



### **Jared Carlberg, Ph.D**

Jared Carlberg, Ph.D., is Associate Professor of Agribusiness & Agricultural Economics and Associate Dean (Academic) in the Faculty of Agricultural and Food Sciences at the University of Manitoba. His research focuses on the economic costs of food-related chronic diseases, consumer preferences for food products, and the relationships between food intake decisions and self-perceptions of the impacts of food choice on future health states.

## **Health Economic Impact of Increased Dietary Fibre Intake – A Canadian Example**

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The interplay between nutrition and lifestyle-related health outcomes has been well-established. More recently, focus has been shifting to the economic costs of nutrition-related disease, with the impact of food choices on health-related costs gaining considerable attention. Not only could tens of thousands of deaths be averted or delayed each year, but also substantial economic savings could be realized if a greater proportion of the population complied with dietary recommendations. Adopting health-conscious nutritional habits that are known to reduce disease risk could thus reduce the economic strain associated with treating nutrition-related chronic disorders. Our research has focused on **the economic valuations of functional foods and certain dietary entities, as well as those of overall dietary improvements.** Through a series of economic framework designs encompassing variations of cost-of-illness analyses, we have provided evidence of non-trivial **savings in costs associated with public health concerns following greater adherence to dietary guidelines and policies.**

### **Learning objectives:**

1. Understanding the steps within a cost-of-illness approach
2. Interpreting the various types of direct and indirect costs and associating them with specific diseases
3. Translating disease reductions into healthcare costs savings