

WHAT FCPC MEMBER COMPANIES ARE DOING TO CONTRIBUTE TO HEALTH AND WELLNESS



www.campbellsoup.ca
www.cookwithcampbells.ca

Campbell Company of Canada is guided by a vision of *Extraordinary Authentic Nourishment for All™*. The company believes in being committed, active partners and advocates of healthy living, with core pillars of nutrition, taste and accessibility driving product innovation and renovation.

Campbell has a long-standing heritage in vegetable nutrition and today, over 60 products provide a full serving of vegetables and more than 23 million pounds¹ of vegetables are sourced locally from within 100 miles of the Toronto manufacturing facility.

Since 2003, Campbell Canada has been reducing sodium levels in soups, sauces and beverages. Campbell Canada has been recognized as a leader in sodium reduction, and to date, is the only food company to be awarded a certificate of excellence for ongoing sodium leadership from Blood Pressure Canada².



Campbell Canada runs a number of in-store programs, which feature healthy eating messages like the recent "Look for the blue band" sodium-reduction awareness program and "Get your Veggies"™. It partnered with the Ontario Science Centre to host a sodium education exhibit for families and worked with Food Banks Canada to create the Campbell Better Meals Community Kitchens program which helps food banks provide meal planning, nutrition education and healthy meals to communities across Canada. In February 2011, Campbell launched Nourish, a complete meal with full servings of three food groups that was created to help address growing issues of food security and hunger here and abroad.

Campbell Canada participates in the Heart & Stroke Foundation's Health Check™ Program as well as the Children's Food and Beverage Advertising Initiative and the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

¹ Approximate annual estimation

² Awarded by Blood Pressure Canada (now Hypertension Canada) in 2007

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www.cbpowell.com

In C.B. Powell's product portfolio high profile brands such as Stagg Chili have been reformulated to be healthier. The reformulation included reducing sodium and adding protein. New product introductions over the last five years have included healthier for you products and have been made with reduced sodium and reduced calories. The company was the first to market with a 100 calorie pack of whole natural almonds.

Stagg Chili and Blue Diamond Almond both have products within their assortment that are approved to carry the Heart & Stroke Foundation's Health Check Program symbol.

The company's consumer magazine advertising focuses on promoting healthy snacking with almonds. It has also conducted in-store promotions of almonds supported by handouts of nutritional information, and produces a communication piece devoted to Health Lifestyle Eating.

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www.cloverleaf.ca

Clover Leaf Seafoods incorporates healthy lifestyle messaging in its public relations and print, radio and television advertising as well as on its website. It launched an awareness campaign to remind Canadians that health and nutrition are only minutes away with its popular "[Take 5](#)" recipes. The company enlisted the help of health and nutrition scientist Dr. Bruce Holub, Ph.D., founder of the DHA/EPA Omega-3 Institute, to highlight 5 of the many important nutritional benefits of canned seafood: 1.) heart health, 2.) brain health, 3.) vision health, 4.) reduced risk of cancer and 5.) reduced risk of stroke; the program is dubbed the [Clover Leaf Take 5 Top 5](#).

In addition, Clover Leaf has reduced the sodium levels in 15 of its canned tuna, salmon, shrimp and lobster products in the last 3 years.

The Clover Leaf website has a dedicated "Health and Wellness" section that was developed as a comprehensive source of information for consumers to help them maintain a healthy diet and active lifestyle. The content includes healthy recipes and health awareness articles on topics such as keeping your heart healthy, label reading, nutrition tips and weight management strategies for both children and adults. It also has a specific section which provides links and resources to health and wellness-related web sites including: the Canadian Activity Guide, the Dietitians of Canada, Health Canada, the Canadian Food Inspection Agency, Department of Fisheries and Oceans Canada, and sites with health information about calcium, omega-3, fish oils, trans fats and more.

Clover Leaf Seafoods is proud to support the Nutrition Facts Education Campaign, a collaboration of Health Canada and Food & Consumer Products of Canada (FCPC).

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www.darefoods.com

In the past five years, Dare Foods Limited has reformulated 75 per cent of its products to be healthier and 25 per cent of its products are new, healthier-for-you products. Among the changes it made to its existing products are reduced sodium levels and reduced or eliminated saturated and trans fat and added calcium to a variety of crackers and cookies.

The company reduced the serving size of its Mini Bear Paws to be more appropriate for children. New products have been made with reduced sugar and/or carbohydrates, reduced calories and added fibre. Many Dare products are a source of numerous essential nutrients.

Dare Foods products carry a series of icons on the packaging that are intended to educate consumers about the healthy attributes of the products. The company's website has a "Good For You" section that is a comprehensive source of information for consumers to help them maintain a healthy diet and active lifestyle. The content includes tips on how to read food labels, facts about a range of nutrients, healthy living tips and a complete guide to what nutrients are present in each of Dare's products.

The company produces a "Feel Good Food Newsletter" designed to help consumers and their families maintain a healthy diet and active lifestyle. The content ranges from recipes, to articles related to health and family activities, entertaining ideas, tips and product information.

Dare Foods Limited participates in the Heart & Stroke Foundation's Health Check Program™ and the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

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www.ferrero.com

Ferrero has always taken its responsibilities concerning the consumption of its products very seriously. The main proof of this commitment is the size of its portions, which have been designed and marketed to be suited to different nutritional requirements.

The company focuses on advertising campaigns which address mothers directly and believes that, thanks to the trust gained over the years from parents who have increasingly appreciated the standards and quality of Ferrero products with its portions suited to a certain age and a certain level of physical activity, this helps parents to provide their children with the appropriate levels of nutrition and energy.

Products are designed to help reach the necessary nutritional balance, thanks to the calcium from milk and the supply of nutrients essential for growth.

Ferrero believes that maintaining and encouraging a healthy lifestyle is critical, starting with good eating habits and continuing with a balanced diet and regular physical activity. The company has engaged in the following activities:

- studies and research aimed at guaranteeing product freshness and quality;
- careful assessment of the products' nutritional values, suggesting different food combinations on that basis;
- promotion of a healthy lifestyle, by supporting research projects and training programs encouraging young consumers to practice the most appropriate sports disciplines;
- ensuring the provision of accurate information and responsible communications.

Ferrero offers products in the everyday Kinder range in individually wrapped portions weighing between 12.5 and 43 grams. Portion control, while maintaining high standards of taste and quality, provides genuine help to parents in managing their children's diets.

Ferrero products do not contain hydrogenated fats and, as a result, they do not contain trans-fatty acids (TFAs).

Through collaborative agreements with international sports federations, institutions, as well as with food industry and non-governmental associations, Ferrero helps to raise citizens' awareness of the importance of physical activity to achieve a healthy lifestyle.

Ferrero is committed to providing accurate nutrition information. The labels on Ferrero products offer simple, clear nutrition information, to ensure transparency for consumers. Nutrition information relating to energy, protein, carbohydrates and fats has been provided for many of the Ferrero products.

Ferrero believes that advertising is an important tool, which is why the company is "self-regulating" in order to protect the consumer from false or misleading advertisements. Responsible advertising helps consumers make appropriate purchasing choices about food products, as well as to better understand the role of nutrition and physical activity in order to achieve a healthy and balanced lifestyle.

The company applies the “Framework for Responsible Food and Beverage Communications”, adopted by the International Chamber of Commerce (ICC), as well as the respective regional and national self-regulatory codes developed at national or regional levels.

Ferrero is an active member of the World Federation of Advertisers (WFA) and of the International Food and Beverage Alliance (IFBA). As an IFBA member, Ferrero has committed to implement the “IFBA global policy on advertising and marketing to children” (on TV, print, and internet) by January, 2012. Ferrero also participates in the Canadian Children’s Food and Beverage Advertising Initiative.

In Europe, Ferrero supports the “Media Smart” educational programme, aimed at developing children’s critical approach towards television programmes, helping them to understand the difference between editorial content and advertising.

The ‘Have you played today?’ campaign is an educational initiative and a website providing parents with innovative playtime ideas and resources. Ferrero outlines tips on how to treat responsibly and fast facts about child development. The free resources can be found online at www.haveyouplayedtoday.ca .

Ferrero is also a participant in the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

WHAT FCPC MEMBER COMPANIES ARE DOING TO CONTRIBUTE TO HEALTH AND WELLNESS



www.generalmills.ca

As part of its mission of making lives easier, healthier and richer, General Mills is continually researching ways to enhance the nutrition attributes of its products. For example, since 2005, every one of General Mills' cereals is created on a whole grain base, and 80 per cent of its cereals are also a source of fibre or better.

General Mills has also found innovative ways to deliver more fibre, as well as whole grains, to consumers through its Fibre 1 bars, Old El Paso Smart Fiesta and Green Giant vegetable products.

The company is a founding signatory of the Children's Food and Beverage Advertising Initiative and participates in the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada. General Mills supports local youth, fitness and health activities through \$125,000 of Champions for Health Kids grants each year.

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www.heinz.com

www.heinzitup.com

Heinz Canada has been reformulating and creating new products with due consideration to current dietary recommendations since the Company started over 100 years ago. Heinz Canada is also committed to formulating products that align with our corporate health and wellness policies.

Heinz Canada has been reducing sodium levels in a variety of canned products, sauces and tomato juice for many years and has introduced a variety of portion controlled frozen entrees. A number of Heinz Canada products are fortified with added vitamins, iron and calcium as well as added fibre and whole grains.

Heinz Canada's Weight Watchers® Smart Ones® frozen products help consumers feel good by providing portion-controlled healthier meal options and great-tasting products as well as information and resources on healthy eating.

The Company supports Canada's Food Guide to Healthy Eating as well as the Dietitians of Canada's advice that all food can fit in a healthy lifestyle provided that food choices are balanced and food is consumed in moderation. Heinz Canada also participates in the Heart & Stroke Foundation's Health Check Program™.

Heinz Canada provides nutrition information for all of the recipes on its websites, such as www.heinzitup.com, to help consumers make informed choices. Information on the recommended daily caloric intake and glossary of nutritional terms can also be found at www.heinzitup.com.

Heinz Canada food and beverages are developed and regularly reviewed to ensure compliance with the consensus of scientific opinion regarding safe and effective dietary protocols and to meet or exceed all legislation and regulations.

Heinz Canada is a proud supporter of the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

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www.highliner.com

High Liner Foods Inc. is committed to helping Canadians live smart and eat right. High Liner helps consumers by providing fish and seafood options that are high in protein, low in saturated fat and free of trans fat and hydrogenated oils.

Over the past five years, the majority of High Liner products have been reformulated to reduce sodium and reduce or eliminate saturated and trans fats. Many new High Liner products have been made with reduced calories.

High Liner fish products are also a source of Omega-3 fatty acids, like DHA, which help support normal development of the brain, eyes and nerves. High Liner Foods Inc. is the first seafood company in Canada to successfully make these health claims across their entire line of frozen fish products.

The nutrition information on all High Liner packages makes it easy to see that products are healthy choices and allow consumers to make more informed choices when shopping.

The company has implemented a number of initiatives to encourage consumers to eat healthy and be more active. Its website has a dedicated "Health and Nutrition" section which contains a range of content including comprehensive product information, tips on how to live right and eat smart, information about health and nutrition, nutrition labelling, and easy ways to add more activity into one's lifestyle, encouraging Canadians to follow Canada's Guide to Healthy Eating and Physical Activity.

High Liner Foods participates in the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

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www.janesfamilyfoods.com

Janes Family Foods chicken and fish products are free of trans fats and low in saturated fats. Most products have no hydrogenated oils, no artificial flavours and serve as a source of Omega 3.

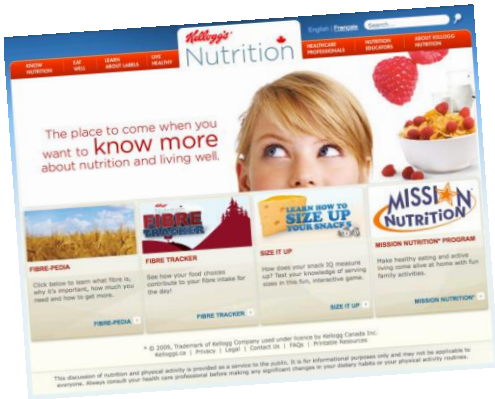
Consumers can check out the nutrition information which appears on Janes packages and in the “Our Product” section of the company’s website to learn how the company’s foods can form the basis of balanced meals – and a healthy, wholesome diet.

To help consumers make more informed food choices and plan healthy meals, the company’s website has a “Healthy Living” section that provides consumers with information on protein, carbohydrates, fat, trans fat, saturated fat and Omega-3 and outlines reasons why fish and chicken products are excellent sources of protein.

Janes chicken is grain fed and both hormone and steroid free and chicken products are made from 100 per cent white meat, grain fed chicken. The company’s chicken entrees are oven-baked and the breading is nutrient-rich, so consumers can feel good about their chicken products. New products added recently combine the convenience of being fully cooked without any breading for those who prefer that option. A chicken nugget made with the goodness of whole wheat for increased fibre consumption has also been added.

Janes Family Foods participates in the Children’s Food and Beverage Advertising Initiative and the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

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Kelloggsnutrition.ca was developed specifically as a comprehensive source of information for consumers to help them maintain a healthy diet and active lifestyle. The content ranges from exercise and healthy living tips for both children and adults to interactive tools including a Fibre Tracker.

There are sections targeted directly to educators and health care professionals.

To help consumers make more informed food choices, the company's website, kelloggs.ca, has a specific section which provides the Nutrition Facts table, ingredient list, and allergen information for all Kellogg's products.

The Mission Nutrition® program is an educational initiative of Kellogg Canada that provides free, ready-to-use resources and fun learning activities for teachers and families to promote healthy eating, active living and positive self-esteem to children in grades K-8. The free, bilingual Mission Nutrition™ resources can be downloaded online at www.missionnutrition.ca.

All Kellogg Canada cereals include "Get the Facts", an easy to use guide that highlights key nutrients in one serving of cereal. It shows the amount of each nutrient as well as the percent Daily Value.

Kellogg's applies the science-based Kellogg Global Nutrient Criteria (KGNC) to all products currently marketed to children in Canada. The KGNC identifies an upper per serving threshold for the following nutrients: ≤ 200 calories, ≤ 2 g sat fat, 0 grams trans fat, ≤ 230 mg sodium, ≤ 12 g sugar. To develop the KGNC, Kellogg worked with outside experts to conduct a thorough evaluation of nutrition science globally. The Nutrient Criteria were based on a broad scientific review including reports by Health Canada, the U.S. Institute of Medicine and feedback from dozens of influencers including dietitians, regulators, academics and industry leaders.

Kellogg Canada follows Worldwide Marketing and Communication Guidelines, which form the basis for all of consumer communications and were designed to ensure high uniform standards across the globe. They are comprehensive in breadth and depth, covering online and established media, in-school activities, licensed property use, contests and promotions, as well as related areas of privacy protection, e-commerce and digital media.

Kellogg Canada has implemented "Get A Move On" on any Kellogg websites visited by children under the age of 12 which encourages children to take a break and be physically active after 15 minutes of screen time.



Nutrition Facts		
Serving 1/2 cup (36 g)		
Amount per serving	Cereal	With 1/2 Cup 1% Milk
Calories	90	140
	% Daily Value	
Fat 1 g [†]	2 %	4 %
Saturated 0.2 g	1 %	5 %
+ Trans 0 g	0 %	2 %
Cholesterol 0 mg	0 %	10 %
Sodium 190 mg	8 %	16 %
Potassium 380 mg	11 %	10 %
Carbohydrate 25 g	8 %	10 %
Fibre 12 g	48 %	48 %
Sugars 7 g		
Starch 6 g		
Protein 5 g		
Vitamin A	0 %	8 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
	35 %	35 %

Kellogg's reformulated its All Bran cereal to reduce sodium by almost 40%. The cereal now has 190mg of sodium per serving, down from 310 mg per serving.

Vitamin B12	8 %	10 %
Pantothenate	30 %	40 %
Phosphorus	50 %	60 %
Magnesium	25 %	30 %
Zinc		
† Amount in cereal.		

Kellogg Canada has implemented a number of initiatives to encourage consumers to be physically active. These included inserting pedometers and cyclometers into cereal boxes to encourage more physical activity.

The company is a proud supporter of the Nutrition Facts Education Campaign, a collaboration of Health Canada and Food & Consumer Products of Canada.

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www.mccain.ca

McCain Foods (Canada) has been reducing sodium in a variety of products including French fries, pizzas and pizza pockets. On average, there has been a 15 to 20 per cent sodium reduction in pizza, a 20 per cent sodium reduction in French fries, and a 15 to 30 per cent reduction in pizza pockets.

McCain

Pizza Pockets are baked, not fried, are made with real cheese and contain flax seed which provides fibre.

More than 100 products have been reformulated as part of its *McCain It's All Good™* initiative. The company's goal is to rewrite its recipes so that its food is made from real, simple ingredients, like people would use if they made it themselves in their own kitchen. For example, McCain pizzas are made with ingredients like vine-



ripened tomatoes and naturally cured pepperoni and contain no artificial colours or flavours. McCain Superfries® varieties are made from 100 per cent real potatoes, canola oil and a splash of sea salt.

Through the *Ingredient Spotlight* feature on the company's website, consumers can see the ingredients and Nutrition Facts Panel for McCain products and compare them with other known pizza, pizza snack and potato products.



McCain Foods participates in the Children's Food and Beverage Advertising Initiative and the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

McCain Foods also promotes a healthy, active workplace through its McCain in Motion program for employees and supports many local initiatives across the country to promote a healthy, balanced lifestyle including minor hockey associations, recreation facilities, and youth sporting events. The McCain Foundation, which handles most of the company's charitable donations in Canada, targets about 25 per cent of its giving to Health and Wellness initiatives and has donated millions of dollars to hospitals throughout Atlantic Canada.

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Good Food, Good Life

www.nestle.ca

Nestlé has internal policies to manage the presence of Public Health Sensitive nutrients in all products. As well, 60/40+, is a tool that helps to improve the taste and nutrition of all products. The company offers a variety of portion-controlled treats.

Nestlé operates numerous consumer communication tools including the Good Report Consumer Newsletter which offers updates on product news, special offers, recipes, and health and wellness information; Nestlé Baby program; Lean Cuisine menu planner; and Nestlé.ca consumer website. Additionally, it has a Nestlé specific tool called The Compass, which is used to inform and educate the consumer on nutrition. This appears on back of pack on all products.

Nutrition information on Nestlé products is in a standardized format that allows consumers to easily compare the amount of energy, protein, carbohydrate and fat in different products. Nestlé brands may also carry additional nutrition information such as the amount of fibre, sodium, sugars and saturated fatty acids.

Nestlé Canada supports the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada. The company also participates in the Canadian Food and Beverage Advertising Initiative and has a global policy on marketing to children. It sponsors sporting events and supports "active playgrounds".

WHAT FCPC MEMBER COMPANIES ARE DOING TO CONTRIBUTE TO HEALTH AND WELLNESS



www.olddutchfoods.ca

Old Dutch Foods has a corporate commitment to providing products with healthier ingredients. It has reformulated products to reduce sodium, and reduce or eliminate saturated fats and trans fatty acids. It has also introduced products with reduced sodium, reduced or eliminated trans fats and trans fatty acids, added whole grains and added fibre.

Old Dutch has been reducing sodium levels in mainstream products for the past year and a half in order to meet growing consumer demand for responsible solutions. Old Dutch has also been reformulating seasonings to ensure products use only natural ingredients and plans to have this process complete by the end of 2011.

The United Grocers Buying group awarded Old Dutch Foods for the "Best Category Growth Development" award for 2009.

Old Dutch Foods has been bringing innovation and growth to the snack food category in Canada for over 50 years. Old Dutch Foods was the first to launch flavours that today are core items to the salty snack category such as Ketchup, Salt'n Vinegar and Dill Pickle just to name a few.

Old Dutch has enjoyed strong support of new products and are proud of innovations brought to the category. Through cooperative support and working closely with the UGI members two banners managed to achieve growth in 2009 of 28 per cent and 63 per cent while nearly all members were in the double digit growth area.

Some of the new products launched in 2009 were in the "Better For You" category. These included a new flavoured baked item in one of our leading core flavours, Salt & Vinegar. Old Dutch Foods is still leading the growth in the baked category with growth of 61 per cent nationally and 74 per cent in the West. In 2010 Old Dutch added Ketchup to their Baked Crisp portfolio which is trending to lead the segment since its July 2010 launch.

Also in the "Better for You" category Old Dutch was the first to launch two flavoured Multigrain items in the tortilla category.

Old Dutch makes the complete nutrition profile of all of its products readily accessible on its website.

For more than 50 years, the company has been a consistent leader in community support, donating to minor and professional sports. It has also awarded prizes of sports equipment vouchers to Canadians to

encourage individual activity, and given grand prize winners the opportunity to donate sports equipment to a local community sports program of their choice.

Old Dutch has historically donated more than \$750,000 to KidSport™ which has given thousands of children the opportunity to get out and get active. In 2005, Old Dutch was proud to receive a GOLD award at the Canadian Association of Promotion Marketing Awards for its contributions made to KidSport™.

In November 2010, the LaSalle Sabres 98s received some exciting news! This team of 12 year-olds won the grand prize in the Old Dutch Foods Limited "Spend A Day With A CHL Team" contest! All seventeen players and seven coaches/parents were invited to participate in a drills and skills session, tour of a CHL team facility, share a team meal, receive special jerseys, and attend a regular season CHL game. The great news is that Old Dutch Foods Limited selected the back to back Memorial Cup winning Windsor Spitfires to be our host. The LaSalle Sabres 98s have a special connection to the Spitfires. After the tragic death of Captain Mickey Renaud in February, 2008, the team decided to honour Mickey's memory by sporting a large number 18 (Mickey's jersey number) on the back of their practice jerseys for as long as the 98s exist. Mickey was well known to these young hockey players as he visited many of them at their schools as part of the Spitfire Adopt a School Program, and offered up inspiration and motivation. Rogers Sportsnet was on hand to capture some of the memories. The value of this prize is \$10,000, so the Sabres really scored! The team simply had to answer the question "Why would your team like to spend a day with a CHL team?", and enter a PIN number online, and the rest is history.

Old Dutch Foods limited is a Canadian company, started in Winnipeg, Manitoba over 50 years ago. The familiar windmill on their packaging stands for quality and trust. As part of their mission to promote a balanced lifestyle, they support communities across Canada with contests such as this one, and are also a proud sponsor of the CHL.

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www.smuckers.ca

Smucker Foods of Canada has introduced products with reduced sodium, reduced sugar/carbohydrates, and reduced calorie levels. Its no sugar added ice cream topping represents a 50 per cent reduction in calories.

Made from the finest fruit, Smucker's Pure Jams are packed with real-fruit goodness and have no preservatives and no colour added. Smucker's Double Fruit Spreads have twice the fruit of a regular jam with pectin, and have half the calories of other jams.

The Smucker's No Sugar Added product is sweetened with concentrated white grape juice and sucralose, and has only 5.0 g of sugar per serving.

Smucker Foods of Canada is a participant of the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.

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Aliments ULTIMA Foods



www.agropur.com

Aliments Ultima Foods is committed to innovation and satisfying the taste of today's health-conscious consumers.

The company offers yogurts and other dairy products that everyone can enjoy at every stage of their lives.

To supply the increasing demand for fresh, healthier dairy products, Yoplait has introduced a number of new products that are fat-free, sugar-free and aspartame-free, and products without preservatives or any artificial flavours, colours and sweeteners.

The company provides the full nutrition profile of its products on its website.

It is proud to participate in the Nutrition Facts Education Campaign, a collaboration between Health Canada and Food & Consumer Products of Canada.