



CHOOSE THE NATUREGG™ THAT'S RIGHT FOR YOU

Simply Egg Whites™
Cholesterol and fat free



Omega Pro™
Provides 125 mg of DHA plus 125 mg of EPA omega-3 and 1 mg of lutein per 63 g serving.



Break-Free™
80% less cholesterol & fat*
*Compared to a 53 g large egg



Simply Egg Whites™ and Omega Pro™ are 100% pure egg whites and Break-Free™ is a blend of real egg whites and whole egg.

TYPES OF FAT

Dietary fats consist primarily of fatty acids. They are mostly in the form of “triglycerides” made up of three fatty acids attached to a glycerol backbone. Fatty acids are categorized according to their chemical structure and have different effects on blood cholesterol levels:

MONOUNSATURATED FATS

are omega-9 fatty acids that contain a single double bond. They typically remain liquid at low temperatures. Monounsaturated fatty acids tend to lower blood cholesterol and help the body maintain healthy levels of HDL cholesterol (“good” cholesterol).

POLYUNSATURATED FATS

which include the omega-3 and omega-6 fatty acids, have two or more double bonds. They tend to remain liquid at room temperature and when refrigerated or frozen. Polyunsaturated fats tend to lower overall blood cholesterol levels.

SATURATED FATS

are saturated with hydrogen and have only single bonds between carbon atoms, leaving no room for additional hydrogen atoms. They remain solid at room temperature. Most saturated fats tend to raise LDL blood cholesterol (“bad” cholesterol) levels, which may increase the risk of heart disease.

TRANS FATS

are produced through the partial hydrogenation of polyunsaturated fats. Hydrogenation is a chemical process by which hydrogen is added to unsaturated fatty acids, turning liquid oils into semi-solid fats. Like saturated fats, trans fats tend to increase LDL blood cholesterol levels. Trans fats also lower HDL cholesterol levels, further increasing the risk of heart disease.

REFERENCES:

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It's like shopping with the Heart & Stroke Foundation's dietitians.
www.healthcheck.org
www.heartandstroke.com



This brochure has been sponsored by Burnbrae Farms makers of Naturegg™ Break-Free™, Omega Pro™, Simply Egg Whites™, Egg Creations™ liquid eggs and Naturegg™ Omega 3 and Omega Pro™ shell eggs.

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FOOD FOR THOUGHT

the IMPORTANCE of FAT IN YOUR DIET

Wise Food & Lifestyle Choices
For Better Overall Health

WHAT ARE FATS?

Dietary fats are an important source of energy and essential fatty acids necessary for good health. Fats also help the body absorb the fat-soluble vitamins A, D, E and K.

They have many vital functions, which include:

- Cell structure
- Storing energy
- Insulating the body
- Cushioning organs
- Hormonal components



FAT INTAKES

Current dietary recommendations from the Institute of Medicine recognize that there are a range of healthy fat intakes.¹ These recommendations encourage Canadian adults to consume 20 to 35% of total calories as fat.

They further suggest keeping saturated and trans fat intakes as low as possible while ensuring that requirements for essential vitamins and minerals are met.

Findings from the Canadian Community Health Survey on Nutrition indicate that many Canadians have followed Health Canada's advice to reduce fat intakes.² Average fat intakes are now just over 31% of Canadians' daily calorie intake, which is well within the recommended range. However, nearly one in four Canadian adults have fat intakes above the recommended range.³

SATURATED AND TRANS FATS

High intakes of saturated and trans fats are considered undesirable for optimum health. Saturated fats are naturally found in foods of animal origin and in the oils from certain plant foods including coconut and palm oils.

Most "trans" fatty acids are produced commercially by the partial "hydrogenation" of liquid vegetable oils (such as canola and soybean oils). This process transforms fats that are rich in monounsaturated and polyunsaturated fatty acids and low in saturated fatty acids into fats that are high in trans fatty acids. Partially hydrogenated fats (high in trans fatty acids) are used in the processing of foods because they are more solid than the liquid vegetable oils they are derived from. Despite recent efforts to reduce trans fats in the Canadian food supply, many foods still contain high levels. Trans fats are found in many fast foods, especially deep-fried foods such as doughnuts and French fries. They are

Canadian adults are encouraged to consume 20 to 35% of total calories as fat.

also found in many baked goods such as cookies and desserts as well as in coffee whiteners and hard margarines.

UNSATURATED FATS

Ongoing research supports the health benefits associated with diets rich in monounsaturated and polyunsaturated fats. Studies indicate that these fats help to lower LDL blood cholesterol when they replace saturated and trans fats in the diet.⁴ Lowering LDL blood cholesterol can help to prevent heart disease.

Unsaturated fats play many important roles in promoting optimal health beyond their potential for lowering LDL blood cholesterol levels, including:

- membrane structures
- epithelial cell function
- brain development
- neurological function
- visual acuity
- reproductive function

Table 1 shows some common food sources of unsaturated fats.

ESSENTIAL FATTY ACIDS

Two of the polyunsaturated fats found naturally in foods are considered essential to human health because the body cannot make them. These include the omega-3 fatty acid, alpha-linolenic acid and the omega-6 fatty acid, linoleic acid.

FATS IN THE DIET

Table 2 shows the different types of fat found in some common foods. Understanding the roles of different fats in maintaining health and their food sources can help people achieve a healthy balance.



TABLE 1
FOOD SOURCES OF UNSATURATED FATS

| OMEGA-3 (DHA + EPA) | OMEGA-3 (ALA) | OMEGA-6 | OMEGA-9 |
|------------------------|---------------|---------------|------------|
| Mackerel | Flaxseed | Safflower oil | Olive oil |
| Herring | Canola oil | Sunflower oil | Canola oil |
| Salmon | Soybean oil | Corn oil | |
| Trout | Walnuts | Regular eggs | |
| Omega Pro™ eggs | Omega 3 eggs | Chicken | |
| Omega Pro™ liquid eggs | | | |

OMEGA-3 FATTY ACIDS

Omega-3 fatty acids benefit health in a number of important ways. There are three main omega-3 fatty acids, including alpha-linolenic acid (ALA), docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA).

While most Canadians get the ALA they need from foods,³ many may benefit from higher



intakes of DHA and EPA. DHA is considered a "physiologically-essential" nutrient that supports the normal physical development of the brain, eyes and nerves primarily in children under two years of age. Controlled intervention and clinical trials suggest that higher intakes of DHA and

EPA may also improve several risk factors for heart disease and reduce sudden cardiac death in individuals at risk.⁵

Experts agree that DHA and EPA may contribute to the prevention of heart disease and possibly other degenerative diseases of aging.⁴

Eggs are a naturally nutritious choice as part of a healthy diet. They are low in saturated fat, have no trans fat and provide 14 essential nutrients, including:

- omega-3 and omega-6 fatty acids
- vitamins, A, D, E, B₆, B₁₂ and folate
- an excellent source of high quality protein

All this, with only 70 calories in a large egg.

TABLE 2
THE DIFFERENT TYPES OF FATS FOUND IN A VARIETY OF FOODS.

| FOOD | SERVING SIZE | TOTAL FAT (g) | OMEGA-3 (mg) | OMEGA-6 (mg) | MONO* (g) | SATURATED FAT (g) | TRANS FAT (g) |
|--|--------------|---------------|--------------|--------------|-----------|-------------------|---------------|
| Naturegg™ Omega Pro™ liquid eggs | 63 g | 2 | 300 | 100 | 0.5 | 0.5 | 0 |
| Naturegg™ Simply Egg Whites™ liquid eggs | 100 g | 0 | 0 | 0 | 0 | 0 | 0 |
| Naturegg™ Break-Free™ liquid eggs | 63 g | 1 | 20 | 320 | 1 | 0.3 | 0 |
| Naturegg™ Omega 3 eggs | 53 g** | 5 | 400 | 800 | 2 | 1.5 | 0 |
| Naturegg™ Omega Pro™ eggs | 53 g** | 5 | 400 | 800 | 2 | 1.5 | 0 |
| Regular eggs | 100 g | 10 | 74 | 1290 | 4 | 3 | 0 |
| Chicken, meat only, roasted | 100 g | 7 | 100 | 136 | 3 | 2 | N/A |
| Salmon, Atlantic, wild, broiled | 100 g | 8 | 2324 | 930 | 3 | 1 | N/A |
| Potato Chips, plain | 21 g | 7 | 135 | 1893 | 4 | 1 | N/A |
| Hamburger, broiled | 100 g | 15 | 54 | 318 | 7 | 6 | N/A |
| French Fries, restaurant prepared | 100 g | 17 | 118 | 925 | 8 | 7 | N/A |
| Butter | 14 g | 12 | 45 | 393 | 3 | 7 | 0.5 |
| Non-hydrogenated Margarine | 14 g | 12 | 709 | 3743 | 5 | 2 | 0 |

Note:

1. All plant food omega-3 is an alpha linolenic acid (ALA).
2. For processed food, these are only typical values. There is considerable variability across different processed foods depending on the ingredients used and processing method.

3. Egg related values are based on sample averages, which account for the fact that the different types of fat do not add up to the total.

Source: Canadian Nutrient File, 2005 and Burnbrae Farms Ltd.

*Monounsaturated ** 1 large egg N/A Not Available



LIQUID EGG PRODUCT

JUST SHAKE & POUR
ONE OF FOUR POPULAR FLAVOURS



Original

Garden Vegetable



Cheese and Chives

Southwestern

- Cholesterol and fat free
- Trans fat free
- Source of 11 important vitamins and minerals*

*per 1/4 cup (63 g) serving.

Made from real egg whites, cheese, chives, red and green peppers, celery and onion.