World Diabetes Day, 14th November 2018 – 'Family & Diabetes'

Statement from Anke Sentko, VP Regulatory Affairs and Nutrition Communication at BENEO.

This year's World Diabetes Day (14th November) and World Diabetes Month campaign, initiated by the International Diabetes Federation, is raising awareness of the effect diabetes has on the family, with a particular focus on prevention and management of the disease.

With figures highlighting that 80% of cases of Type 2 diabetes are preventable through the adoption of a healthy lifestyle[i], healthy nutrition has an important part to play in helping to reduce the terrible impact of diabetes on families around the globe. 70% of premature deaths among adults are largely due to initiated behaviour during adolescence[ii]. As an industry, it's therefore essential for us to help consumers follow a low glycaemic diet from as early on as possible.

Following a diet that keeps blood glucose levels low, whilst also being carbohydrate-rich, helps to reduce the risk of Type 2 diabetes in all age groups and control the blood glucose levels of people with diabetes. Making small changes to the daily diet can make a big difference. Given the integral role carbohydrates play in delivering glucose to the body, selecting the right choice of ingredients is key.

Ingredients such as BENEO's chicory root fibres, inulin and oligofructose, slow release carbohydrate isomaltulose (Palatinose™) and sugar replacer ISOMALT can help to lower the blood glucose response. All have approved health claims in the EU related to this effect. By incorporating ingredients like these into their products to improve the physiological effect, while maintaining great taste, food and drink manufacturers can help consumers lower the blood glucose response and tackle this global issue.

As an industry, we all have a collective responsibility to help to improve the diets of families and reduce the risk of developing life changing, non-communicable diseases, such as

diabetes. By making better use of these claims on pack, manufacturers and retailers alike can encourage consumers to choose products that will help them prevent the onset of diabetes, as well as support the management of the disease, to the benefit of families around the world.

[i] https://www.worlddiabetesday.org/about-wdd/wdd-2018-19/key-messages.html

[ii] https://www.worlddiabetesday.org/about-wdd/wdd-2018-19/key-messages.html