



OFFERING CANADIANS HEALTHIER PRODUCTS

Canada’s food and beverage manufacturers play an important role in promoting the health and wellbeing of Canadians. It’s a responsibility Food & Consumer Products Canada (FCPC) and our member companies take seriously, and one we invest in every day.

FCPC members are providing Canadians with more and healthier food options than ever before. We are constantly reformulating and introducing new product options to respond to evolving science and growing public health concerns, while satisfying today’s consumer tastes and lifestyles.

Reaching into virtually every Canadian household, FCPC members are dedicated to meeting these complex needs with safe, nutritious and affordable products. And, we work hard to inform and empower consumers so they can make the choices that are right for them and their families.

In its 2004 *Global Strategy on Diet, Physical Activity and Health*, the World Health Organization (WHO) laid out a series of measures for governments, civil society and industry to promote and protect public health and combat the rise of non-communicable disease. Industry is doing its part.

FCPC member companies balance the needs and tastes of consumers with the evolving health and wellbeing priorities of government and society in four ways:



Creating new, healthier products and categories



Reformulating existing products and categories



Educating and empowering Canadians to make healthier choices and develop balanced nutrition and activity patterns



Partnering with government and stakeholders to develop sound, evidence based health and wellbeing policies

This report and its companions offer a snapshot of the progress we’ve made in responding to the challenge, and how we continue to implement the WHO’s recommendations.

PROGRESS

750

In the last three years, FCPC members surveyed have introduced over 750 better-for-you food and drink options for Canadians. This progress builds on earlier successes and efforts. In a 2011 report, FCPC members reported introducing over 1,280 new and/or reformulated products.*



90% of FCPC food manufacturers surveyed have introduced new, better-for-you food product options for Canadians

2/3

Two out of three FCPC food manufacturers surveyed have introduced single-serving packages to help people make informed diet choices

1 IN 2

One out of every two new food and drink products introduced were better-for-you options



94%

94% of FCPC members surveyed offer information and resources to Canadians on making healthier diet and lifestyle choices



91%

91% of the FCPC members surveyed have strategies and programs to promote nutrition and manage caloric intake (up from 73% in 2010)



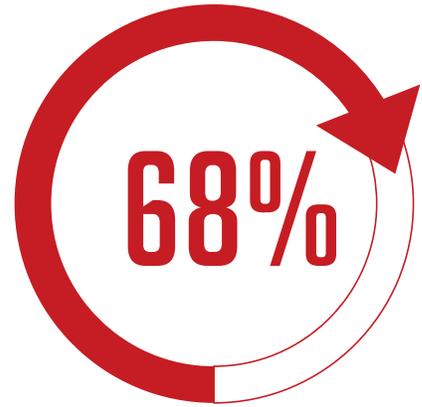
85%

85% of the FCPC members surveyed have established programs to support community fitness and/or support government health programs

OVER THE PAST THREE YEARS

750 NEW AND REFORMULATED PRODUCTS

In the last three years, FCPC members surveyed have introduced over 750 better-for-you food and drink options for Canadians. This progress builds on earlier successes and efforts. In a 2011 report, FCPC members surveyed reported introducing over 1,280 new and/or reformulated products.*



Introduction of reduced sodium products rose 68%

SINCE 2011



Introduction of products with reduced sugar/carbohydrates grew 48%



Introduction of products with reduced saturated fat grew 16%



Introduction of products with removed or reduced trans-fat grew 13%**



Introduction of reduced calorie options grew 39%



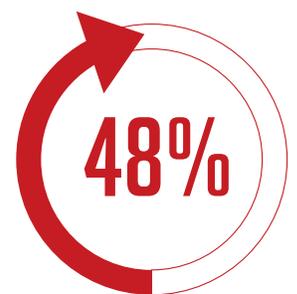
Introduction of products with added whole grains or fibre grew 52%



Introduction of products with added protein grew 13%



Introduction of products with added vitamin D grew 23%



Introduction of products with plain-language ingredients grew 48%

*This data collected over an eight year period
**Prior to 2011, FCPC members reduced or removed trans fatty acids in 96 categories of products.

CHOICE, INNOVATION AND SELECTION

FCPC members stay informed on the latest science related to food supply, food components, nutrients and consumer health, and are constantly making changes to bring new options to Canadians, including:

- Providing portion size options, such as single-serve packages and child-size portions, in line with the varied needs of consumers
- Adding vitamins and minerals to create nutritionally beneficial product choices
- Offering more products with reduced levels of calories, sugar, fat and sodium in line with current guidelines on healthier eating
- Reducing hydrogenated oils to help consumers limit their consumption of trans-fats

We are working with government to ensure the industry's ability to develop innovative products in line with evolving scientific understandings of the role of food components and nutrients in health



Informed Canadians

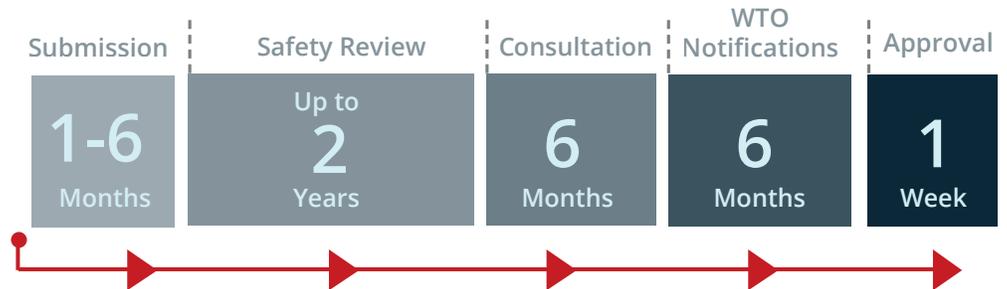
Eating healthy starts with informed dietary choices. In line with Health Canada regulations and the WHO Strategy, FCPC member companies provide full nutritional information on the nutrient and energy content of their packaged foods, and many are using more plain language, to help Canadians make informed choices about what they eat and build healthy dietary patterns.

New, Innovative Products: Challenges and Opportunities

Creating new food and beverage products is not an easy job. It takes considerable work and investment to successfully bring a new, innovative product to market – and that’s only if everything goes well. Consumer tastes are sensitive, and mistakes can set the process back months. FCPC members note that while the approval process has improved in recent years, there are challenging aspects of Canada’s regulatory environment that can bring additional barriers to introducing new, innovative products to market.

THE FOOD ADDITIVE APPROVAL PROCESS

An example of the process to approve a new food additive:



EDUCATION



Nutrition Facts Education Campaign

In 2010, FCPC, in partnership with the Government of Canada and McDonald’s Restaurants Canada, launched the Nutrition Facts Education Campaign, a multi-media educational campaign which helps Canadians understand the nutritional information provided on Nutrition Facts tables, enabling them to make informed food choices for maintaining and improving their health.

In particular, the Nutrition Facts Education Campaign teaches Canadians about % Daily Values on Nutrition Facts tables. Based on a 2,000-calorie diet, the % Daily Value indicates how much of a given nutrient is in a packaged food serving. By providing straightforward information about % Daily Values and other nutritional information, the Nutrition Facts Education Campaign helps Canadians choose healthier products and live healthier lives. More than **1 billion units** of product were available in stores across Canada with campaign messaging.

HEALTHIER ACTIVE LIVING

FCPC members share a vision of a healthier Canada and demonstrate leadership in helping Canadians pursue active, healthier lifestyles. We work with industry partners, governments, non-government organizations and other organizations to make this vision a reality. In fact, we not only meet government regulations – we strive to exceed the health and nutrition goals set by government and work to promote the health of Canadians by:

- Offering a wide selection of healthier product options
- Conducting consumer education initiatives
- Adhering to responsible marketing and advertising practices
- Supporting workplace and community healthier active living initiatives



About FCPC

Food & Consumer Products Canada (FCPC) is the national industry association representing companies that manufacture and distribute food, beverage and consumer products in Canada. As the largest manufacturing employer in the country, our industry employs more than 300,000 Canadians. In addition to being a key driver in Canada's economy and communities, food and beverage companies play an important role in supporting and promoting the health of Canadian families and communities.

Report Methodology

In order to gain greater insight into members' efforts to develop and promote healthier products for Canadian consumers, FCPC distributed a detailed survey to member companies in late 2013. We distributed two separate surveys: one for food and beverage companies, and one for consumer product companies. In total, 37 manufacturing member companies responded, and their answers were analyzed and categorized. The detailed information they provided has informed this report.

Among the topics covered by the surveys were:

- Product composition for new and reformulated products;
- Availability of healthier products in the Canadian marketplace;
- Changes to packaging to promote healthier product consumption;
- Corporate and community health and wellness initiatives;
- Marketing and consumer outreach; and
- Considerations in developing and reformulating healthier products.

Companies that Participated in the Survey

A Lassonde Inc., Ultima Foods Inc., Bellisio Foods Canada Corporation, Bonduelle North America, Burnbrae Farms Limited, CB Powell Ltd., Campbell Company of Canada, Canada Dry Mott's Inc., Clearwater Seafoods Ltd., Clorox Company of Canada, Clover Leaf Seafoods, Coca Cola, ConAgra Foods Canada, Dare Foods Limited, DSM Nutritional Products, ED Smith Foods Ltd., General Mills Canada Corporation, Hain-Celestial Canada, Heinz Canada, Hershey Canada Inc., Johnson & Johnson Inc. Canada, Kellogg Canada Inc., Kraft Canada Inc., McCormick Canada, Mars Canada Inc., McCain Foods Canada, Mead Johnson Nutrition Canada Co., Melitta Canada Inc., Mondelez Canada Inc., Nestle Canada, Nestle Waters Canada, PepsiCo Canada ULC, Post Foods Canada Inc., SC Johnson and Son Limited, Tree of Life Canada ULC, Unilever Canada Inc., Wrigley Canada