

ALL NEW!
PLANT-BASED ESSENTIALS

KETO
APPROVED

**NORTH
COAST
NATURALS**™/MC

ALL CANADIAN RAW HEMP SEED HEARTS™/MC

- ▲ 10 g of protein, 100% cold pressed, non-GMO
- ▲ 10 g of essential omega-3 & 6 fats
- ▲ 2 g of fibre, sodium free
- ▲ Multiple uses + edible right out of the bag
- ▲ Naturally gluten free & low allergenicity
- ▲ Highly digestible
- ▲ Rich in essential magnesium and iron



PART OF A
HEALTHY DIET



Raw Hemp Seed Hearts provide a whole-food plant-based option for those looking for highly digestible, low-allergenic nutrition. Low in saturated fat, they can be part of a heart-healthy diet. They make a convenient and tasty snack on their own or they can be added to cereals, smoothies, salads, yogurt, etc. to boost your protein and EFA intake simply and conveniently. The overwhelming personal favourite around our office is to simply sprinkle it on to any salad or mix into yogurt.



NON-GMO



NATURAL



VEGAN

Direct from our 2 (BC & Ontario) warehouses  72 hours coast to coast



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THE WAY IT SHOULD BE

northcoastnaturals.com
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10 G PROTEIN* **10 G OMEGAS 3 & 6*** **0 MG SODIUM***
*PER SERVING

**NORTH
COAST
NATURALS**™/NC

KETO HEMP/FLAX SEED PORRIDGE

This Keto friendly & Low-FODMAP breakfast is packed full of goodness! 25 g of protein, 10 g of omega-3 fats, 18 g of dietary fibre, 1½ times the daily value for magnesium (580 mg) and only 1 g of naturally occurring sugar! This heart healthy, nutrient packed breakfast will ensure your starting your day off right!

1 cup unsweetened non-dairy milk alternative (coconut, hemp, almond)

6 tbsp North Coast Naturals Hemp Seed Hearts

2 scoops North Coast Naturals Ultimate Daily Cleanse

5 drops debittered liquid stevia (or use liquid monk fruit to taste)

½ tsp pure vanilla extract

½ tsp ground cinnamon

Top with some of your favourite crushed nuts

A recent Nielsen global survey found that over ¼ of consumers want more plant-based proteins on store shelves.ⁱ This increased demand is in large part driven by consumers becoming aware of the health-promoting benefits of incorporating more plant-based foods into their diets. Research has shown that eating more plant-based protein can benefit one's health in generalⁱⁱ while "improving recovery from training"ⁱⁱⁱ in specific. 65% of hemp seed protein consists of the highly digestible protein called edestin. No other plant food has a higher edestin content than hemp seed. Edestin is a biologically active protein that is metabolized and used by the human body to manufacture enzymes, hormones, antibodies, and haemoglobin (a component of red blood cells).^{iv,v} Studies have shown that hemp protein is not only highly digestible^{vi} it has very low levels of anti-nutrients. One anti-nutrient commonly found in soy, but not in hemp, is "trypsin inhibitor." Trypsin inhibitors reduce the activity of the enzymes trypsin and chymotrypsin, negatively impacting protein digestion. Hemp is also a rich source of magnesium, potassium, manganese and copper.^{vii} Magnesium, in particular, is deficient in many diets. A recent study suggests that "subclinical magnesium deficiency is rampant and one of the leading causes of chronic diseases...and should be considered a public health crisis."^{ix} Although supplemental magnesium sources are valuable, try to get as much from your diet as possible. Hemp is one of the richest sources of whole food dietary magnesium one can consume.^{x,xi}

ⁱ <https://www.nielsen.com/ca/en/insights/news/2017/plant-based-proteins-are-gaining-dollar-share-among-north-americans.html>

ⁱⁱ JAMA Intern Med. 2016;176(10):1453-1463

ⁱⁱⁱ J Int Soc Sports Nutr. 2017 Sep 13;14:36.

^{iv} <https://rational.org/renewables/hempseed1.html>

^v <https://en.wikipedia.org/wiki/Edestin>

^{vi} J Agric Food Chem. 2010 Nov 24;58(22):11801-7.

^{vii} Food Res Int. 2019 Jan;115:562-571

^{viii} Health Canada. Do Canadian Adults Meet Their Nutrient Requirements through Food Intake Alone? 2012. ISBN: 978-1-100-20026-2

^{ix} Open Heart. 2018 Jan 13;5(1):e000668.

^x USDA Food Composition Databases <https://ndb.nal.usda.gov/ndb/nutrients/index>

^{xi} Canadian Nutrient File - Government of Canada <https://food-nutrition.canada.ca/cnf-fce/newNutrientSearch-nouvelleRechercheAliment.do>

Nutrition Facts Valeur nutritive

Per 3 tbsp (30 g)
pour 3 c. à soupe (30 g)

Calories 170 % Daily Value*
% valeur quotidienne*

Fat / Lipides 13 g 17 %
Saturated / saturés 1.5 g 8 %
+ Trans / trans 0 g

Polyunsaturated / polyinsaturés 10 g
Omega-6 / oméga-6 8 g
Omega-3 / oméga-3 2.5 g
Monounsaturated / monoinsaturés 0.3 g

Carbohydrate / Glucides 3 g 7 %
Fibre / Fibres 2 g <1 %
Sugars / Sucres 0.5 g

Protein / Protéines 10 g

Cholesterol / Cholestérol 0 mg

Sodium 0 mg 0 %

Potassium 360 mg 8 %

Calcium 20 mg 2 %

Iron / Fer 3 mg 17 %

Magnesium / Magnésium 290 mg 70 %

*5% or less is a **little**, 15% or more is a **lot**

*5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

Ingredients: Canadian, 100% raw, shelled hemp seeds.

 **NON-GMO**



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