah, from BBC's hit television show, *What not to Wear*, headlined the event.

Join the GR4W Movement today at www.goredforwomen.co.za.
GR4W, uniting thousands of women throughout SA!



Children's Programme

The Children's Programme was established in 1997 and strives to encourage healthy eating habits in South Africa's children from a young age. Since its inception, the programme has effectively reached over 2.1 million disadvantaged children countrywide and aims to educate even more kids in 2010.

Winter Beanie Handouts

Following a nationwide appeal for wool to knit beanies for the underprivileged children listed on our Children's Programme, the HSFSa received an overwhelming amount of donations from Shoprite and members of the community. Willing community workers knitted over 1000 beanies! The HSFSa would like to extend a hearty thanks to all the members of the public and retailers who assisted us with the initiative - not only have you warmed our hearts, but you have helped to keep the heads of over 1000 children warm during Cape Town's coldest winter.

Learn more about this award winning Programme on www.heartfoundation.co.za/childcare/childcare.htm.



Dress Red



It's almost that time of the year again to Dress Red and save a heart! Expect our call as we will be urging you to show your support of our Children's Programme by wearing your Dress Red sticker on 14th February. These stickers will be sold at R5 each.

Visit the Dress Red website at www.dressred.co.za to find out more about our 2010 campaign and to place your order.



Make a difference today!

School Tuckshop Programme

The School Tuckshop Programme is a free service offered to all schools in SA.

The HSFSa is committed to:

- Provide the school with assistance, advice and guidance as to how to make the tuckshop healthier,
- Provide training to tuck shop staff, and
- Provide a quarterly newsletter via e-mail which will contain a health article and other useful tips.

Please contact Ayesha Seedat at (021) 447 4222 in order to learn more about the Programme.

Restaurant Programme



The Restaurant Programme is designed to assist the public in making healthier choices when dining out by encouraging restaurants to provide healthier food options and thereby join forces with the Heart and Stroke Foundation SA in the fight against cardiovascular disease.

Corporate Wellness

The Healthy Hearts @ Work Canteen Programme is designed to encourage healthy food choices and healthy eating practices at the workplace. The overall objectives of the Programme is to encourage employers to make more nutritious meals and snacks available at the workplace (e.g. in staff restaurants/canteens, tuck shops or vending machines).

Sign up today!

