

BE PORTION WISE



WITH





WHY PORTION CONTROL IS IMPORTANT

Balance is key

A healthy lifestyle is a combination of what and how much you eat. Fill half your plate with vegetables, one quarter with starchy high-fibre foods (such as brown rice, wholewheat pasta) and the remaining quarter with protein (such as chicken, lean meat, fish, eggs, beans or legumes).

TIP: Eat your fruit instead of drinking them. You're more likely to overeat fruit when you blend multiple fruits into smoothies or juices. Fruits contain fructose (a naturally-occurring sugar) that spikes blood sugar levels. If you eat fruit fresh and whole instead, you're unlikely to eat more than two or three in a single serving because the fibre fills you up.



Regular meals are a quick win

Breakfast is the most important meal of the day as it energises your body for the day ahead. Skipping meals makes you more likely to overeat during the next meal or later in the day. This means you'll often end up eating the same amount of kilojoules in a day just over two meals, instead of three. When we experience a drop in blood sugar, we might reach for a quick energy fix that is high in discretionary nutrients (such as sugar, fat or salt). Find balance by eating regular, portion-controlled meals that are not too energy-dense.



TIP: Meal timing is also important – eat dinner earlier rather than later. The body does not metabolise glucose in the same way later in the evening (at 10pm rather than 6pm) due to the changes happening in the body because of our circadian rhythm (our sleep-wake cycle). When you give your body time to rest, you'll wake up feeling rested and refreshed.

Slow down

Make eating an occasion that's shared with family, friends or colleagues. When you take the time to eat slower, you'll take smaller bites, will eat smaller portions and are less likely to overeat. Chewing slowly and socialising during meals gives your brain enough time (about 20 minutes) to receive messages from the stomach that it's full.

TIP: Wait for at least 15 minutes before taking seconds.

What is a portion-controlled meal?

A balanced and portion-controlled meal should include foods from each food group to ensure you get the right amount of macronutrients and micronutrients.

TIP: Avoid single food-group meals that do not include a diversity of food groups, which provide the nutrients and minerals your body needs.

Get active

Children between the ages of 5-17 should do at least an hour of daily, moderate-to-vigorous intensity exercise throughout the week; and vigorous-intensity exercise to strengthen muscles and bones, at least three times a week. Adults between the ages of 18-64 should do at least 150–300 minutes of moderate-intensity exercise or at least 75–150 minutes of vigorous-intensity exercise; as well as muscle-strengthening activities that involve all muscle groups at least twice a week.



Meal planning hack

Portion control begins with planning your meals for the week ahead and shopping with a shopping list. When you know what you'll be cooking and what you need to buy, you're less likely to impulse buy foods that are not on your list. And when you're satiated while shopping, you're less likely to be tempted by hunger pangs to buy snacks and treats in the check-out aisle.

TIP: Buy a weekly treat in a single serving size or portion, rather than a large packet, so you're not tempted to finish it in one sitting.



Get enough sleep

Feeling rested will curb your appetite and sugar cravings throughout the day.

TIP: Going to bed at the same time every night will get you into a balanced sleep routine.

Drinking with meals

Drinking a glass of water 15-30 minutes before you eat helps to manage portion control and make you feel fuller faster. Drink water or unsweetened, low-calorie drinks, like adding a dash of Brookes' Tru-Lem Lemon Juice, with your meals, rather than calorie-dense drinks, such as cold drinks, juices and energy drinks.

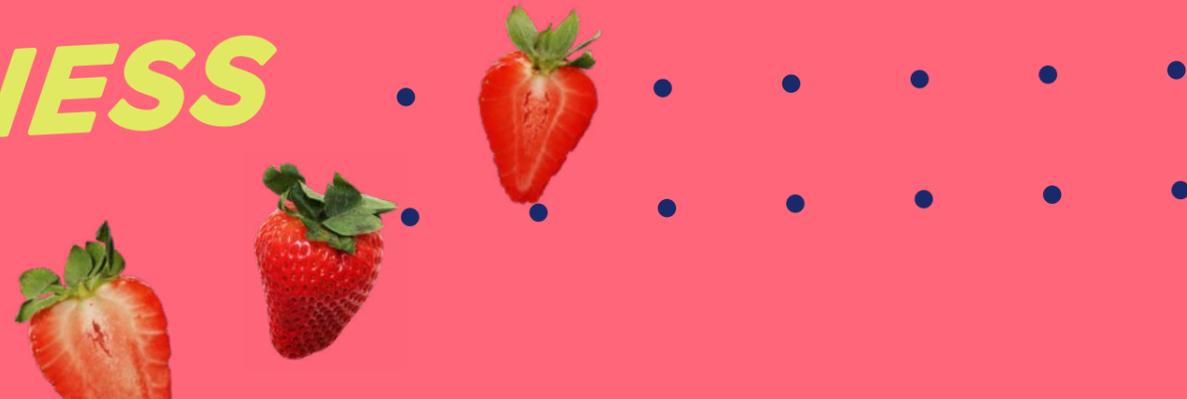
TIP: Fibre-rich foods require good water intake. Drinking water may help to move the food through the digestive tract and aid with digestion.





PACKED WITH GOODNESS

Here are some mix-and-match examples of how to pack a balanced, portion-controlled lunchbox for your children's lunch time. These portions should be according to your child's (not your) hand sizes.



Grains (1 serving)



1 serving =

- 1 slice of wholewheat/high fibre bread OR
- ½ cup of brown rice OR
- ½ cup of wholewheat pasta OR
- 3 high-fibre crispbreads

Protein (1 serving)



1 serving =

- 1 palm-size of skinless chicken OR
- 1 palm-size of lean meat OR
- 1 palm-size of fish OR
- 1 fist of baked beans OR
- 2 boiled eggs

Vegetables (2 servings)

1 serving =

- 1 cup of salad OR
- 1 cup of cooked/steamed vegetables



Dairy (1 serving)



1 serving =

- ½ cup of unsweetened, low-fat yoghurt OR
- 1 glass of low-fat milk OR
- 1 glass of maas OR
- 1 matchbox of cheese

Snacks (1 serving)

1 serving =

- A handful of trail mix OR
- A wholegrain cereal bar OR
- A handful of unsalted nuts



Fruit (1 serving)



1 serving =

- 1 medium-sized fruit OR
- 1 slice of a large fruit OR
- 1 cup of fruit salad

Water

Drink water or unsweetened tea when thirsty





HOW TO 'PORTION-SIZE' YOUR DINNER PLATE

Every meal should consist of a variety of foods from different food groups, and in recommended portion-controlled amounts.

Vegetable swap outs

Where possible, a single portion of vegetables should include two servings – that is one cupped hand per each vegetable of different colours.

Mix and match these vegetables:

- ½ cup of wilted spinach OR
- ½ cup of cooked green beans OR
- ½ cup of steamed cauliflower OR
- ½ cup of steamed broccoli OR
- ½ cup of cooked pumpkin/gem squash OR
- ½ cup of cooked carrots OR
- ½ cup of KOO beetroot OR
- 1 cup of green salad

Did you know: You should try to eat at least three vegetables and two fruits daily.

Legumes swap outs

- ½ cup of baked beans in tomato sauce LITE OR
- ½ cup of chickpeas OR
- ½ cup of four-bean mix OR
- ½ cup of speckled sugar beans OR
- ½ cup of butter beans OR
- ½ cup of black beans OR
- ½ cup of red kidney beans

Did you know: It's healthier to choose LITE versions of canned foods, as these contain less sugar and salt.

Protein swap outs

- 1 fish fillet OR
- 1 cup of lean minced meat OR
- 1 lean burger patty OR
- 1 medium size steak OR
- 1 medium size chicken breast OR
- 2 eggs

Did you know: Use fats and oils sparingly when preparing meals and use plant fats over animal fats. Choose to cook, steam, blanche, bake or air fry food, instead of frying it in oil.

Carbohydrate swap outs

- 1 slice of brown/high-fibre bread OR
- ½ cup of cooked mielie meal OR
- 1 medium size potato OR
- 1 medium size sweet potato OR
- Baked potato wedges made from 1 medium size potato OR
- ½ cup of cooked brown/high-fibre pasta OR
- ½ cup of cooked brown rice

Did you know: You should always aim to include whole grain or high-fibre carbohydrates in your meal.





MAKING PORTIONS COUNT

You can use the size of your hand to determine how much of certain food groups you should eat at meal times and snack times throughout the day.

Fruit and vegetables

Eat a variety of different-coloured fruits and vegetables daily

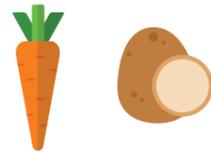
A single portion is:



2 pieces of small fruits



1 medium fruit

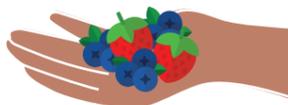


1 fist of root vegetables

2 handfuls of leafy greens



1 handful of berries



1 slice of a large fruit

Daily recommended portion:

Adults: Eat five servings of fruit and vegetables daily – two fruit and three vegetables.
Children: Eat two child-sized handfuls of vegetables and two pieces of small fruit daily.

Protein

Beans and legumes are also good sources of protein.

A single portion is:

A palm of chicken



A palm of beef



A palm of pork (without the fat)



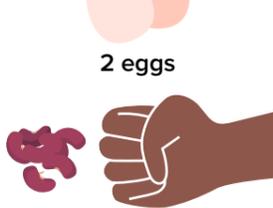
A palm of fish



A palm of seafood



2 eggs



1 fist of cooked beans or legumes

Daily recommended portion:

Adults: Eat two portions daily
Children: Eat two child-size palms daily.

Dairy

Choose unsweetened dairy products.

A single portion is:

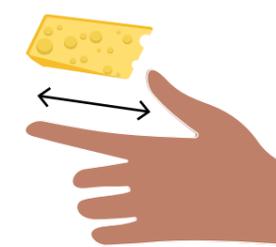


200 ml of low-fat milk



125ml of plain yoghurt

An index finger of cheese



Daily recommended portion:

Adults: Eat two portions daily.
Children: Eat three portions daily.

Grains and cereals

Choose wholegrain, high-fibre or unprocessed grains and cereals.

A single portion is:

1 handful of uncooked, high-fibre pasta



1 whole grain or high-fibre bread slice (1 palm size)



1 fist of cereal



Daily recommended portion:

Adults: Eat five portions daily
Children: Eat two child-size palms daily.

Nuts and seeds

Nuts and seeds are full of unsaturated fats which are good for your heart.

A single portion is:

1 small handful of unsalted nuts and seeds



1 small handful of trail mix

Daily recommended portion:

Adults: Eat one portion daily.
Children: Eat one child-size palm daily.

Fats and oils

Unsaturated fats are healthier than saturated fats.

A single portion is:



A thumb tip of butter



A thumb tip of plant oils



A thumb of unsalted, unsweetened nut butters

Daily recommended portion:

Adults: Eat three portions daily.
Children: Eat one child-size thumb daily.



THE SWEET SIDE OF LIFE

Our favourite sweets, treats, desserts and baked goods can be part of a balanced eating plan. Ditch the 'all-or-nothing' mentality. There's nothing wrong with satisfying your sweet tooth from time to time, especially when it's done in moderation. There's no need to cut these out of your diet entirely; the trick is knowing how much of a good thing you should have with mindful portion sizes.

What are discretionary foods?

Discretionary foods are calorie-dense foods and drinks that contain added sugars, salt, and saturated fats, but little nutritional value. Sweets and treats are a source of discretionary calories that satiate our cravings to indulge in something delicious.

Everyone's discretionary calorie allowance is different – depending on their gender, age, health, and the amount of exercise they do. A dietitian and nutritionist can help you determine how many calories you should eat daily.

Because they do not contain much nutritional value, discretionary foods should be eaten in moderation, after we've already eaten nutrient-dense foods that provide our bodies with vitamins, minerals and nutrients they need.



Go halvesies

Fruit juice is often equivalent to drinking a soft drink because the juice contains no fibre matrix when the pulp that's naturally found in the fruit has been removed. At the same time, fruit juice contains fructose (a fruit sugar) which floods the liver and increases triglycerides (a type of fat) production.

***A single portion of fruit juice is 125 ml.
Dilute your fruit juice 50/50 with water.***



PORTION DISTORTION

It's easy to portion distort, especially when buying a family-size or party packet of our favourite goodies or eating on-the-go. Place the recommended single-serving size of a discretionary food, as per the instructions on the food packaging and nutrition label, in a bowl and put the rest of the packet away, so that you are not tempted to finish all of it. Below is a guideline of the single serving size of your favourite sweet treats.

Daily, single-serving sizes of sweet treats

Jungle Energy Bar



1 bar

Beacon Maynards
Wine Gums



4 sweets

Beacon Jelly Tots
Original



8 sweets

Beacon Heavenly
Milk Chocolate



4 blocks

Beacon
mmmMallows



2 sweets

Beacon AllSorts
Original



4 sweets

Tinkies Mini



1 cake

Golden Cloud
Chocolate Muffin



1 muffin

Jungle Snack Mix



1 packet



EAT THE RAINBOW

Eating a 'rainbow' of fruit and vegetables in a variety of colours helps our bodies get enough vitamins, minerals, nutrients and fibre.

Orange and yellow fruits and vegetables

are full of carotenoids that keep our eyes healthy.



Purple and blue fruits and vegetables

contain antioxidant properties that reduce the risks of cancer, strokes and heart disease.



Red fruits and vegetables

contain antioxidants which lower the risk of cancer and improve heart health.



Green fruits and vegetables

contain phytochemicals which contain anti-cancer properties.



Brown and white fruits and vegetables

contain anti-inflammatory properties for our general health and wellbeing.



Did you know?

Eat Well Live Well found that the average South African does not eat sufficient amounts of fruits and vegetables daily.

5 a day

Aim to eat at least five portions of fruits and vegetables daily.

One medium-sized fruit = one portion of fruit

One slice of large-sized fruit = one portion of fruit

One cupped hand of cooked vegetables = one portion of vegetables

One cup of raw vegetables/salad = one portion of vegetables

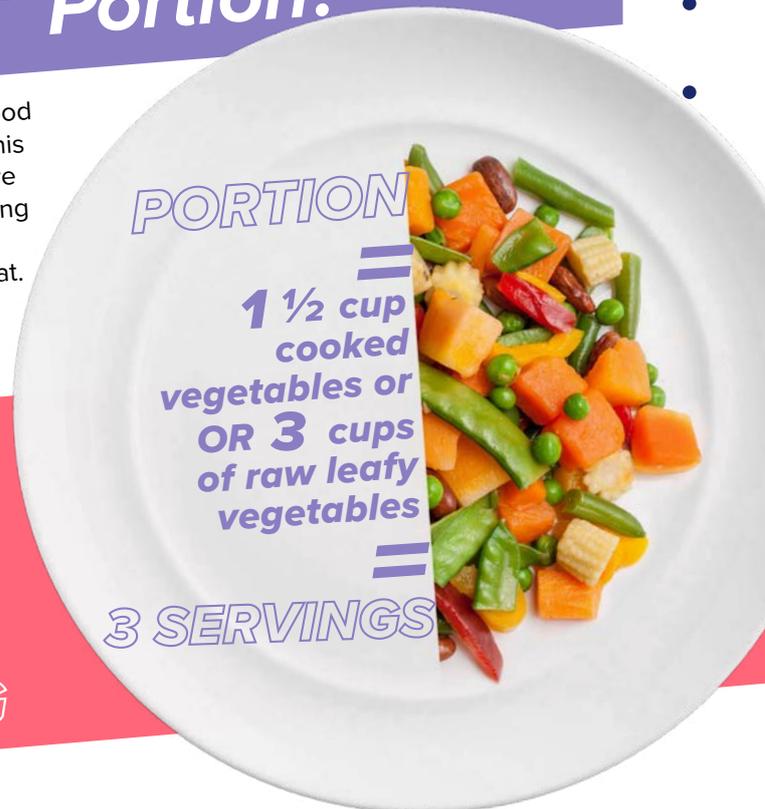
DEMYSTIFYING PORTION CONTROL

1 Single serving VS Portion?

A single single-serving is the standardised amount of a certain food that we should eat in one sitting based on its nutrient values. This is a guide of how much of a certain food you should eat to ensure you don't eat too much salt, sugar or added fats in one go. Serving sizes also make it easier to compare the caloric intake of similar foods. Meanwhile, a portion is the amount of food we actually eat.



SERVING
1/2 cup cooked
vegetables
OR 1 cup raw
vegetables
=
1 SERVING



PORTION
=
1 1/2 cup
cooked
vegetables or
OR 3 cups
of raw leafy
vegetables
=
3 SERVINGS

2 How to eat the correct portion size at restaurants?

Food and drinks portions at restaurants, takeaways and shown in advertising is often larger than recommended meal portions. Fast-food franchises offer oversized 'value' meals and encourage multiple refills. If we're presented with a smaller and a bigger portion, we're more likely to choose the bigger portion, especially if the price difference is small. While bigger portions may seem more appealing and affordable, regularly overeating may predispose you to lifestyle diseases.

Use smaller plates and serving utensils at all-you-can-eat buffets and restaurants to avoid portion distortion. Choose half portions instead of full portions, or share full portions with others. Ask for your drink, especially cold drinks and juices, to be served in a smaller glass to decrease your sugar consumption. Take home any leftovers you can't finish in a doggie bag.

3 What to do if you're still hungry after eating a portion-controlled meal?

It takes a little bit of time for your brain to receive signals from your stomach that you are full. If you're still feeling hungry, wait for at least 30 minutes before reaching for seconds. When eating seconds, choose more low-starch vegetables, such as tomatoes, cucumbers, peppers, carrots, mushrooms and celery.

4 How do portions differ between individuals?

Portions and calorie intake are determined based on a number of factors, such as gender, age, and physical activity – this is something that a dietitian or a nutritionist can guide you on. Young children, smaller individuals and those who do not exercise a lot require smaller portions or fewer calories throughout the day. From the age of 12, children can begin to eat larger portions.

WHAT IS EAT WELL LIVE WELL?

Tiger Brands launched Eat Well Live Well (EWLW) in 2009 to help South Africans make better food choices for a better life, on a budget. The brand is committed to providing consumers with easy-to-understand nutrition information and wholesome recipes using EWLW-endorsed products to support government's efforts of reducing the prevalence of non-communicable diseases. Making healthy, or healthier, choices is often difficult, expensive and time consuming. Eat Well Live Well seeks to solve this tension by making consumers' journey less confusing and more empowering, so that a healthy lifestyle becomes an internalised part of their lives.

The Eat Well Live Well stamp of approval



When you see the Eat Well Live Well stamp of approval on selected Tiger Brands' products, know that you're making healthier choices for you and your family. Eat Well Live Well is guided by a defined Nutrient Criteria that is verified by an independent panel of experts. It tells consumers, at a glance, that the product is either high in a nutrient they should try to increase in their diets (such as fibre, vitamins and minerals) or low in a nutrient they should try to cut down on (such as salt, added sugars and saturated fat).

Guideline Daily Amounts (GDA)

The Guideline Daily Amounts (GDA) table found on the back of the pack is designed to be easy to understand and to guide people's nutrition journey. Eat Well Live Well resonates with consumers who want to live a full life. This includes having good knowledge on health, wellness, being active, and eating well.

Let's talk

To learn more, visit www.ewlw.co.za, read EWLW's research, and find foodspiration with our [healthy and affordable EWLW recipes](#).

Click below to follow EWLW on social media and to learn more about healthy eating on a budget.

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Eat Well Live Well

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