

DIETARY GUIDELINES FOR THE BRAZILIAN POPULATION

SHORT VERSION

1st edition
1st reprint



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SHORT VERSION


WHAT ARE THESE DIETARY GUIDELINES?

Did you know that eating adequate and healthy food every day is a basic human right? This Pocket Guide, short version of the second edition of *Dietary Guidelines for the Brazilian Population*, published in 2014, is one of the strategies of the National Food and Nutrition Policy and the National Health Promotion Policy and provides, in a practical way, current recommendations to guide the population to assert this right.

As a useful tool, this Guide clarifies what is “adequate and healthy eating” and shows the way for each individual to adopt more appropriate food choices, considering regional, age, cultural, social and biological particularities. With this, it is expected to improve food and nutrition patterns and contribute to promote population health.

For some decades, Brazil has been facing a scenario marked by an increase in overweight and obesity, in all age groups, and in non-communicable chronic diseases, such as heart disease, cancer and diabetes, which have become the main causes of death among adults. This Pocket Guide should be used with the aim of improving this scenario.

Ministry of Health



This Pocket Guide serves to support and encourage healthy eating, with both individuals and population groups in mind. Use it as a basis to plan your everyday meals.

Specific guidelines on feeding children under two years of age can be found in other publications by the Ministry of Health, which can be accessed through this link:

https://www.svb.org.br/images/guia_da_crianca_2019.pdf

THE BASES OF THESE DIETARY GUIDELINES FOR THE BRAZILIAN POPULATION

The dietary recommendations in this Guidelines take into account the five principles below:

1. More than nutrient intake: this Guide is about foods, the nutrients they provide, how they can be combined with one another and prepared, and also talks about ways of eating and the influence of cultural and social aspects on eating practices.
2. Tuning in with the present time: This Guide considers the most concerning health conditions in the population, such as obesity, diabetes, high blood pressure, heart disease and cancer. It also considers eating patterns – the population consumes excess calories

and does not meet nutritional needs in a balanced way.

3. Sustainable food system (production and distribution): this Guide aims at reducing the impact on natural resources and biodiversity (environmental integrity) and on social justice, valuing family farming and minimal food processing.
4. Knowledge generated by different types of knowledge: This Guide values both scientific studies (population, experimental, clinical and anthropological) and traditional food patterns, respecting the identity and food culture of the population.
5. Autonomy to make food choices: This Guide provides reliable information for individuals, families, and communities to increase their autonomy to make more informed food choices and demand the fulfillment of the human right to adequate and healthy food.

NEW FOOD CLASSIFICATION

The recommendations in this Guidelines take into account the type of processing the food has undergone before reaching the consumer. There are four food categories defined according to this criterion:

	Natural or minimally processed foods		Prefer their consumption <i>GREEN</i>
	Culinary ingredients Processed foods		Caution / Attention <i>YELLOW</i>
	Ultra-processed foods		Avoid <i>RED</i>

The type of processing used in food production determines or influences:

- its flavor;
- the nutrients present in the food;
- other foods it will be consumed with;
- when, where and with whom it will be consumed (ways of eating);
- the amount that will be consumed;
- its social and environmental impact.

FOOD CATEGORIES: DEFINITIONS

Natural food

They are obtained directly from plants or animals, and do not undergo any modification after leaving nature

Minimally processed foods

These are natural foods that undergo important processes, such as removal of inedible or undesirable parts, fermentation, pasteurization or freezing, in order to reach the consumer with quality. Changes are minimal. These foods do not receive salt, sugar, oils, fats or other ingredients.

Examples

- produce (greens and vegetables) and fruits, fresh or packaged, fractionated, refrigerated or frozen;
- rice, corn (grain or on the cob) and other cereal grains;
- beans (black, carioca, fradinho, red, pigeon pea, white, etc.);
- fresh or dried mushrooms;
- dried fruit (plum, apricot, fig, etc.);
- fruit juice (natural or pasteurized and without added sugar or other substances);
- nuts (cashew, baru nut, Brazil nut, walnut, almond, peanut, macadamia, hazelnut) (without salt or sugar);
- spices in general and fresh or dried herbs;
- cassava, maize or wheat flour and pasta, fresh or dry, made with these flours, water and eggs;
- beef, pork, poultry, and fish, fresh, chilled or frozen;
- pasteurized, UHT or powdered milk;
- yogurt (no added sugar);
- tea, coffee, drinking water.
- eggs.

***NATURAL AND MINIMALLY
PROCESSED FOODS SHOULD BE
THE BASES OF ALL MEALS***

Culinary ingredients

They are extracted from fresh foods or other natural sources, and they are used to season and cook food and create culinary preparations.

Examples

- soy, corn, sunflower and canola oils;
- olive oil;
- butter;
- lard;
- coconut fat;
- white, crystal, demerara or brown table sugar;
- coconut sugar;
- refined or coarse table salt.

***USE THEM IN SMALL
AMOUNTS TO SEASON
AND COOK FOOD***

Processed foods

These are natural or minimally processed foods that receive salt, sugar, vinegar or oil to mainly, last longer. Manufacturing techniques include cooking, fermentation, brine, among others.

Examples

- preserved carrots, cucumbers, peas, palm hearts, onions, cauliflower, among other vegetables, preserved in brine or in a salt and vinegar solution;
- tomato paste or concentrate (with salt and/or sugar);
- fruit in syrup or candied;
- jams;
- dried meat and bacon;
- canned sardines and tuna;
- cheeses;
- breads made with wheat flour, yeast, water and salt.

***IT IS RECOMMENDED TO
CONSUME THEM AS PART OF
CULINARY PREPARATIONS BASED
ON NATURAL OR MINIMALLY
PROCESSED FOODS***

Ultra-processed foods

These are industrial formulations based on ingredients extracted or derived from foods (oils, fats, sugar, modified starch) or even synthesized in the laboratory (dyes, flavorings, flavor enhancers, etc.). Labels can contain huge lists of ingredients. And most of them have the function of extending the duration of the food, or even giving it color, flavor, aroma and texture to make it attractive. When present, natural or minimally processed ingredients appear in reduced proportion.

Examples

- sweets in general (chocolates, lollipops, ice cream, etc.);
- sweetened breakfast cereals;
- cakes and cake mixes;
- margarine;
- cereal bars;
- “instant” soups, noodles and seasonings;
- ready-made sauces;
- “packaged” snacks;
- sweetened juices and soft drinks;
- sweetened and flavored yogurts and dairy drinks;
- energy drinks;
- frozen and ready-to-heat products (lasagna, pizza, nuggets, etc.);
- breads, crackers and cookies made with hydrogenated vegetable fat, sugar, starch, whey, emulsifiers and other additives.

HOW TO DISTINGUISH... ULTRA-PROCESSED FOOD VS. PROCESSED FOOD

Check the ingredients list! A high number of ingredients (five or more) and the presence of unfamiliar names (hydrogenated vegetable fat, fructose syrup, thickener, flavoring, coloring...) indicate that the product is an ultra-processed product. Most ultra-processed products are consumed in place of foods such as fruit, milk and water or even culinary preparations. Ultra-processed foods tend to limit the consumption of natural or minimally processed foods. Watch out!

DID YOU KNOW THAT ULTRA-PROCESSED...

- favor the excessive consumption of calories, because they are in large sizes and/or with high concentrations of sugar, salt and fat;
- as they can be consumed anywhere and without the need for dishes, cutlery and/or table (eating without attention), they impair the feeling of satiety;
- are formulated to be extremely tasty (hyperflavor), favoring “non-stop eating”;
- in the form of juices, soft drinks or refreshments they contain “liquid calories”, hindering the feeling of satiety and favoring weight gain.

***THE GOLDEN RULE
ALWAYS PREFER NATURAL OR
MINIMALLY PROCESSED FOODS
AND CULINARY PREPARATIONS TO
ULTRA-PROCESSED FOODS***

A teal graphic element consisting of a horizontal bar at the top left and a diagonal bar extending from the top right towards the center, creating a layered effect.

**AVOID
ULTRA-PROCESSED
FOODS**

ASK YOUR QUESTIONS

Why base your diet on natural, minimally processed and mainly plant-based foods?

- Vegetable food combinations form nutritionally balanced, tasty and culturally appropriate meals. They can be complemented with small amounts of animal foods.
- Limiting the consumption of foods of animal origin means choosing a food system that is socially fairer and less stressful for the physical environment, animals, and biodiversity.
- When consumed in excess, red meat increases the risk of heart disease and other chronic diseases such as bowel cancer.

Why should oils, fats, salt and sugar be used in small amounts in culinary preparations?

- Excessive consumption of sugar increases the risk of heart diseases, diabetes, obesity and other chronic diseases, while excessive consumption of salt and fats increases the risk of high blood pressure and obesity, respectively.
- When used in moderation and combined with natural or minimally processed foods, they contribute to the creation of varied, tasty and nutritionally balanced culinary preparations.

Why limit the consumption of processed foods?

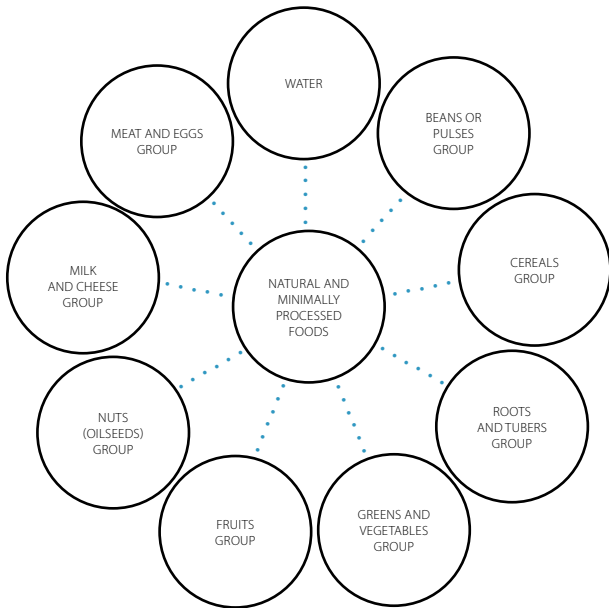
- The addition of salt, sugar or fat, usually in amounts greater than those used in culinary preparations, favors the excessive consumption of these ingredients.
- It is important to check the product labels to give preference to those with lower levels of salt and sugar.

Why avoid consuming ultra-processed products?

- Ultra-processed products have an unbalanced nutritional composition, increasing the risk of chronic diseases and nutritional deficiencies.
- Long-term health effects and the cumulative effect of exposure to various additives are not always well known.
- Diet or light versions do not bring clear benefits.
- The addition of fiber and synthetic micronutrients does not guarantee that they will have the same beneficial effect on the body as nutrients from natural sources.
- Ultra-processed foods create a false sense of diversity while genuine food cultures are seen as uninteresting.
- They are made to be consumed without the need for any preparation, anytime and anywhere, making food preparation, the meal table and sharing the meal time often unnecessary, contributing to isolation.
- Excessive disposable packaging, pesticide-dependent monocultures, intensive use of water and chemical fertilizers compromise natural resources.

WHAT TO PUT ON THE PLATE

The figure below shows the food groups that make up the category of natural and minimally processed foods. Use them freely to make up all the meals of your day.



EXAMPLES OF FOODS FROM EACH FOOD GROUP

FOOD GROUP	EXAMPLES
Beans or pulses	Black, white, and carioca beans, black-eyed, peas, lentils, chickpeas
Cereals	Rice, corn (grains and flour), wheat (grains, flour, pasta), oats, rye, barley, quinoa
Roots and tubers	Cassava/manioc/yucca, potato, sweet potato, baroa potatoes, inhame (taro), and cará (water yam).

Greens and
vegetables

Pumpkin/squash, zucchini, chard, watercress, lettuce, chicory, eggplant, beetroot, broccoli, catalonha, onion, carrot, chicory, chayote, kale, spinach, geroba, gherkin, jiló, jurubeba, mustard, ora-pro-nobis, cucumber, pepper, okra, cabbage, tomato

Fruits

Avocado, pear, banana, pineapple, melon, papaya, strawberry, mango, araçá, fig, jambo, orange, pitomba, apple, persimmon, clementine/tangerine/bergamot, plum, acerola, açai, blackberry, araticum, atemoia, bacuri, caja, carambola, cupuaçu, breadfruit, guava, graviola, jabuticaba, jackfruit, jambo, jenipapo, lime, passion fruit, pequi, pitanga, pomegranate, tamarind, grape

Nuts (oilseeds)	Cashew, baru nut, Brazil nut, walnut, almond, peanut, macadamia, hazelnut
Milk and cheese	Cows' milk, cheese curds, plain yogurt, cheeses*
Meat and eggs	Red meat (beef, pork, goat, lamb), poultry meat (chicken, duck), fish (fish, crustaceans [shrimp, crab] and mollusks [octopus, squid, oyster, shellfish]), eggs
Water	Pure water (filtered or boiled), water naturally present in natural or minimally processed foods

*Cheeses are consumed as part of culinary preparations based on natural or minimally processed foods, such as pasta with tomato sauce or polenta made with corn flour.

FOOD GROUPS: SOME RECOMMENDATIONS

BEANS (PULSES)

- The mixture of beans and rice is the most popular in the country, but there are several preparations appreciated by Brazilians, such as *tutu à mineira*, tropeiro beans, bean soup, *acarajé*.
- White beans, cowpeas, peas, lentils and cooked chickpeas are also eaten in salads.
- Soak the beans for a few hours before preparing them (discard the soaking water) to reduce cooking time.
- Prepare them with generous amounts of onion, garlic, bay leaves and other herbs and spices, avoiding excessive use of oil and salt.
- All pulses are sources of protein, fiber, B vitamins and minerals such as iron, zinc and calcium.
- The high fiber content of beans contributes to satiety.

CEREALS

- Rice: main representative of the cereals group in Brazil, usually makes up the dish alongside beans. It is quite versatile, being used in risottos, rice-and-meat, chicken stew, as well as in desserts, such as rice pudding.
- Corn: consumed as boiled cobs, in culinary preparations of creams and soups or in sweet recipes (*canjica*, *pamonha*, *curau*). Corn flour is used in couscous, *angu*, *farofa*, corn cake and polenta.

- Wheat: consumption in Brazil occurs mainly through wheat flour. The grain can be used in salads (*tabbouleh*), hot preparations with vegetables, or soups. The flour composes savory and sweet pies, cakes, homemade breads, pasta and is used to bread vegetables and meats.
- All cereals are sources of carbohydrates, fiber, vitamins and minerals. Combined with beans or other pulses, they are a source of excellent quality protein.

ROOTS AND TUBERS

- Versatile, they can be cooked, baked, prepared in stews or in the form of purees.
- Cassava: when consumed in the form of flour, it accompanies fish, vegetables, *açaí*, in addition to composing recipes for *pirão* (a thickened fish sauce made also with cassava flour), couscous, *tutu*, *tropeiro* beans and *farofas*. In the North and Northeast regions, it replaces or accompanies rice mixed with beans.
- The starch extracted from cassava, also known as *polvilho* or gum, is used in the preparation of tapioca and cheese bread recipes. In some regions, tapioca is an option for breakfast.
- Roots and tubers should preferably be boiled or roasted as, when fried, they absorb a large amount of oil or fat.
- They are sources of carbohydrates and fiber and, in the case of some varieties, also minerals and vitamins, such as potassium and vitamins A and C.

GREENS AND VEGETABLES

- Varieties of the same type of green or vegetable occur according to the region, such as lettuce, which can be smooth, crisp, americana, roxa (purple), romaine.
- When produced locally and during the harvest period, they have a lower price, in addition to higher quality and more flavor.
- Organic and agroecological are particularly tasty, and they also protect the environment and health.
- Consumed in salads, in hot preparations (boiled, sauteed, roasted, breaded), in soups and, in some cases, stuffed or in the form of purees.
- When consumed raw, they must be properly sanitized: first, wash under running water and then place in a container with water added with sodium hypochlorite (follow the directions on the label).
- They are excellent sources of vitamins, minerals and fiber, and generally provide a relatively small amount of calories.

FRUITS

- When produced locally and during the harvest period, they have a lower price, in addition to higher quality and more flavor.
- Consumed fresh or dried (dehydrated), as part of main meals or in small meals. In some regions of Brazil, they are consumed with fish and manioc flour (*açaí*) or rice and chicken (*pequi*).
- When consumed with the skin, they need to be sanitized (under running water and water with hypochlorite, such as greens and vegetables).

- They are sources of fiber, vitamins, minerals and compounds that contribute to disease prevention.
- Natural fruit juices do not always provide the same benefits as fruit. Fiber and nutrients can be lost during preparation and the satiety power is always lower. It is best to consume whole fruits.
- When consuming fruit-based juices and drinks, avoid ultra-processed ones (those with added sugar, flavoring, coloring, etc.).

NUTS (OILSEEDS)

- Ingredients for salads, sauces and various savory and sweet culinary preparations (*farofas*, *paçocas*, peanuts) and fruit salads. Great option to spice up small meals.
- They are rich in minerals, vitamins, fiber and healthy fats (unsaturated fats), in addition to containing antioxidant compounds that help prevent disease.

MILK AND CHEESE

- In Brazil, cows' milk is often consumed in the first meal of the day, pure, with fruit or with coffee. It is used in creams, pies and cakes and in other sweet or savory culinary preparations.
- Milk and plain yogurt are rich in protein, vitamins (in particular vitamin A) and calcium. When they are whole, they are rich in saturated fats, and should be consumed in moderation.
- Cheeses are rich in protein, vitamin A and calcium, but they have a high content of

saturated fat, high energy value and a high concentration of sodium (because of the added salt). Consume them in small amounts.

MEAT AND EGGS

- This group is often consumed in Brazil as an accompaniment to beans and rice or other plant-based foods.
- Red meats: are consumed very frequently in all regions of the country, grilled and seasoned only with salt, roasted or in stews. They are excellent sources of high quality protein and are high in micronutrients (iron, zinc and vitamin B12). Rich in saturated fats, they should be consumed in moderation.
- Poultry meat: the most consumed in Brazil is chicken, which is part of traditional dishes such as the chicken stew from Minas Gerais and Goiania. Although rich in high quality protein, minerals, and vitamins, they are high in saturated fats in the skin. Therefore, it is recommended that they are consumed without the skin.
- Fish: In most regions, fish supply is very small and prices are relatively high compared to red meat and poultry. They are baked, grilled, stewed (*moqueca*) or boiled, and they also make up mush, salads and pie fillings. They are rich in high quality proteins and vitamins and minerals. Due to their high proportion of healthy fats (unsaturated fats), fish are excellent substitutes for red meat.
- Eggs: especially chicken eggs, they are accessible and relatively cheap in Brazil. Boiled, scrambled, fried or as ingredients in omelets

and souffles, or in various other culinary preparations.

- For a variety of reasons, some people choose vegetarianism. The restriction of foods of animal origin requires attention in the choice of foods for each meal. Nutrition Monitoring may be necessary.

WATER

- Water is essential for sustaining life. Without it, humans cannot survive for more than a few days. The amount of water needed per day varies widely and depends on several factors (age, weight, physical activity, etc.).
- Humans are able to efficiently regulate the daily water balance. It is very important to look out for the first signs of thirst and promptly satisfy the need for water.
- The ingested water must originate from the consumption of pure water and the water contained in food and culinary preparations.
- When the diet is based on natural or minimally processed foods, it is usual for them to provide about half the water the body needs.
- Ultra-processed products are, in general, scarce in water; soft drinks and sweetened beverages have a high proportion of water, but contain sugar or artificial sweeteners and various additives, which is why they cannot be considered adequate sources of hydration.

***GIVE PREFERENCE TO
GREENS, VEGETABLES
AND FRUITS PRODUCED
LOCALLY AND DURING THE
HARVEST PERIOD. THEY
ARE CHEAPER, TASTIER
AND HAVE HIGHER
QUALITY THAN OTHER
PRODUCTS***

DID YOU KNOW?

Natural or minimally processed foods and culinary preparations made with these ingredients correspond to nearly two-thirds of the diet of Brazilians, in terms of calories consumed. Small changes, such as an increase in the intake of vegetables and a reduction in the consumption of red meat, would make the nutritional profile of the diet adequate according to the recommendations of the World Health Organization (WHO).

EXAMPLES OF HEALTHY MEALS

This section describes examples of healthy meals, which should not be taken as rigid recommendations or fixed menus to be followed by everyone.

KEEP AN EYE OUT!

Note the suggested food combinations - they are in line with the recommendations in this Guide.

Varying combinations is essential to increase the supply of nutrients on a daily basis. Use your creativity to create tasty and colorful culinary preparations!

The nutritional and energy needs of each individual vary greatly; therefore, the following examples do not mention quantities of food or household measures.



Worry about the quality of what you put on your plate. The more food groups there are, the more varied, colorful and nutritious your meal will be!





Remember: body weight control is the simplest and most efficient way to know if what you are eating is the right amount.





HERE, THE EXAMPLES WERE TAKEN FROM THE FIVE MAJOR REGIONS OF THE COUNTRY, REPRESENTING MEN AND WOMEN, VARIOUS AGE GROUPS (FROM 10 YEARS OLD), URBAN AND RURAL AREAS AND ALL INCOME CLASSES.



MEAL	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3	EXAMPLE 4
Breakfast	Coffee with milk, tapioca and melon	Coffee with milk, cheese bread and papaya	Coffee, wholegrain bread with cheese and mango	Milk, couscous, chicken egg and banana



Lunch	Rice, beans, grilled steak, tomato salad and fruit salad	Rice, beans, <i>angu</i> , pumpkin, okra and papaya	Rice, lentils, ham, potatoes, cabbage, lettuce and pineapple	Beans, manioc flour, fish, lettuce and tomato salad and coconut candy
				

Dinner	Rice, beans, egg, leaf salad and apple	Rice, beans, chicken breast, pumpkin with okra and genipap jam	Rice, beans, omelette, baked cassava, lettuce and tomato salad	Vegetable soup, cassava flour and açai
	⋮	⋮	⋮	⋮
				

PLAN SMALL MEALS!

Milk with fruit (fresh or pulp), plain yogurt, fresh or dried fruit, nuts, homemade cake (corn, cassava, cornmeal...) are excellent options to eat in the breaks between breakfast, lunch and dinner. Carry the food you will consume throughout the day in your bag or backpack if you are away from home. Avoid buying ultra-processed products (crackers, cookies, sweets, “packaged snacks”). Below are some examples.

	Example 1	Example 2	Example 3
Small meal (morning)	Clementine/ Tangerine	Natural orange juice	Coffee and nuts
Small meal (afternoon)	Milk and avocado smoothie	Coffee, cornmeal cake, black plum	Plain yogurt with banana

**AVOID LEAVING
ULTRA-PROCESSED PRODUCTS
WITHIN REACH, WHETHER AT HOME
OR IN THE PLACE OF WORK OR
SCHOOL. GOOD OPTIONS FOR SMALL
MEALS ARE FRESH OR DRIED FRUITS
AND NUTS**

BREAKFAST

The variety of combinations is immense! The examples chosen reflect regional preferences in Brazil.

- Breads and cheese (processed foods) can be part of meals based on natural or minimally processed foods.
- Diversify your breakfast with cereal-based preparations (corn cake, wholegrain bread, couscous), eggs (boiled or scrambled egg) and tubers (tapioca, cheese bread, sweet potatoes).
- Fruits can be alternated with natural juices, preferably without added sugar.
- Instead of milk, plain yogurt can be an option. If you prefer, sweeten it with fruit or honey and spice it up with homemade granola, made with nuts, flour or cereal bran and dried fruit.

WHAT ABOUT LUNCH AND DINNER?

The mixture of beans and rice, present at the table of most Brazilians, is a perfect combination. When combined with vegetables, roots and tubers, meat (preferably lean cuts) or eggs, the result is an ideal meal.



- Freely use vegetables, whether raw in salads, or in soups, sauteed or cooked. Remember to include them in preparations with rice, meat, fish, eggs.
- Try to reduce the consumption of red meat and choose chicken, fish or eggs, preferring baked, grilled or boiled preparations.
- For variety, replace the beans with another legume (lentils, peas, chickpeas) or rice with preparations based on corn or other cereals.
- Remember to include fruit at the end of meals. Homemade fruit-based sweets are also an option.

***NATURAL AND MINIMALLY
PROCESSED FOODS SHOULD BE THE
BASES OF ALL MEALS!***

FOOD CARE

How to choose it

- Purchase food in clean and organized places that offer good quality options and in good condition.

FOODS	WHAT TO WATCH OUT FOR
Vegetables and fruits 	They must not have parts that are damaged, moldy or with altered color or texture.
Fish 	Fresh fish must be refrigerated and have well-adhered scales or intact leather, pink gills and bright, transparent eyes. Frozen products must be properly packaged and kept at appropriate temperatures. Avoid purchasing those with water or ice buildup as they may have been thawed and refrozen.



Meat

They must not have a dark or greenish color, an unpleasant smell or an altered consistency. Fresh meat has a bright red color (or light color in the case of poultry), firm texture and well-adhered, light-colored fat.



Packaged food

Look for the expiration date, if the packaging is sealed and free of dents, holes or swelled areas. The content must not show changes in color, smell or consistency.

How to store it

- Store non-perishable foods in a dry and well-ventilated place, at room temperature and away from sunlight.
- Keep perishables refrigerated or frozen. Culinary preparations saved for the next meal should be stored under refrigeration.

How to handle it

- Wash your hands before handling food and avoid coughing or sneezing on it.
- Avoid consuming raw meat and eggs.
- Make it a habit to sanitize fruits and vegetables under running water and then in a sodium hypochlorite solution before consumption. Follow the directions on the prescription label.
- Keep food protected in packages or containers.
- Try to keep the kitchen clean, airy and organized.
- Take time to clean the refrigerator, stove, cabinets, shelves, floors and walls to preserve the quality of food and preparations.

***EATING IS A NATURAL
PART OF SOCIAL LIFE. SHARING
MEALTIME HELPS TO CULTIVATE
AND STRENGTHEN BONDS
BETWEEN PEOPLE***

WHEN, WHERE, HOW AND WITH WHOM TO EAT

WHEN	WHERE	HOW	WITH WHOM
<ul style="list-style-type: none"> • Try to eat at the same times, maintaining some regularity - this will help to control what you eat, avoiding “snacking” between meals. 	<ul style="list-style-type: none"> • Try to eat at the table, in quiet, clean and comfortable environments. • Avoid eating at your work desk, standing or walking, or in your car or public transport. • Away from home at work or school, choose restaurants per kilo that are adequate (clean and comfortable). 	<ul style="list-style-type: none"> • Avoid being distracted by your TV or phone during meals and pay attention to food. • Chew slowly and enjoy what you are eating to aid digestion and prevent overeating. 	<ul style="list-style-type: none"> • Prefer to eat with friends, family and colleagues at work or school.

TACKLE THE DIFFICULTIES

DIFFICULTY

Access to information

CARE/ATTENTION

Most of the information and recommendations published about food and health (television, radio, magazines and the internet) is questionable, induces fads and leads to the depreciation of traditional foods and eating practices. Healthy eating is often confused with diets to lose weight. Sometimes, stories that claim to be informative are actually advertising for ultra-processed products.

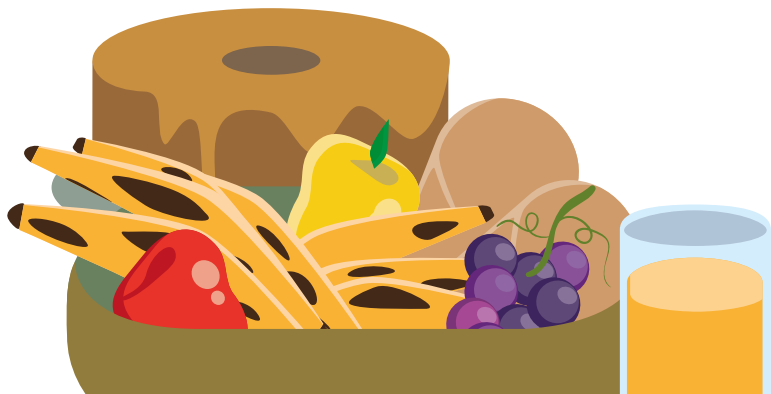
WHAT YOU CAN DO

This Guide is a reliable source of information and recommendations on proper and healthy eating. Discuss them with family, friends and colleagues and with the health professionals who care for you.

Supply of ultra-processed products and natural and minimally processed food

Ultra-processed foods are found everywhere, always accompanied by advertising, discounts and promotions, while natural or minimally processed foods are not always sold in places close to people's homes.

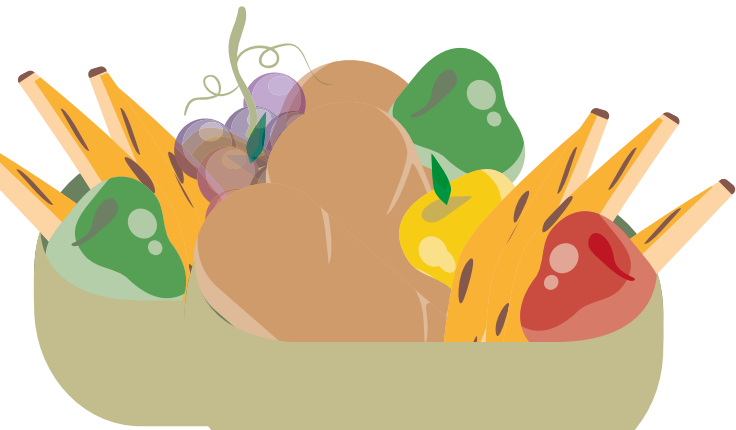
- Try to shop in markets, open markets, stands or wholesales, where natural or minimally processed foods are sold.
- Bring a shopping list to purchase only what you need.
- Take a lunch box to work or school. Restaurants per kilo are good alternatives. Avoid fast food chains.
- If possible, grow a home garden, which can provide a reasonable amount of fresh food at low cost.



Cost of meals

In Brazil, the total cost of a meal based on natural or minimally processed foods is lower than the cost of a meal based on ultra-processed foods.

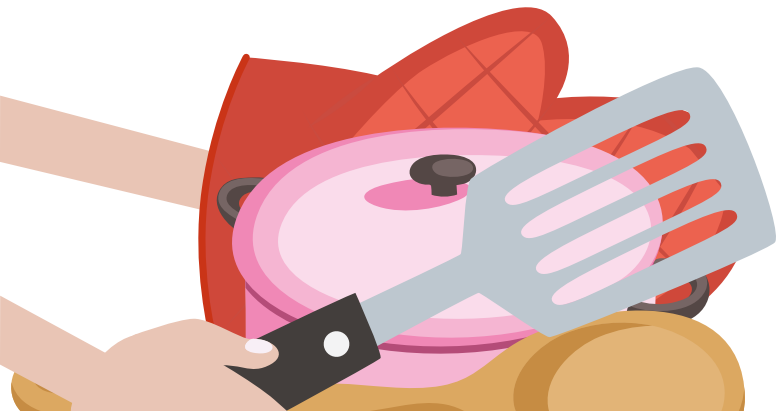
- Choose crop varieties, as they will always be cheaper. Buying food in stands or wholesale, or directly from producers (street markets) can also reduce costs.
- Keep the refrigerator and pantry organized and use foods with the closest expiration date. Avoiding waste generates savings.
- If away from home, choose the lunch box or eat at restaurants per kilo.



Cooking skills

The reduction in the transmission of cooking skills to subsequent generations favors the consumption of ultra-processed foods, and preparations based on natural and minimally processed foods lose more and more space in people's daily lives.

- If you have cooking skills, try to develop them and share them with the people you live with.
- If you don't have them, try to learn: talk to people who know how to cook, ask for recipes, read books, check the internet, and... start cooking!



Time

Shopping, cooking, eating at the table, cleaning the kitchen and cleaning utensils takes time and dedication. Long distances between work-home and school-home, plus chaotic traffic and excessive workloads reduce people's available time.

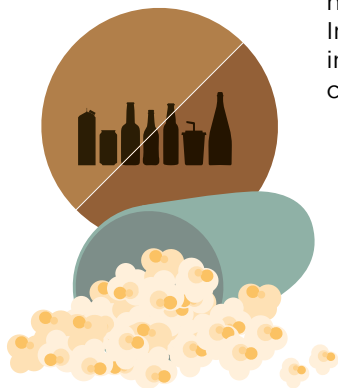
- Reduce food preparation time by mastering cooking techniques. Ask more experienced friends and family for tips.
- Plan the menu for the week.
- Some foods or preparations can be prepared on weekends, frozen and used in the following days.
- Divide the tasks of the food routine among the members of the house.



Food advertising

More than two-thirds of food commercials on television refer to ultra-processed foods. The population is led to believe that they have superior quality to other foods or that they will make people happier, more attractive, stronger, “super healthy” and socially accepted. Incorrect or incomplete information mainly affects children and young people.

- Parents and educators should make it clear to children that the role of advertising is to increase the sale of products, not inform or educate people.
- Limiting screen time (especially TV) will decrease children’s exposure to advertisements and at the same time help make them more active.
- Set an example for children and teenagers, eating at the table, away from television, computer or phone. Take advantage of these moments to talk.



***SHARE THE TASKS!
SHARE ROUTINE FOOD CHORES
WITH THE REST OF THE HOUSEHOLD
SO THAT NO ONE IS OVERWHELMED.
MEN AND WOMEN MUST HELP!***

TEN STEPS TO HEALTHY DIETS

1. Make natural or minimally processed foods the basis of your diet.
2. Use oils, fats, salt, and sugar in small amounts when seasoning and cooking natural or minimally processed foods and to create culinary preparations.
3. Limit consumption of processed foods.
4. Avoid consuming ultra-processed foods.
5. Eat regularly and carefully, in appropriate environments and, whenever possible, in company.
6. Shop in places that offer a variety of natural or minimally processed foods.
7. Develop, exercise and share cooking skills.
8. Plan your time to make food and eating important in your life.
9. Out of home, prefer places that serve freshly made meals.
10. Be wary of food advertising and marketing.

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