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CANADIAN FOOD AND BEVERAGE INDUSTRY APPLAUDS ONTARIO GOVERNMENT'S PLAN FOR HEALTHY EATING AND ACTIVE LIVING

Toronto, June 20, 2006 – Food & Consumer Products of Canada (FCPC), on behalf of its member companies, congratulates the Ontario Government on its action plan announced today for healthy eating and active living. FCPC is also taking this opportunity to voice its willingness to continue to collaborate with Government and other stakeholders on various opportunities mentioned in the plan, including:

- Working with all stakeholders to become part of a comprehensive province-wide effort to change all the factors that contribute to unhealthy weight
- Partnering with Government to highlight successful private sector initiatives to promote healthy eating and regular physical activity
- Working with various partners to align public awareness efforts to help change attitudes and behaviours

“On behalf of the Canadian food and beverage industry, we applaud the Ontario Government for its action plan, and voice our readiness to continue to work together to support healthy active living for all Ontarians,” said Gemma Zecchini, Senior Vice President of Public Policy at FCPC. “Everyone has a role to play in tackling this important issue, including industry, and we are taking our responsibilities seriously.”

Canada's Food and Beverage Industry is Committed to Healthy Active Living

Food and beverage companies are enabling Canadians to lead healthy active. This has been an area of priority for many years and industry is demonstrating its commitment by offering new and reformulated food choices, providing consumer information programs on nutrition, and promoting healthy active living.

FCPC recently released a [national report](#) entitled *The Canadian Food and Beverage Industry: Committed to Healthy Active Living*, which illustrates industry's dedication to help Canadians turn the tide on obesity and outlines achievements to-date.

Industry's efforts are in line with the World Health Organization's *Global Strategy on Diet, Physical Activity and Health*, which recommends collaborative efforts with food and beverage companies such as promoting healthy diets and physical activity, limiting the level of certain fats, sugars and salt in existing products, and empowering consumers with product and nutrition information.

The report is based on findings from the first-ever survey of FCPC member companies' activities in support of healthy active living. In 2005, FCPC conducted a comprehensive survey of its members to document the activities of companies over the past year in support of healthy active living.

FCPC Report Highlights

The report details the many initiatives undertaken by the food and beverage industry in the area of healthy living. Highlights include:

- 41 per cent of companies introduced products with less fat, 13 per cent introduced products with no fat and 19 per cent introduced products with no trans fat.
- 22 per cent of companies introduced new products with less sugar or 13 per cent introduced products with no sugar.
- 54 per cent of companies are partnering with organizations such as Dietitians of Canada to promote healthy eating and/or lifestyles.
- Canadian food and beverage companies are empowering Canadians to make healthier choices by providing consumer information
 - o 85% of companies use websites to provide consumers with health and nutrition information
 - o 83% of companies provide consumers with call-in support on products' nutrition profile
 - o 69% of companies connect to health professionals and provide them with resources.

Food & Consumer Products of Canada (FCPC) is the largest industry association representing Canadian-operated food and consumer product companies that make and market retailer and national brands sold through retail and foodservice outlets. In 2004, the 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 (12.4% of the Manufacturing Gross Domestic Product). On an annual basis, the industry donates an estimated \$33 million to charitable causes and 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.

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