

Healthy Oils in South Africa: Health requirements of the consumer

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Cancer Association of South Africa (CANSA)

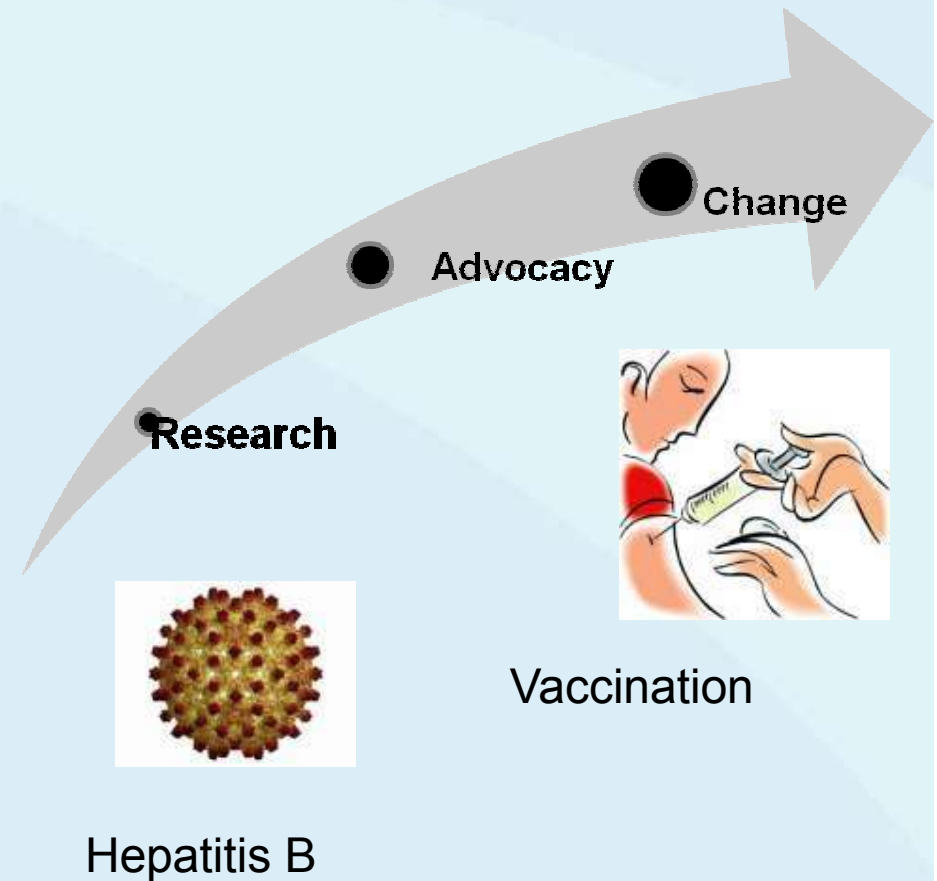
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A few words about CANSA



- Section 21 Company-Not for profit
- 76 years old
- Service, Advocacy, Research
- 30 000 cancer patients p.a.
- Budget: R60 M
- 300 staff
- 40 000 volunteers
- Research Reserves: R100 M
- Research p.a. R5 M
- Source of funds: Public & Lotto

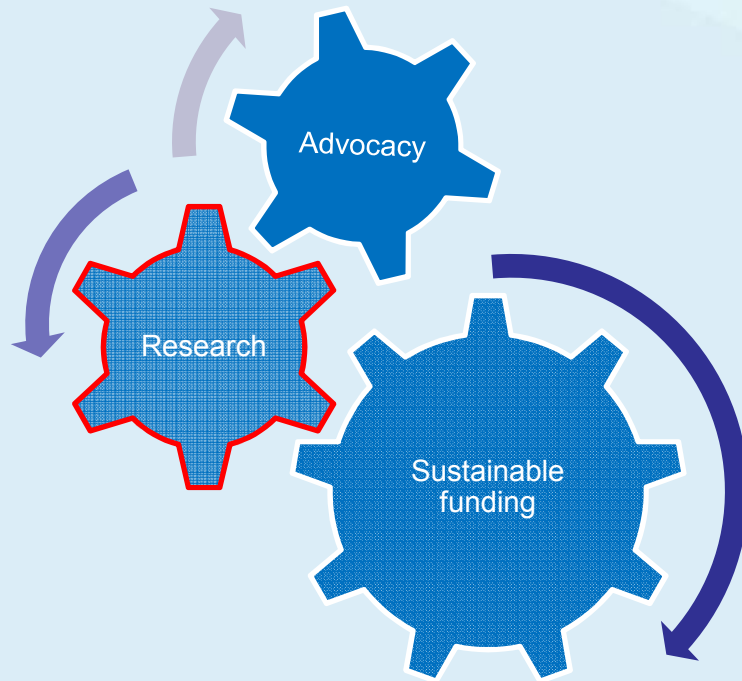
RESEARCH STRATEGY



STRIVING FOR A CANCER SMART SOUTH AFRICA

Sustainable funding to the end..

Research Dynamo



*CANSA has created a research “**dynamo**” over **seven decades** with funds from the public that yields substantial research funds every year on a **sustainable basis** and should continue doing so **as long as it takes** before cancer is substantially conquered.*

ROLE OF CANSA AGAINST CANCER



- Vaccination hepatitis
- Pap smears
- Health promotion

- **Focus on Environmental molecules**

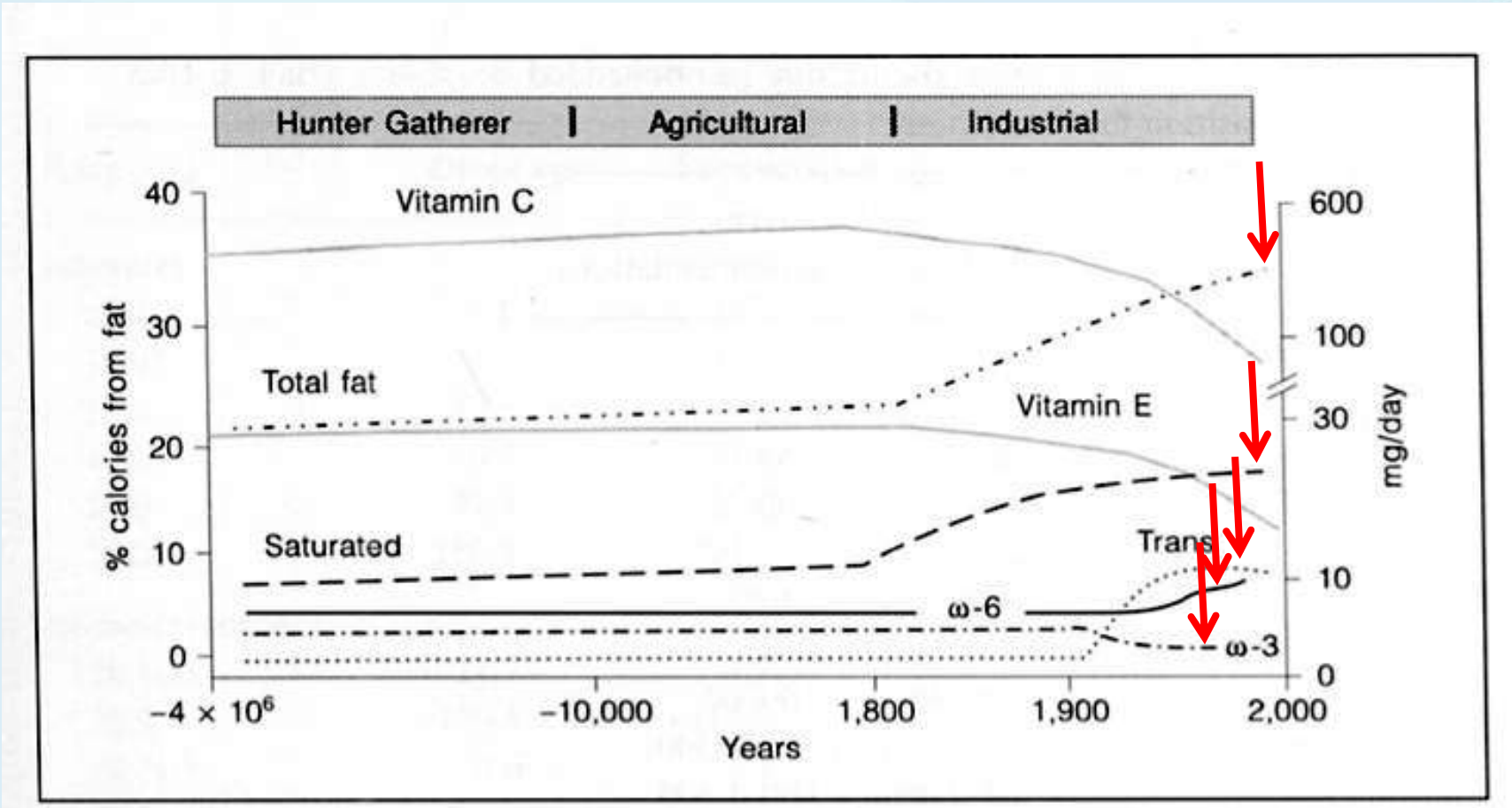


- **Natural prevention**



Patient care
Survivor care

CANSA's concern with oils



STRIVING FOR A CANCER SMART SOUTH AFRICA

Summary of CANSA's concern with oils

- 1. Total fat has increased*
- 2. Saturated fat has increased*
- 3. Trans fat has increased*
- 4. Omega-6 has increased*
- 5. Omega-3 has decreased*
- 6. Ratio of omega-6/omega-3 has increased*
- 7. Monosaturated has decreased*

Over the past 100 years there have been some pretty big changes

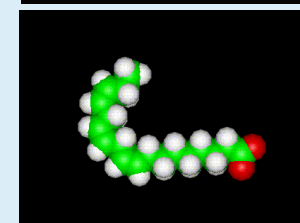
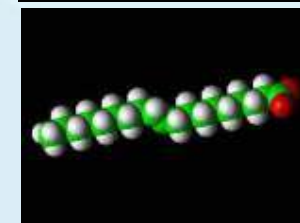
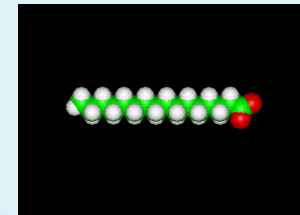
Summary of CANSA's concern with oils

CHANGE

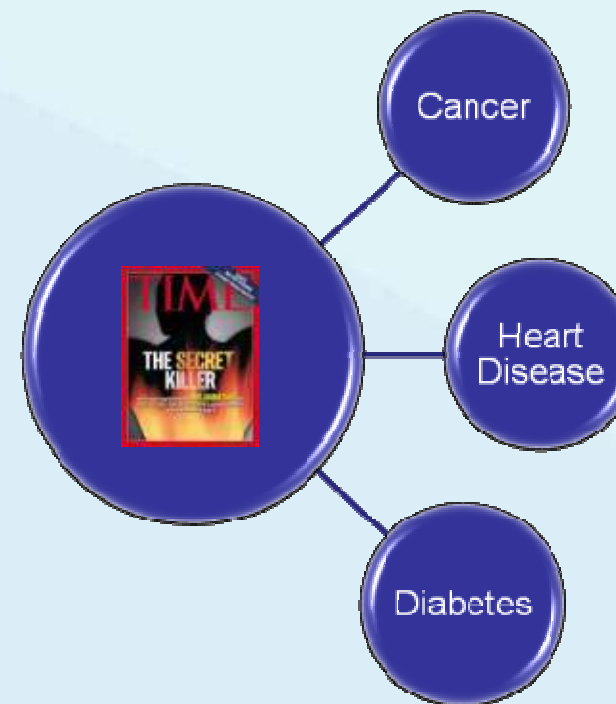
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INCREASE INFLAMMATION

- Yes
- Yes
- Yes
- Yes
- Yes



Relevance of Inflammation



CANSA's *SMART CHOICE* emblem



STRIVING FOR A CANCER SMART SOUTH AFRICA

CANSA's criteria for "Healthy Oil" choice

Comparison of Dietary Fats

DIETARY FAT	Fatty acid content normalized to 100 per cent			
Canola oil	7%	21%	11%	61%
Safflower oil	10%	76%	Trace	14%
Sunflower oil	12%	71%	1%	16%
Corn oil	13%	57%	1%	29%
Olive oil	15%	9%	1%	75%
Soybean oil	15%	54%	8%	23%
Peanut oil	19%	33%	Trace	48%
Cottonseed oil	27%	54%	Trace	19%
Lard*	43%	9%	1%	47%
Beef tallow*	48%	2%	1%	49%
Palm oil	51%	10%	Trace	39%
Butterfat*	68%	3%	1%	28%
Coconut oil	91%	2%	7%	

*Cholesterol Content (mg/Tbsp): Lard 12: Beef tallow 14: Butterfat 33. No cholesterol in any vegetable-based oil.


Source: POS Pilot Plant Corporation Saskatoon, Saskatchewan, Canada, June 1994

 SATURATED FAT

 POLYUNSATURATED FAT

 Linoleic Acid

 MONOUNSATURATED FAT

 Alpha-linolenic Acid (An Omega-3 Fatty Acid)

Do consumers choose according to health needs or price?



P&P retail prices on 2-8-09

Sunflower oil 750ml

P&P – R7.99

Crown – R8.99

Sunfoil – R9.99

Canola 750 ml

P&P – R12.99

B-well – R13.99

Sunfoil – R13.99

Canola is 62.5% - 75% more expensive than sunflower oil.

“The good stuff is too expensive!!”

Do consumers know the health messages about healthy oils?

“ South Africans, like their global counterparts, **were unsure about dietary fat** and this was reflected in poor food choices. This had contributed to a growing trend of chronic and degenerative diseases like heart disease, cancer and diabetes. “

*Prof Ali Dhansay, Vice-President
Research, MRC.*

“ The importance of quality of fats over quantity was vital”.

*Dr Rene Smalberger, President,
Association for Dietetics in South Africa.*

“ New research unveiled in Barcelona earlier this year has shown that **people are still confused about good fats and bad fats**. In many countries in the world the quality of fats consumed is not in line with current recommendations. “

*Prof Marius Smuts, Centre of
Excellence in Nutrition, University of the North
West.*

Interaction between industry and consumers - proposal

- *Whereas all vegetable fats are not equal*
- *Whereas there have been major changes in the fats consumed over the past 100 years due to industrialisation*
- *Whereas these changes are deleterious to health*
- *Whereas there is a growing awareness that saturated, trans - and excessive linoleic fatty acids (relative to alpha-linolenic acid), activate **NFkappaB** transcription factor which leads to systemic inflammation*
- *Whereas systemic inflammation profoundly disturbs normal biochemistry and facilitates heart diseases, cancers , diabetes and many other pathologies*
- *Whereas the average consumer is confused about healthy fat messages*
- *Whereas sunflower oil is 62.5 -75% cheaper than Canola oil*
- *It is concluded that it is of great national importance that the plant oil industry of South Africa find ways and means of economically enhancing the health quality of vegetable oils consumed by the majority of South Africans as soon as possible .*
- *In the mean time CANSA and other health advocates will continue with healthy fat messages such as the Smart Choice logo on canola oil.*