

# THE REAL FACTS ON 'FAT FREE'



Ah, the famous 97% fat free products. They are everywhere aren't they? If you are reading this article and you have ever read any of my other stuff or listened to me speak you will know what I think about low fat products.... Not much! Mainly because as soon as the fat is taken out of a product it has to be replaced with something to make sure the product tastes semi decent. I mean you aren't going to buy a food product that tastes bad, right?

The normal replacement for fat is sugar or some other artificial ingredient such as a; colour, flavour, sweetner or the like which is far worse for your long term health than is a bit of fat!

I have just learned, or become aware of something else that reinforces the way I feel about these products even more. Food companies in many cases are distorting the truth about the fat content in their products! Now that is a big statement I know, so let me explain what I mean.

I want to thank Craig Harper a good friend and mentor of mine who pointed this out to me. Let's take an actual product which is a 'Creamy Chicken Cabonara' made by a well known company specialising in low fat convenience meals that you can buy at the supermarket. The product is advertised as 97% fat free.

On initial inspection that would seem to be right. The product weighs 340g and there is 9.2g of fat which gives us 2.7% fat by weight. The problem with this calculation is that it isn't the weight of the fat that will impact the body in terms of getting leaner it is the energy density which is measured in calories or kilojoules.

When we have another closer look at the information we see that the product total energy density is 378 calories. Whilst it has only 9.2g of fat, what you may not know is that every gram of fat has 9 calories. That means that the fat in this product contributes 82.8 calories to the total of 378. This is 22%!! Ha, so much for 97% fat free – do you think the number of people purchasing this product would continue to do so if they knew it was actually 78% fat free?

I want to reinforce a point I have made many times – it is up to you to take control of your health. It is your responsibility to do the research and make sure that you know exactly what you are putting into your body and what it is doing for you. **Do not believe** the manufacturer, **do not believe** anything written on the front of the packet and **do not trust** the National Heart Foundation 'tick of approval'. Sad but true

My advice for you as you attempt to cut your way through the jungle of processed foods is to avoid them and eat foods that are in their own natural packaging; fruits, vegetables, eggs etc.

**Again I say – it is your health, it is your responsibility.**