

Why are alternative diets such as "low carb high fat" and "Super healthy Family" so appealing to Norwegian Food consumer



Abstract

Aspiring for health and fitness has become increasingly important for Norwegians. This is expressed in many ways. For instance there has been a significant increase in the proportion who states that they are very interested in having a healthy diet. Furthermore, three out of ten stated that they had tried diets to achieve weight reduction over the past twelve months. One consequence of this trend is a consumption field that requires a multitude of products and services. This includes everything from food and dietary products that help you realize the dream of a sound, slim, strong, smart and sexy body, to books, blogs and TV shows that guide the individual towards making the right food choices. Through media, books and product launches, consumers are continuously exposed to different theories and beliefs about what and how to eat. A typical characteristic of the diets that have gained wide acceptance over the past few years is that they are in conflict with the national guidelines for a healthy diet. Another tendency is that traditional products in the Norwegian diet such as bread, potatoes and dairy products, in particular, have been up for debate. The purpose of this article is to explore why these alternative and rebellious diets have become so appealing to today's food consumer. Data are derived from both quantitative and qualitative materials.

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Low-carb advocates will admit that athletic performance initially suffers when you make the switch from a high-carb diet to a low-carb one. They'll even argue that there wasn't a more consistent improvement in Phinney's cyclists, because they weren't yet fat-adapted. Once you do get fat-adapted, say these folks, performance will bounce back because your body will be able to utilize fat more quickly to replenish ATP. A low-carb diet is one that restricts carbohydrates, primarily found in sugary foods, pasta, and bread. Instead of eating carbs, you eat whole foods including natural proteins, fats, and vegetables. Studies show that low-carb diets can result in weight loss and improved health markers. 1 These diets have been in common use for decades and are recommended by many doctors.2 Best yet, there's usually no need to count calories or use special products. All you need to do is to eat whole foods that make for a complete, nutritious, and filling diet.3. Learn more about low carb and how to use it for y The ketogenic diet is a very low-carb, high-fat diet that shares many similarities with the Atkins and low-carb diets. It involves drastically reducing carbohydrate intake and replacing it with fat. This reduction in carbs puts your body into a metabolic state called ketosis. The ketogenic diet typically reduces total carbohydrate intake to less than 50 grams a day—less than the amount found in a medium plain bagel—and can be as low as 20 grams a day. Generally, popular ketogenic resources suggest an average of 70-80% fat from total daily calories, 5-10% carbohydrate, and 10-20% protein. Go to Most low-carbohydrate diet experts suggest that these diets lead to permanent weight loss and better overall health for two reasons. Although there is debate about which theory explains the phenomenon, most researchers agree that low-carb diets are effective. Evolution (or Lack Thereof). Get your carbohydrates from leafy greens and fewer than 2 oz of full-fat dairy such as cheese or heavy cream. In Ongoing Weight Loss (OWL), gradually increase your daily carbohydrate intake by 5 g every one to two weeks. When you stop losing weight, back off by 5 g per day and eat at this level until you achieve your goal weight. If a low-carbohydrate diet appeals to you and your physician gives you the go ahead, give it a try. You just may wind up healthier for having done so. A low-carb diet that's high in filling protein and fat can help decrease your overall calorie intake and lead to weight loss. Nonetheless, a no-carb diet is not necessary to achieve these results. Other benefits of a no-carb diet. Foods to avoid. A no-carb diet is highly restrictive and eliminates several food groups, such as