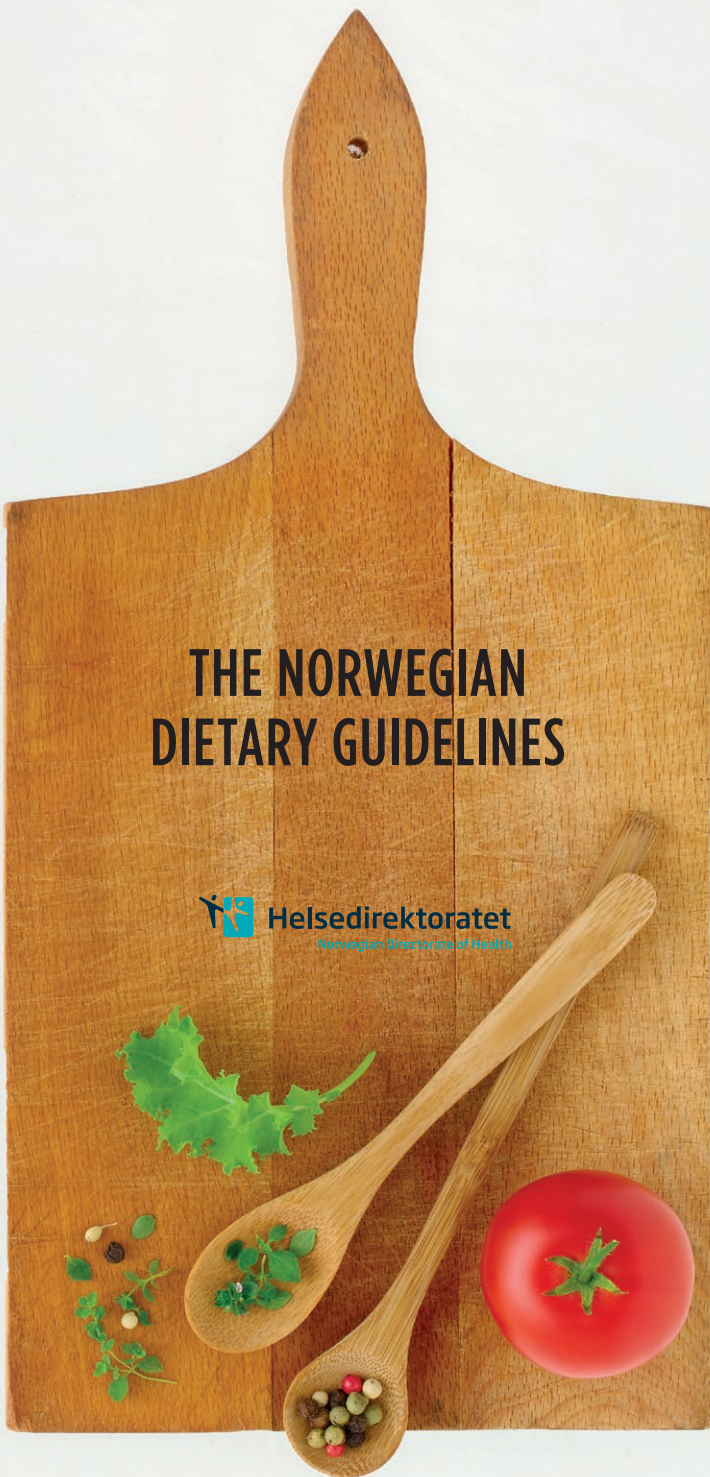



THE NORWEGIAN DIETARY GUIDELINES

 **HelseDirektoratet**
Norwegian Directorate of Health





THE NORWEGIAN DIETARY GUIDELINES

1. Enjoy a varied diet with lots of vegetables, fruit and berries, whole-grain foods and fish, and limited amounts of processed meat, red meat, salt and sugar.
 2. Maintain a good balance between the amount of energy you obtain through food and drink and the amount of energy you expend through physical activity.
 3. Eat at least five portions of vegetables, fruit and berries every day.
 4. Eat whole grain foods every day.
 5. Eat fish two to three times a week.
You can also use fish as a spread on bread.
 6. Choose lean meat and lean meat products.
Limit the amount of processed meat and red meat.
 7. Include low-fat dairy foods in your daily diet.
 8. Choose edible oils, liquid margarine and soft margarine spreads instead of hard margarines and butter.
 9. Choose foods that are low in salt and limit the use of salt when preparing food and at the table.
 10. Avoid foods and drinks that are high in sugar.
 11. Choose water as a thirst-quencher.
 12. Be physically active for at least 30 minutes each day.
-  Look for the Keyhole when shopping for food.

1. Enjoy a varied diet with lots of vegetables, fruit and berries, whole grain foods, and fish and limited amounts of processed meat, red meat, salt and sugar.

- Choose foods with limited amounts of saturated fat, sugar and salt.
- Look for the Keyhole when shopping for food. It makes it easier to plan a healthy, varied and good diet.



2. Maintain a good balance between the amount of energy you obtain through food and drink and the amount of energy you expend through physical activity.

- Limit the intake of foods and drinks with high energy density and low nutritional quality such as sugary drinks, candy and snacks.
- Regular physical activity helps to maintain the body's energy balance.





3. Eat at least five portions of vegetables, fruit and berries every day.

- Make vegetables and fruit a part of all meals of the day. Half of the five a day should be vegetables.
- One portion is equivalent to 100 grams and can be, for example, a small bowl of salad, a carrot or a medium-sized piece of fruit.
- You can use fresh, tinned, frozen, and heated vegetables, fruits and berries. Vary between different types.
- Choose boiled and baked potatoes over fried. Potatoes are part of a varied diet, even though they are not included in the *five a day*. Potatoes contain more dietary fibre, vitamins and minerals than f.ex. white rice and pasta.
- Legumes such as beans and lentils, seeds, spices and herbs are not included in five a day. They are, however, often high in nutrients and thus part of a varied diet.
- Eat a handful of unsalted nuts every day.





4. Eat whole grain foods every day.

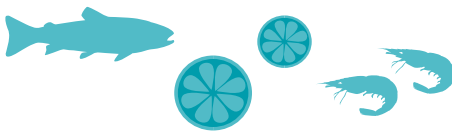
- Choose cereal products that are high in fibre and whole grains and low in fat, sugar and salt.
- Your daily intake of whole grain foods should provide 70-90 grams of wholemeal flour or whole grains. This equals, for example:
 - Four slices of bread containing a large portion of wholemeal flour, for example, labelled “ekstra grovt” (extra whole grain) in the Brødskala'n (Bread Scale symbol).
 - A bowl of whole grain cereal and two slices of extra whole grain bread.
 - A bowl of oatmeal and one portion of whole grain pasta or whole grain rice.
- Use the Keyhole and the Bread Scale symbols as guides when shopping for bread and cereal products.





5. Eat fish two to three times a week. You can also use fish as a topping or spread.

- Two meals a week equals 300-450 grams of fish during the week. At least 200 grams should be fatty fish such as salmon, trout, mackerel or herring.
- Six sandwich topping portions of fish equals one dinner portion.
- Choose fish products with the Keyhole label.





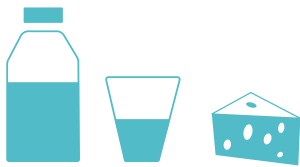


6. Choose lean meat and lean meat products. Limit the amount of processed meat and red meat.

- Choose poultry, lean meat and lean meat products that are low in salt.
- Limit the amount of processed meat that are smoked, salted or preserved with nitrate or nitrite, for example bacon or salami.
- Limit the amount of red meat and processed meat to less than 500 grams per week. This equals two to three dinners and a small amount of meat topping. Red meat is meat from pigs, cattle, sheep and goats.
- Preferably choose meat and meat products with the Keyhole label.

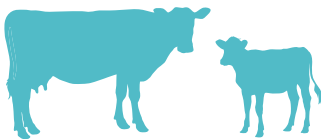






7. Include low-fat dairy products as a part of your daily diet.

- Limit the use of dairy products that contain high levels of saturated fat, such as full-cream milk, cream, fatty cheese and butter.
- Choose dairy products that are low in fat, salt and added sugar.
- Preferably choose dairy products with the Keyhole label.





8. Choose cooking oils, liquid margarine and soft margarine spreads instead of hard margarines and butter.

Replace foods that are high in saturated fat with foods with more unsaturated fat.

The softer the margarine and butter are at fridge temperature, the higher the content of unsaturated fat.







9. Choose foods that are low in salt and limit the use of salt when preparing food and at the table.

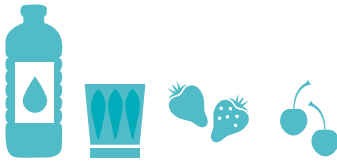
- We eat approximately 10 grams of salt per day. Half of that amount is enough. 10 grams of salt is approximately one heaped teaspoon of salt.
- On average, processed foods account for 70-80 percent of the salt intake. Choose foods and ready meals that are low in salt.
- Replace some of the salt with fresh herbs and dried spices when preparing food. This gives both a good and an exciting taste. Choose Keyhole-labelled foods and meals.





10. Avoid foods and drinks that are high in sugar.

Soda, soft drinks and candy are the main sources of added sugar in our diet. They provide a great deal of sugar and energy, but few nutrients.



11. Choose water as a thirst-quencher.

Drinking water is the best way to quench your thirst and re-hydrate your system.

It doesn't come with all the sugar and energy found in sugary drinks. Drinking water instead of sweetened drinks may also prevent dental problems.







12. Be physically active for at least 30 minutes every day.

- Both the body and mind benefit from at least 30 minutes of moderate activity daily.
- You do not need a high pulse. Breathing a bit harder than usual and perhaps working up a sweat is enough.
- 30 minutes can be divided into 3 x 10 minutes. What do you like to do? Do more of just that! Or sneak in some work-out moves whenever you have a spare minute.





THE NORWEGIAN DIETARY GUIDELINES - IN SHORT

CHOOSE MORE:

Vegetables, fruit and berries
Fish and fish products
Physical activity

CHOOSE INSTEAD:

Whole grain over refined grain products
Cooking oils and soft margarine over butter
Low-fat over full-fat dairy products
Water over sugary drinks

CHOOSE LESS:

Red meat and processed meat
Salt and foods that are high in salt
Sugar, sugary drinks and candy
Inactivity

Eat a variety of foods
and be physically active.

The Keyhole can help you make healthier
choices when shopping for food.



HEALTHY CHOICES MADE EASY

Compared with the same types of foods,
products with the Keyhole symbol satisfy one
or more of these requirements:

Less saturated fat

Less sugar

Less salt

More fibre and whole grains

The Keyhole is a voluntary, joint Nordic labelling scheme.
In Norway, the Norwegian Directorate of Health
and the Norwegian Food Safety Authority
are responsible for the label.

Read more at:

helsenorge.no/nokkelhullet



SMALL CHANGE, BIG DIFFERENCE

Having a healthy and varied diet and being physically active are beneficial for both health and wellbeing. Often, just taking small steps in our everyday lives can have a major impact on our health. This can be small things like choosing water instead of a soft drink when you are thirsty, using the stairs instead of the elevator, going for short walks or satisfying that sweet tooth with fresh fruit.

If you eat healthy and are physically active in your everyday life, you reduce the risk of, among other things, cardiovascular diseases, type 2 diabetes, high blood pressure, several types of cancer, osteoporosis, tooth decay, becoming overweight and obesity.

What you eat is not only important for your own health, but also for the environment. The production and consumption of food are responsible for a large percentage of Norway's greenhouse gas emissions. Reduced food wastage and a more plant-based diet will contribute to reducing the impact on the environment.

The Norwegian Directorate of Health's dietary guidelines is based on systematic knowledge summaries of the research. These guidelines are suitable for almost everyone: adults, children, teenagers, pregnant and lactating women and seniors. The guidelines can also be used by those with an increased risk of disease, for example, people who are overweight or who have high blood pressure. The amounts stated in the dietary advice are based on the food intake of a normal, physically active adult. The amounts must be adjusted for individual energy requirements and other special circumstances.

helsenorge.no/kostråd





The text in this brochure is based on the report, «Dietary advice for promoting public health and preventing chronic disease» from the National Council for Nutrition, 2011, and «Nordic Nutrition Recommendations 2012».