

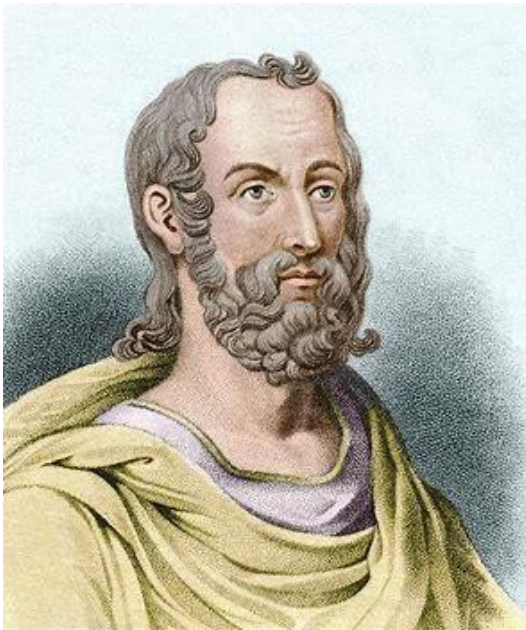


US Dietary Guidelines and Labelling

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Pliny the Elder, 1st C., Rome

**"It is hard to say whether wine does
good to more people than it harms...
medical opinion is very divided"**



Bottom Line

- **There are many reasons why people drink**
- **On balance, alcohol an unhealthy substance**
- **For most, low-volume alcohol can be used with low risk; but risk of death increases above 1 drink/d**

Final Recommendations: U.S. DG Advisory Committee

- Do not drink alcohol because you think it will make you healthier (**adopted/retained**)
- If you drink alcohol, drinking less is better for health than drinking more (**adopted**)
- For those who drink, recommended limits are 1 drink per day for women and men on days when alcohol is consumed (**not adopted, 2/1 limits retained**)

What Changed?

- **All-cause mortality: higher risk at 2 than 1**
- **Limitations of existing studies**
- **Still no randomized trials ...**
- **Mendelian randomization: no protection of 'moderate' drinking against heart attacks, strokes**
- **Alcohol and cancer, even at low doses**
- **1-2 drinks/day: similar risks for men and women**

The Precautionary Principle



Alcohol

- **Leading cause of death, costs**
- **Second hand effects, social problems**
- **Carcinogen**
- **No nutritional value ... except calories**
- **Minimal labelling requirements ??**

Turkey Chili, Flavored Water



Tequila



Drink Size, # Drinks per Bottle, # Calories per Drink, Health Info

CHIEF MEDICAL OFFICER
OF HEALTH ADVISES
MISE EN GARDE DU MÉDECIN
HYGIÉNISTE EN CHEF

**Alcohol can
cause cancer**
including breast and
colon cancers

**L'alcool peut
causer le cancer**
y compris le cancer du
sein et du côlon

INFO: WWW.YLC.YK.CA/LABELS
HELP/AIDE: 1-855-667-5777

How many
standard
drinks?  Combien
de verres
standards?

355 ml  5%
ALC =  1

355 ml  7.5%
ALC =  1.5

INFO: YLC.YK.CA/LABELS
HELP/AIDE: 1-866-456-3838