Our Commitment to Health & Wellness

FCPC
Food & Consumer Products of Canada
Canada’s Food and Beverage Manufacturers
FCPC Statement of Commitment to Healthy Active Living

FCPC members share a vision of a healthy Canada. We are committed to demonstrating leadership in helping Canadians embrace a healthy active lifestyle based on the tenets of moderation, balance and activity. We work with government and non-government organizations that are committed to this purpose.

FCPC members’ commitment to promoting the health of Canadians is multi-faceted and is manifested through their:

- wide selection of healthier-for-you products;
- consumer education initiatives;
- responsible marketing/advertising practices; and
- support of workplace and community healthy active living initiatives.

About FCPC

Food & Consumer Products of Canada (FCPC) is Canada’s largest industry association representing food, beverage and consumer product companies that make and market national and retailer brands sold through retail and foodservice outlets. We provide leadership for our member companies and foster an environment where they can compete, innovate and sustain growth while always promoting ethical and responsible practices. The industry we represent generates approximately $19 billion in GDP annually and employs almost 300,000 Canadians in more than 6,000 manufacturing facilities across the country in every region. Our members have a record of embracing world-class regulatory standards and are governed by hundreds of federal and provincial pieces of legislation, as well as thousands of regulations and self-imposed standards.

For more information, visit www.fcpc.ca
Message from the President

The Canadian food and beverage industry has a critical responsibility in contributing to the health and wellness of Canadian children and adults, and we take that role very seriously.

In 2005, through Food & Consumer Products of Canada (FCPC), Canadian food and beverage companies articulated their long-standing commitment to support healthy active living through a voluntary statement, which appears on the inside front cover of this report.

This statement was based on the key areas identified by WHO where industry can contribute to healthy active living: products and choices, consumer information, advertising and marketing, and promotion of healthy lifestyles and workplace wellness.

That commitment has been honoured since then and our member companies continue to demonstrate their leadership in this area.

This past year (2010), FCPC conducted a survey of members to quantify how companies have met this commitment since 2005. This report features those results. It demonstrates that overwhelmingly, Canada’s food and beverage manufacturers continue to be committed to their shared vision of a healthy Canada and are doing their part to encourage healthy, active living.

Manufacturers are investing significantly in research and new product development to enhance the nutrition profile and increase the choices available to consumers. They are providing Canadians with tools to make informed food choices. And they are generously supporting initiatives aimed at healthy living.

FCPC member companies firmly believe that the solutions to achieving healthier Canadians and reducing costly health conditions such as obesity require collaboration and partnership with all stakeholders. In order to solve the very concerning health challenges our societies face, in Canada and around the world, we need all of the experts working together, with industry, sharing knowledge and making compromises.

There are excellent examples of progress already: The Health Canada Working Group on Sodium Reduction, the Trans Fats Task Force, the Canadian Children’s Food and Beverage Advertising Initiative and many Task Forces associated with provincial governments such as in BC and Ontario, where stakeholders from industry and health organizations are helping to shape effective nutrition policy.

We are also working closely with our global counterparts - as countries and their citizens around the world are all facing the same health challenges. We are bringing experts together from within companies globally, as well as sharing knowledge between governments and non-government organizations. It is through partnership, collaboration, mutual respect and trust that we will find solutions for healthier societies and for a healthy Canada.

February, 2011

Nancy Croitoru
President & CEO, FCPC
About the FCPC Health and Wellness Survey

Methodology
The information in this report was collected through a detailed online survey sent to FCPC members who manufacture food and beverages. Twenty-five companies participated in the survey.

Companies that participated in the survey
Our members continue to increase the range of products that are in line with current guidelines on healthy eating because they contain more vitamins, minerals, whole grains and fibre and reduced levels of calories, sugar, fat and salt.

The vast majority of respondents are enhancing nutritional choices for Canadians.

- **92%** have launched (39%) or reformulated (61%) products to improve health.
  - Companies are increasingly introducing products with added fibre, whole grains, vitamins and minerals, and reduced sodium, fats and sugar.

- **73%** of respondents have strategies in place to help consumers manage their caloric intake.

- **80%** of respondents communicate healthy eating and healthy lifestyle messages to help consumers make sound choices about their diets and lifestyles.

- **77%** have product advertisements or marketing programs designed to communicate healthy lifestyle messages.
  - The vast majority of respondents provide employee workplace wellness programs, helping their own employees improve their health.

- **85%** promote nutrition and health in many different ways, as are further illustrated in this report.

Manufacturers are continually accommodating to the varied dietary needs of Canadians by offering portion size options such as single-serve packages and child-size portions.

Manufacturers recognize that Canadians are interested in what is in their food and how it affects their overall weight, and are offering a wide range of community and employee programs to address those needs.
Offering Healthy Product Choices

Canadian food and beverage companies have invested significantly in new product development to enhance the nutrition profile of their products and increase the healthier choices available to consumers. Our members have developed many new products that can help consumers lead more healthy and active lives.

92% of companies participating in the FCPC survey have offered healthier product choices over the past five years.

- 61% have reformulated existing products to be healthier.
- 39% have introduced new, healthier products.

In many cases, the healthier products make up more than 50% and sometimes 100% of the company’s total product mix.
The main types of improvements to products were:

- Reduced or eliminated trans-fatty acids
  - % of respondents who reformulated products with this: 73%
  - % of respondents who introduced new products with this: 23%

- Reduced sodium
  - % of respondents who reformulated products with this: 65%
  - % of respondents who introduced new products with this: 35%

- Reduced or eliminated saturated fats
  - % of respondents who reformulated products with this: 65%
  - % of respondents who introduced new products with this: 19%

- Reduced caloric levels
  - % of respondents who reformulated products with this: 27%
  - % of respondents who introduced new products with this: 50%

- Reduced sugar and carbohydrates
  - % of respondents who reformulated products with this: 19%
  - % of respondents who introduced new products with this: 38%

- Added whole grains
  - % of respondents who reformulated products with this: 46%
  - % of respondents who introduced new products with this: 38%

- Added fibre
  - % of respondents who reformulated products with this: 40%
  - % of respondents who introduced new products with this: 45%

- Added vitamins and minerals
  - % of respondents who reformulated products with this: 12%
  - % of respondents who introduced new products with this: 15%

Reformulation efforts in the past five years have largely focused on reducing or eliminating trans fatty acids and saturated fats, and reducing sodium.

New products introduced have largely focused on reducing calories, carbohydrates, sugars, fats and sodium.

Industry record of reducing trans fat well recognized

Food and beverage manufacturers are committed to reducing trans fat in the food supply and have made significant process to date. FCPC members participate in Health Canada’s Trans Fat Monitoring Program which was developed by a Trans Fat Task Force made up of multiple stakeholders including the Heart & Stroke Foundation. Through the program, audits were conducted on the trans fat content of food and beverage categories. Health Canada’s trans fat audits demonstrate that food manufacturers have made significant progress over the past several years and have met the Task Force targets in a wide variety of product categories. Approximately 80 per cent of the pre-packaged products monitored by Health Canada have reached the goals set by the Trans Fat Task Force. FCPC member companies continue to seek and develop healthier alternatives to trans fat.
FCPC’s Work on Sodium Reduction

Through FCPC, the Canadian food and beverage industry is actively participating in efforts to lower Canadians’ intake of dietary sodium.

We were a member and support the goal of Health Canada’s Multi-stakeholder Working Group on Sodium Reduction to achieve sodium intake levels among Canadians that are in line with the National Academy of Sciences’ Institute of Medicine’s Dietary Reference Intake. The strategy is to achieve a population average intake of 2300mg of sodium per day by 2016. To achieve this goal, the food industry will take a structured, voluntary approach. This is the best approach because it outlines the common process and stages companies will follow and allows the flexibility to adapt to new learnings along the way. Reducing sodium to this target level is uncharted territory. Flexibility will be key in addressing the unforeseen challenges industry will face in reformulating their products.

The new “healthier for you” product choices offered by FCPC members cover a range of categories, from:

- fruit and vegetable juices
- pasta sauces
- frozen entrees
- cereal
- pizzas
- French fries
- side dishes
- frozen and canned vegetables and beans
- fish and seafood products
- soups
- cookies, biscuits, snack bars and crackers
- confectionery
- dairy products
- snacks

More healthy choices to come

88% of respondents are working on new products designed to provide a specific nutritional benefit to be introduced in the next two or three years.
The range of nutritional enhancements FCPC members have made to products includes:

- reduced fat
- reduced sodium
- adding whole grains
- using more real fruits
- increasing fibre
- reducing sugar
- reducing calories
- offering high quality protein
- gluten-free
- adding more vegetables
- no preservatives or colour
- no artificial flavouring

For more information on FCPC and the Sodium Working Group visit www.fcpc.ca
Strategies to Help Manage Caloric Intake

Changing Packaging Size
Food and beverage companies put in place a number of strategies to help Canadians manage their caloric intake. Changes to packaging is one such strategy.

48% of respondents are already addressing changes in response to concerns about obesity. This includes creating child-size packaging or re-sizing the package to be more appropriate for children’s servings.

Another 20% plan to do so in the next two to three years.

30% plan to offer single serve packaging of some products in the next two to three years.

Corporate Initiatives
Companies have in place many other strategies to manage caloric intake, such as:

→ A commitment at the highest corporate level to healthy living, which drives overall product innovation and development

→ A nutrition “roadmap”, benchmarks or guidelines that must be followed when developing a product

→ Comprehensive, multi-channel communication to consumers to inform them about nutrition and equip them with the tools to make healthy choices

→ Commitment to responsible advertising and marketing
For up-to-date specific examples from member companies visit www.fcpc.ca
Helping Canadians Make the Right Choices

Information on the label
The label of a product is the primary source of information that tells consumers most everything they need to know about a product. Canadian food and beverage companies play a lead role in providing consumers with label information.

Since 2005, companies that sell pre-packaged food in Canada must display a Nutrition Facts table that has a standardized format and includes a mandatory listing of calories plus an expanded list of 13 core nutrients: fat, saturated fat, trans fat, cholesterol, sodium, carbohydrates, fibre, sugars, protein, vitamin A, vitamin C, calcium and iron.

In addition to the mandatory Nutrition Facts table, consumers have access to the ingredient list as well as individual features that companies add; these include:

→ References to Canada’s Food Guide
→ Health claims as permitted and regulated by Health Canada and the Canadian Food Inspection Agency (CFIA)
→ “Call outs” to draw attention to key nutritional information
→ Labelling schemes or icons on the front of the package

75% of respondents make the complete nutrition profile on their product readily accessible.

Industry committed to helping Canadians read labels
FCPC, in collaboration with Health Canada, developed a campaign to help Canadians become more informed about what they choose to eat, which was launched on October 22, 2010.

The goal of the campaign is to educate Canadians on how to better understand % daily value information on the Nutrition Facts table on product packaging. Using a mix of channels, it is designed to be developed and implemented in partnership with the federal government, retailers, non-government organizations, media, community groups and educators.

Thirty-three FCPC member companies and McDonald’s Restaurants of Canada are participating in the program. Participating companies have committed to support the campaign, which may include using the messages on product packaging and through their consumer information channels.
Consumer Information Resources

In addition to enhancing label information, Canadian food and beverage companies play a lead role in providing consumers with information on their own product lines as well as healthy eating. Most member companies provide consumers with health and nutrition information through websites, social media, email alerts, brochures, newsletters and 1-800 lines.

Examples include:

- educational kits for children, parents and schools to raise awareness of nutrition and help Canadians make healthier choices
- social media, community events, and print and television advertisements to provide information on healthy eating
- healthy lifestyle information through email alerts
- website messages centered on health and wellness
- television campaigns to increase children’s physical activity
- online healthy menu planning
- sponsoring fitness and diet challenges or health related events
- inclusion of pedometers and cyclometers in packages to encourage more physical activity

For more information on the Nutrition Facts Education Campaign visit www.fcpc.ca
Advertising and Marketing

FCPC member companies have a long-standing commitment to responsible product advertising and promotion in order to help consumers make sound choices about their diets and lifestyles.

The industry plays a key role in communicating healthy lifestyles to Canadians through responsible marketing and advertising practices. This is in line with the WHO recommendation that food companies engage in responsible marketing practices, particularly regarding the promotion or marketing of foods high in saturated fats, trans-fatty acids, and free sugars or salt, especially to children.

By adopting industry-wide standards and supporting industry self-regulation, FCPC members ensure that advertising meets the highest level of standards of truth and accuracy.

70% of respondents’ marketing/advertising incorporates or is based on healthy eating and/or healthy lifestyle messages

40% plan to develop further marketing with healthy lifestyle messages in the near future

55% initiated consumer or retail level promotional activities related to nutrition and/or physical activity and weight management

50% of respondents are in the process of creating consumer or retail-level promotional materials related to nutrition and/or physical activity and weight management

Advertising to children

The food and beverage industry in Canada plays a significant role in supporting the health of Canadians, especially children. FCPC members recognize that the special nature and needs of children requires particular care and diligence on the part of advertisers.

Canada has one of the strongest frameworks in the world for regulating advertising directed to children under 12 years of age. Canada’s system starts with pre-clearance of food commercials under the provisions of the Food and Drugs Act and the Canadian Food Inspection Agency’s Guide to Food Labelling and Advertising. Commercials for children’s food and beverages are pre-cleared against the requirements of the Canadian Association of Broadcasters’ Broadcast Code for Advertising to Children.

FCPC member companies have shifted their children’s advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salt and added sugars and higher in nutrients that are significant to public health.

The industry has been an active participant in the Public Health Agency of Canada’s pursuit of effective policy regarding marketing of foods and beverages to children.
The Canadian Food and Beverage Children’s Advertising Initiative

The following FCPC members have pledged to the Canadian Children’s Food and Beverage Advertising Initiative: Cadbury, Campbell Company of Canada, Coca-Cola Canada, Ferrero Canada Ltd., General Mills Canada Corporation, Hershey Canada Inc, Janes Family Foods Ltd, Kellogg Canada Inc, Kraft Canada Inc, Mars Canada Inc, McCain Foods Canada, Nestlé Canada Inc, PepsiCo Canada, Post Foods Canada Corp., and Unilever Canada.

Through the Children’s Advertising Initiative, Participants are shifting their advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salt and added sugars, and higher in nutrients that are significant to public health.

To ensure that this program is both transparent and accountable, Participants asked Advertising Standards Canada, the industry’s independent self-regulatory body, to administer the Children’s Advertising Initiative.

Core Principles

Under the Children’s Advertising Initiative, Participants have committed to:

- devote 100 per cent of their television, radio, print and Internet advertising directed primarily to children under 12 years of age to promote products that represent healthy dietary choices, or not direct advertising primarily to children under 12
- incorporate only products that represent healthy dietary choices or include healthy lifestyle messages in interactive games primarily directed to children under 12 years of age,
- reduce the use of third party licensed characters in advertising directed primarily to children under 12 that does not meet the Children’s Advertising Initiative criteria for healthy dietary products or healthy lifestyle messaging,
- not pay for or actively seek to place food and beverage products in program/editorial content of any medium primarily directed to children, and
- not advertise food or beverage products in elementary schools - pre-kindergarten through Grade 6.

This principle also applies to advertising primarily directed to children on:

- company-owned websites or micro-sites primarily directed to children under 12 years of age
- video and computer games rated “Early Childhood” or “EC,” which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12
- DVDs of movies that are rated “G” whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12
- mobile media such as cell phones, PDA’s and through word of mouth where advertising on those media is primarily directed to children under 12.

Under the terms of the Children’s Advertising Initiative each Participant developed an individual commitment outlining how it will meet the initiative’s core principles.

Long Live Kids Program

The industry is a proud supporter of Long Live Kids, a public awareness campaign and national education program from Concerned Children’s Advertisers. The Long Live Kids program is a national child-focused initiative that provides children with tools for healthy eating, active living and improved media literacy. The Long Live Kids program is designed to empower children to make healthy and informed choices.
Health and Wellness in the Workplace

Workplace wellness is important to Canadian food and beverage companies. FCPC members are continually augmenting their community outreach by helping their own employees improve their health.

85% of respondents provide benefits to improve overall health and wellness and use a variety of corporate communication channels to communicate with employees about health and wellness.

80% of those surveyed support workplace wellness initiatives. Some examples provided:

- Flexible time schedules that would facilitate employees’ ability to maintain physical fitness programs
- Offering a work environment conducive to regular, daily activity
- Nutrition counselling
- On-site weight loss programs
- On-site fitness centres or recreation areas
- Healthy foods catering policy for company meetings
- Wellness newsletters
- Financial support of third-party insurance
Support for Community Health and Wellness Initiatives

FCPC members generously support their communities and demonstrate their commitment to health and wellness by sponsoring and participating in numerous initiatives.

More than 50% partner with governments and not-for-profit organizations to specifically promote healthy eating and/or healthy lifestyles. These organizations include:
- Health Canada
- The Heart & Stroke Foundation
- Dietitians of Canada
- Active Healthy Kids Canada
- Concerned Children’s Advertisers
- Canadian Institute of Child Health

Some other organizations and initiatives that benefit from the food and beverage companies’ charity include:
- The Canadian Foundation for Diabetic Research
- Becel’s Ride for Heart
- Concerned Children’s Advertisers
- Active Playgrounds
- Long Live Kids Education Program on Nutrition & Activity
- CAHPERD
- Re-launch of PARTICPaction Program
- Canadian Soccer Association
- Food Banks Canada
- United Way
- Health Check Program
- Kids Helpline
- Athletics Canada
- Breakfast Club of Canada
- Kids of Steel Triathlon
- Canadian Association of Cardiac Rehabilitation
- Heartland Tour
- Active Healthy Kids Canada
- Youth Bicycle Rodeo
- Canadian Institute of Child Health
- Lunenburg 5K Running Race
- YMCA Strong Kids Youth in MotionOnexOne
- Minor Hockey Athletic Tracks Construction
- Aboriginal Breakfast Program
- Lunenburg Swimming Pool
- Spitz Baseball Sponsorship
- Relay for Life (American Cancer Society)
- The Canadian Council of Food & Nutrition
- Champions for Health Kids Grants
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