

FCPC

Food & Consumer
Products of Canada

PACC

Produits alimentaires et de
consommation du Canada

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FCPC Backgrounder: Healthy Active Living

Food & Consumer Products of Canada (FCPC) is the national industry association in Canada representing the food and consumer products industry.

The association represents member companies ranging from small independently and privately-owned companies to large, global multinationals all of whom manufacture and distribute in Canada.

In 2005, the manufacturing sector of the food, beverage and consumer product industry:

- had \$86 billion in shipments
- employed 291,000 Canadians across the country, making it the largest employer in the Canadian manufacturing sector
- generated \$24 billion annually in GDP (13% of the Manufacturing Gross Domestic Product)
- contributed \$100 million to charitable causes and donated over 5 million bags of groceries to food banks in Canada

The industry has a record of embracing world-class regulatory standards and is governed by 442 federal and provincial pieces of legislation, as well as thousands of regulations and self-imposed standards.

The association, on behalf of its member companies, works to further efforts related to products manufactured and sold in Canada while helping to support the long-term health of communities across this country.

FCPC works with government, regulatory bodies, retail and foodservice trading partners and stakeholders to find collaborative solutions on issues of importance to Canadians including food safety, innovation and supply chain efficiencies, health and wellness and food labelling, among them.

Below are just some of the products manufactured and made available by our members:

FOOD

Value-added meat, poultry, fish, fruit, vegetable, dairy, cereal grain products, confectionery, baking ingredients and snack foods

BEVERAGE

Milk, fruit juices, tea, coffee, soft drinks, bottled water and baby formula

FOODSERVICE

Value-added food, tabletop and cleaning products for foodservice, hospitals and institutions

CONSUMER PRODUCTS

Soaps and detergents, paper, health, beauty and personal care products, household batteries, magazines, over-the-counter drugs and pet foods

Our Commitment to Healthy Active Living

In 2006, FCPC on behalf of its member companies launched a report entitled: *Committed to Healthy Active Living*. This report outlines industry's voluntary **Statement of Commitment** to healthy active living to demonstrate its commitment to consumers. This Statement is based on key areas identified by the World Health Organization (WHO) where industry can contribute to healthy active living:

- Products and choices
- Consumer information
- Advertising and marketing
- Promotion of healthy lifestyles
- Workplace wellness

Below are some highlights from the report against these four key areas.

Products and choices

- 62 percent of food companies introduced new healthy choice products in 2004
 - 41% of companies introduced products with less fat, 13% introduced products with no fat, and 19% introduced products with no trans fat
 - 22% of companies introduced new products with less sugar or 13 % introduced products with no sugar
- Other healthy choice launches included
 - Omega-3 products
 - Reduced salt products
 - Fibre and fibre-added products
 - Calcium and calcium-added products
 - Low calorie products
- 62% of companies also reformulated existing products to be healthier. Elimination of fats, particularly **trans fat**, was top focus of reformulation.
- 23% of companies made packaging changes to address concerns about overly large **portion sizes**.

Consumer Information

- Canadian food and beverage companies are empowering Canadians to make “healthier for you” choices by providing consumer information
 - 85% of companies use websites to provide consumers with health and nutrition information.
 - 83% of companies provide consumers with call-in support on products' nutrition profile.
 - 69% of companies connect to health professionals and provide them with resources.
- Food and beverage companies through FCPC supports Healthy Eating is in Store for You, a Dietitians of Canada/Canadian Diabetes Association program that educates Canadians on how to use the new nutrition facts table.

Promotion of Healthy Lifestyles

- Canadian food and beverage companies collectively and individually are actively promoting healthy lifestyles
- One of the most effective healthy living strategies involves teaching kids about balanced eating, physical activity and moderation. The food and beverage industry is making significant investments in this area—through collective social marketing efforts as well as individual corporate initiatives.
 - 54% of companies partner with organizations such as Dietitians of Canada to promote healthy eating and/ or healthy lifestyles.
 - 76% financially support research, education and/ or programs related to healthy active living.
 - 58% of companies financially sponsor physical activity programs for children