

CONSCIOUS CONSUMPTION PLAN A HEALTHY LUNCHBOX

Canadians are the second largest buyers of ultra-processed foods and drinks in the world and children aged 9-13 consume the most, at 57% of daily caloric value. Make a conscious effort to include more whole foods in school lunch-boxes with these tips:

AVOID “ULTRA-PROCESSED” FOODS

Processed foods have little nutritional value and include items like chocolate milk, salty snacks, cereal bars, sweetened cereals, deli meats, ready-made and frozen meals, and condiments.

WATCH FOR MARKETING BUZZWORDS

Convenient lunch box foods often use healthy sounding buzzwords on the front of the package like “low fat,” “less sodium,” and “added fibre.” Focus on overall food quality, rather than just checking for fibre or protein.

PACK LUNCH BOX-FRIENDLY WHOLE FOODS

These include:

- Guacamole or hummus with veggies for dipping
- Hard-boiled eggs
- Yogurt or cottage cheese
- Fruit kebabs
- Oven roasted potato wedges
- Air-popped popcorn



Sources:

<https://globalnews.ca/news/3898015/canada-kids-processed-food/>
<https://www.100daysofrealfood.com/school-lunch-roundup/>

CONSCIOUS CONSUMPTION MAKE FITNESS WORK

Fitness trends show that today's conscious consumers are prioritizing overall wellness and preventative health measures, shifting away from an emphasis on appearance and body image.

EMPHASIS ON PERSONAL TIME

Fitness trends are moving towards shorter duration, higher intensity workouts to free up more time for family and hobbies. Circuit-style workouts, at home or in the gym, improve fitness while saving time.

FITNESS AT EVERY AGE

The fitness industry is seeing a shift in older adults' fitness trends—strength training is on the rise. It's low impact, can be adapted for any fitness level, and improves balance, bone density and posture.

WEARABLE FITNESS

Fitness trackers are on the rise—but do they work? Studies show that wearables increase physical activity levels, but do not effectively lead to weight loss. The sleep feedback can also increase stress levels in poor sleepers—try wearing it during the day and removing it at night.



Sources:

<https://www.slideshare.net/WomensMarketingInc/who-is-the-wellness-consumer-why-health-and-wellness-is-influencing-consumer-behavior-56911904>

<http://www.chicagotribune.com/lifestyles/health/sc-hlth-0113-fitness-by-age-20160113-story.html>

<http://www.skulocal.com/insights/what-exactly-do-consumers-like-about-fitness-focused-wearables-anyway/>

CONSCIOUS CONSUMPTION BE AN ECO-CONSCIOUS COOK

Eco-friendly practices in the kitchen can also help in the nutrition department. Good for the environment and good for you—a win-win!

MAKE A LIST

Plan meals for the week and make a grocery list to avoid buying food that may go to waste.

CHOOSE SUSTAINABLE FOODS

Swap environmentally high-impact red meat for sustainable protein sources like beans, eggs and fish.

DIVIDE INTO SERVINGS

Cook a batch for dinner and divide it into portions for the fridge or freezer—having a plan for leftovers reduces food waste.

USE UP EXTRAS

Extra veggies in the fridge? Make a nutritious stock and freeze it to prevent waste.



Sources:

<http://www.wri.org/blog/2016/04/sustainable-diets-what-you-need-know-12-charts>