

THE CANADIAN FOOD & BEVERAGE INDUSTRY

Committed to Healthy Active Living



Submission to the House of Commons Standing Committee on Health September 28, 2006

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FOOD & CONSUMER PRODUCTS OF CANADA

FCPC
Food & Consumer
Products of Canada

PACC
Produits alimentaires et de
consommation du Canada



- **Food & Consumer Products of Canada (FCPC) is the voice of companies that make and market the majority of the prepared foods and household commodities Canadians use every day.**
- **In 2004, our industry employed 350,000 Canadians across the country, making it the largest employer in the Canadian manufacturing sector, and generated \$22.5 billion annually in GDP.**
www.fcpc.ca.
- **Over 70 per cent of the food and beverages on grocery shelves in Canada today is manufactured by our members.**
- **Our industry is eager to see Canadians embrace a healthy lifestyle, predicated on *moderation, balance* and *physical activity*.**

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Our Members





- All over the world, as well as right here at home, obesity is on the rise.
- FCPC has been working with government, NGOs and stakeholders including food and beverage companies to effect positive changes based on recommendations set out by the World Health Organization's (WHO) Global Strategy on Diet, Physical Activity and Health (2004)
- Canadian food and beverage companies are committed to playing a significant role in improving the health of Canadians, especially children and youth.
- This submission provides an opportunity for us to share with the Committee our industry's healthy active living initiatives.



WHO Recommendations for Industry (2004):

1. Promote healthy diets and physical activity in line with global standards;
2. Limit the level of saturated fats, trans-fatty acids, free sugars and salt in existing products;
3. Continue to develop affordable, healthy and nutritious choices, as well as new products with enhanced nutritional value;
4. Empower consumers with product and nutrition information;
5. Practice responsible promotion of foods high in saturated fats, trans-fatty acids, free sugars, or salt, especially to children;
6. Issue clear and consistent food labels and evidence-based health claims that will help consumers make informed choices;
7. Provide information on food composition to national authorities; and
8. Assist in developing and implementing physical activity programs.



- FCPC members' commitment to promoting the health of Canadians is multi-faceted and is manifested through their:
 - Wide selection of products and packages
 - Consumer education initiatives
 - Responsible marketing/advertising practices
 - Support of workplace and community healthy active living initiatives



- Our companies are leaders in food science and are using that knowledge to advance consumer health.
- Canadian food and beverage companies have invested significantly in new product development to enhance the nutrition profile and increase the choices available to consumers, especially in the “*healthier for you*” category.





- **Healthier for You**

- In 2004, 62% of companies introduced new products designed to be healthier choices.
- Formulations were focused on:
 - less fat, zero fat/trans fat, less sugar;
 - Additions of omega 3, calcium, fibre, vitamins; and
 - 25% of companies reduced the sodium content of products.



- **Size matters**

- 23% make packaging changes in 2004 to address concerns about portion sizes being too large
- 42% of companies introduced smaller portions



- **Tackling trans fat**

- In 2004, the industry enhanced the health value of products through the elimination and reduction of trans fat.

- 47% of companies reformulated products to reduce trans fat

- **Less sweet, just as tasty**

- 22% of companies introduced products with less sugar
- 13% introduced new products with no sugar at all



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Customer Information



- In addition to making healthier products, the industry has also focused on empowering consumers to make “*healthier for you*” choices by:
 - Enhancing label information—Nutrition Facts
 - Increasing the use of communication tools to disseminate nutrition information—85% of companies use websites to provide consumers with health and nutrition information; 83% provide consumer call-in support
 - 97% of companies provide health professionals with information on the nutrition profile of their products
 - Three quarters offer information on healthy eating
 - Positive choice labelling systems, point-of-purchase programs (POP), supplementary serving size information and health claims are also being used.

Look at the label

Nutrition information on food labels...

- Helps you make informed food choices
- Helps you follow Canada's Food Guide to Healthy Eating
- Is required on most packaged foods
- Is based on Health Canada's regulations

Nutrition claims

There are two types of nutrition claims:

- 1) **Healthier content claim** tell you about one nutrient such as sodium, fat or sugar.
- 2) **Health claim** tell you how your diet can affect your health.

Nutrition Facts table

The Nutrition Facts table provides you with information on the Calories and 13 nutrients for the serving size shown.

Nutrition Facts		Nutrition Facts	
per 100 mL (3.38 fl. oz.)		pour 1 tasse (250 mL)	
Amount	% Daily Value	Amount	% Valeur quotidienne
Calories / Calories	260		
Fat / Lipides	13g	25%	
Saturated / saturés	2g	4%	
Trans / trans	2g	20%	
Cholesterol / Cholestérol	30mg		
Sodium / Sodium	60mg	20%	
Carbohydrates / Glucides	53g	10%	
Fibre / Fibres	0g	0%	
Sugars / Sucres	2g		
Protein / Protéines	2g		
Vitamins & Minerals / Vitamines & Minéraux			
Vitamin C / Vitamine C	15%		
Calcium / Calcium	15%		
Iron / Fer	4%		

Ingredient list

The ingredient list tells you what ingredients are in a packaged food.

Footnote # 1

Approved by the Government of Canada / Approuvé par le gouvernement du Canada

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- Three quarters offer information on healthy eating; and
- Positive choice labelling systems, point-of-purchase programs (POP), supplementary serving size information, health claims.
- The industry is a proud supporter of *Healthy Eating is in Store for You*, an education program developed by Dietitians of Canada and the Canadian Diabetes Association that features a web-based virtual grocery store tour www.healthyeatingisinstore.ca.

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Nutrition claims

There are two types of nutrition claims:

- **Health benefit claims** tell you about one nutrient such as sodium, fat or sugar.
- **Health claims** tell you how your diet can affect your health.

Ingredient list

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Nutrition Facts table

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Trans / trans	2g		4%
Cholesterol / Cholestérol	30mg		6%
Sodium / Sodium	60mg		12%
Carbohydrates / Glucides	53g		10%
Fibre / Fibres	0g		0%
Sugars / Sucres	3g		6%
Protein / Protéines	2g		4%
Vitamin A / Vitamine A	2%		4%
Vitamin C / Vitamine C	15%		30%
Calcium / Calcium	15%		30%
Iron / Fer	4%		8%





- FCPC member companies have a long-standing commitment to responsible product promotion in order to help consumers make sound choices about their diets and lifestyles.
 - more than 80% of companies are creating marketing strategies that include healthy eating and/or healthy lifestyle messages
 - 1/3 of companies had corporate policies in place with respect to advertising to children e.g. age prohibitions, product restrictions, adhering to self-regulatory standards



What is ONE serving of vegetables and fruit?

A healthy lifestyle begins with eating right. One way to achieve this is by consuming the 5 to 10 servings of vegetables and fruits as suggested in Canada's Food Guide to Healthy Eating.

"Guessimating" portion sizes is another way you can help monitor the amount of food you eat. Here are some tips on what serving sizes of different foods look like using visual cues.



With more than 45 products that contain a full serving of vegetables or more per serving, **Kompote** can help you get your veggies.

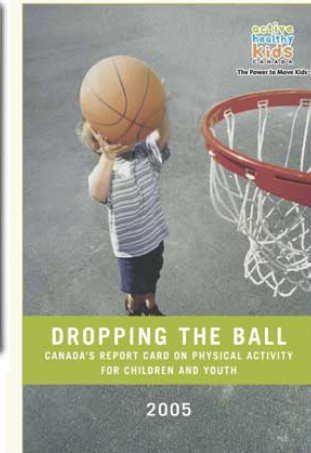
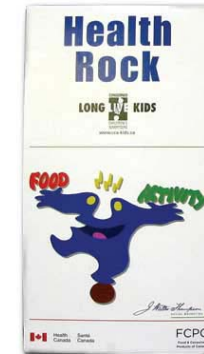
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Promotion of Healthy Lifestyles

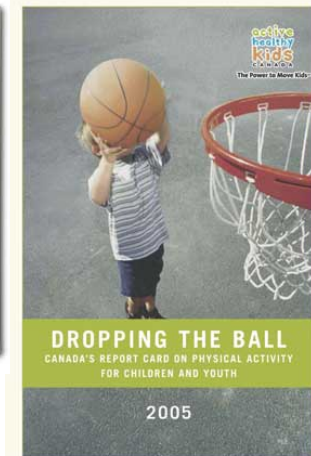
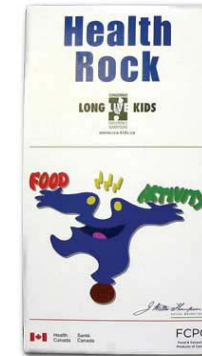


- The Canadian food and beverage industry—collectively and individually—has been developing a wide range of initiatives to promote healthy lifestyles.
 - 33% of companies have policies, programs or initiatives designed to promote healthy active living or physical activity
 - 76% financially support research, education and/or programs related to HAL with budgets that range from \$100,000 to more than \$500,000
 - 58% sponsor physical activity programs for children





- FCPC partnered with Concerned Children's Advertisers to develop the Long Live Kids program—a national child focused initiative that encourages children to eat smart, move more and become media wise.
- Long Live Kids PSA “*Health Rocks*” has been in rotation on Canadian children's television since November 2004.
- According to research, “Health Rocks” has an aided awareness level of 46% amongst kids—61% of those who are aware of the spots said it made them act differently when making their food and activity choices.





- Companies are augmenting their community outreach by helping their own employees improve their health.
- 65% of companies support workplace wellness in some way:
 - Flex time for fitness participation;
 - Financial support for health club membership or third-party insurance for nutrition counselling;
 - On-site fitness programs;
 - On-site weight loss programs; and
 - On-site cafeteria facilities with food selections aligned with Canada's Food Guide.



- Canada's food and beverage industry is responding to the WHO's 8-point call to action.
- Change is taking place on many fronts.
- Efforts are being sustained, developments are accelerating in a number of areas.



- **More choice, innovation and selection**
 - 81% of companies are working on “healthier for you” product options.
 - 71% are working on new product formulation guidelines
 - 48% are addressing packaging in response to concerns about obesity.
- **Better informed consumers**
 - Working with government to enhance industry’s ability to communicate to consumers science-based nutritional benefits of foods through health claims and other means.
 - Increasing the use of communication tools to disseminate nutrition information—54% of companies are creating new consumer-focused materials for use in the future.



- Responsible advertising and marketing practices:
 - Reviewing self-regulatory advertising and marketing codes to ensure adherence to emerging best practices
 - 40% of companies indicated they are in the process of creating or reviewing their corporate policies on advertising to children
 - Developing advertising and marketing strategies that include healthy lifestyle messages, including how their products can be part of a healthy lifestyle:
 - 81% of companies acknowledged a need to make changes to their consumer-focused marketing strategies



- Promotion of healthy lifestyles

- Using marketing and advertising vehicles to provide \$5 Million in-kind support to Health Canada's *Take the First Step* social marketing program;

- FCPC has been informed that this initiative is currently on hold. Industry will continue to seek other government partnership opportunities.

- 60% of companies that spend >\$500,000 on HAL sponsorships and partnerships intend to enter into new healthy active living sponsorship and partnership initiatives in the future.



- The Canadian food and beverage industry is committed to:
 - Providing a wide selection of products
 - Consumer education initiatives
 - Responsible marketing and advertising practices
 - Supporting workplace and community healthy active living initiatives