



www.floridacitrus.ca

FOR IMMEDIATE RELEASE

Attention News/Health/Food & Lifestyle Editors:

Study Reveals Canadians Consider Emotional Health Key to Overall Wellness

Younger adults feel less balanced in their lives than older generations

TORONTO, ON (January 5, 2011) With three weeks left until Blue Monday (the third Monday in January which has been deemed 'the most depressing day of the year') many Canadians will be looking for something to elevate their spirit and sustain the emotional high from the holiday period. This emotional health is important to Canadians, according to a recent study conducted by [EKOS Research Associates](#) on behalf of [The Florida Department of Citrus \(FDOC\)](#)¹ about the meaning of wellness, which indicates that 84 per cent of Canadians rate emotional health as very important to their sense of well-being. According to the study, emotional health was more important than other indicators such as work-life-family balance (78 per cent), physical health and fitness (73 per cent), financial stability (63 per cent) and a balanced diet (62 per cent).

Although balanced diet ranked the lowest, eating nutritious foods may help Canadians boost their emotional health more than they realize. For instance recent research hypothesizes that below-normal vitamin C levels could negatively affect mood but that once vitamin C levels are replenished, mood could improve.² Two servings of Florida grapefruit (one whole grapefruit) or an eight ounce glass of 100% orange juice or grapefruit juice provides a full day's supply of vitamin C.

How diet influences overall well-being

"It is well-known that diet plays a big part on how we feel day-to-day. Throughout the winter season, as the days get shorter and the temperature drops, people tend to sub-consciously change their diets. We tend to consume fewer fresh fruits and vegetables and eat heavier meals which can lead to feeling lethargic and less energized. There are simple ways to overcome this. For example, starting your day off right with a proper breakfast and including citrus fruit, such as grapefruit or a glass of Florida orange juice, will give you the vitamins and nutrients needed to kick-start your day."

Lydia Knorr, MHSc, registered dietitian with the Florida Department of Citrus

Survey Highlights

The same EKOS survey indicates that while 92 per cent of respondents agree that the meaning of wellness is a combination of physical health, mental health and diet, there are several striking differences amongst Canadians.

¹ EKOS survey of 1,197 Canadians ages 18 and over, completed December 6, 2010. The survey was conducted using EKOS random probability-based Probit online data collection platform. Results are valid within +/- 2.8 percentage points, 19 times out of 20.

² Jewish General Hospital (2010, September 24). Vitamin C rapidly improves emotional state of acutely hospitalized patients, study suggests. *ScienceDaily*. Retrieved December 23, 2010, from <http://www.sciencedaily.com/releases/2010/09/100923125123.htm>



www.floridacitrus.ca

- More women (72 per cent) rank 'feeling emotionally content' as a higher priority in their well-being (compared with good physical shape and a healthy diet) than men (64 per cent), though of note both sexes ranked it has the highest priority.
- Respondents aged 25-34 and 35-44 years top the charts as being the most dissatisfied with their emotional health (21 per cent respectively). On the opposite end of the spectrum, more than 2/3 of respondents aged 65+ (84 per cent) are satisfied with their emotional health.
- More women (66 per cent) were satisfied with maintaining a balanced diet than men (58 per cent).
- Younger Canadians are feeling less balanced than the older generation. Canadians aged 18-25 are the most dissatisfied with their work-life-family balance (30 per cent), maintaining a balanced diet (30 per cent) and physical health and fitness (42 per cent).
- Almost half of Canadians, 45 per cent, are likely making a New Year's resolution to improve their diet.

Canadian diets: perceptions vs. reality

"This study reveals that 99 per cent of respondents feel a balanced diet is important to their overall well-being, yet one in five is dissatisfied with their current diet. This suggests that while Canadians are aware of what's best for their well-being, many find it difficult to maintain on a daily basis."

Charles Graves, Vice President, EKOS Research Associates

About the Florida Department of Citrus (FDOC)

The Florida Department of Citrus (FDOC) is an executive agency of the Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. The industry employs approximately 76,000 people, provides a \$9.3 billion annual economic impact to the state, and contributes hundreds of millions of dollars in tax revenues that help support Florida's schools, roads and health care services.

Resources

Webpage: <http://www.floridacitrus.ca>

For more information, please contact:

Jessica Greasley - GolinHarris
416-642-7952
jgreasley@golinharris.com