



Eating Behavior Is Personal & Complex

Wheat Belly: A successful misinformation campaign

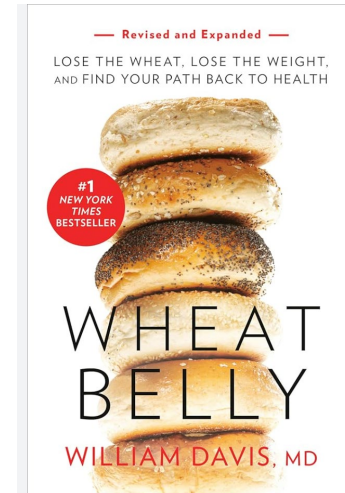
- Appeal to authority
- Cherry picked/ anecdotal data
- Appeal to nature fallacy/ appeal to emotions
- False dichotomy

Wellness industry

- Celebrity endorsements/ media coverage
- Marketing, availability of products

GF market in Canada

- 2023: \$500 million > 2033: projected \$1.9 billion
- 22% Canadian purchase GF





I can't eat wheat!

Celiac disease (prevalence ~ 1%)

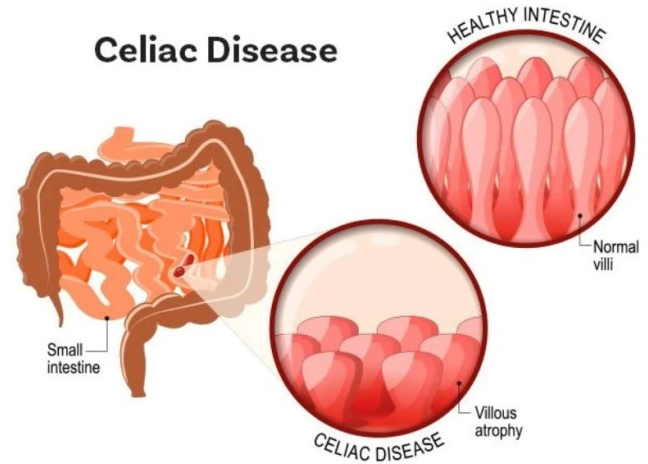
- Autoimmune disease
- Diagnosis with blood test/ biopsy
- Genetic component

Non-celiac gluten sensitivity (prevalence ~ 0.5-10%)

- Experience negative symptoms after eating wheat
- No accepted method of diagnosis
- May be related to other components in wheat

Wheat allergy (prevalence ~ 0.3-0.4%)

- Body identifies proteins in wheat as harmful
- Release of antibodies triggers defensive response
- Diagnosis via skin prick, blood test, food challenge





You might be missing out...

Health halo

- False belief that gluten-free = healthier

Gluten-free substitutions

- No enrichment/ fortification requirements

Gluten-free diet nutrition

- Lower in fibre, vitamin D, B12, folate, calcium, magnesium

The cost of eating a gluten-free diet

- 150-500% x more expensive

WHAT'S THE NUTRIENT BREAKDOWN FOR PASTA?

Nutrient	Wheat Pasta	Whole Wheat Pasta	Rice Pasta
	Value per 100 g	Value per 100 g	Value per 100 g
Protein	5.80 g	5.33 g	1.79 g
Iron	1.28 mg	1.06 mg	0.14 mg
Folic acid	119 mcg	5 mcg	1 mcg
Fibre	1.8 g	3.2 g	1.0 g
Magnesium	18 mg	30 mg	3 mg
Potassium	44 mg	44 mg	4 mg

Canada's Nutrient File (CNF)

WHITE BREAD

Value per 1 slice

Protein **3.29 g**
Iron **1.3 mg**
Folic acid **64 mcg**
Fibre **1.2 g**

WHOLE WHEAT BREAD

Value per 1 slice

Protein **3.85 g**
Iron **0.9 mg**
Folic acid **11 mcg**
Fibre **2.3 g**

GLUTEN-FREE BREAD*

Value per 1 slice

Protein **1.51 g**
Iron **0.15 mg**
Folic acid **5 mcg**
Fibre **1.5 g**

FAQs



Are oats GF?



\$7.77/kg



\$3.97/kg



Are gluten-free labels legitimate?

Food Item or Product	ALLOWED	AVOID
NO “Gluten-Free” claim, NO gluten-containing ingredients	✓	
NO “Gluten-Free” claim AND a “Contains” statement for wheat or other gluten ingredients		✗
NO “Gluten-Free” claim, NO gluten-containing ingredients BUT a “May contain wheat” claim		✗
A “Gluten-Free” claim on a product	✓	
A “Gluten-Free” claim AND a “May contain wheat” claim	✓	
Gluten-Free Products made in a bakery that also produces gluten-containing products		✗



Does sourdough bread

impact gluten content?