

**FOR IMMEDIATE RELEASE****FOOD INDUSTRY SUPPORTS GOVERNMENT OF CANADA'S TRANS FAT ELIMINATION PLAN**

Toronto, June 20, 2007 – Food & Consumer Products of Canada (FCPC) welcomed today's announcement by federal Health Minister, Tony Clement, asking the food industry to cut industrial trans fats in the Canadian food supply by 2009. The government is asking that industry achieve trans fat reduction targets in accordance with recommendations put forward in a task force report released last year.

According to FCPC CEO, Nancy Croitoru, the food industry in Canada has already made great strides towards the elimination of trans fats and looks forward to working with government over the next two years to finish the task.

"As any Canadian who has been to the grocery store recently can attest, food companies have been working very hard over the last number of years to reduce and eliminate trans fats in their products. Beyond the good work of the companies themselves, the work of the Trans Fat Task Force deserves much credit for raising the profile of the issue in the minds of both industry and the public," said Croitoru, noting as evidence recent ACNielsen data which shows that limiting trans fats is top of mind with Canadian consumers.

While FCPC was an active member of the task force and fully supported its recommendations to government, Croitoru stated that "our industry's main concerns revolve around the availability of an adequate supply of healthy alternatives to trans fats," noting that "as food manufacturers continue to eliminate trans from their products they want to ensure they are not forced to return to using saturated fats, like palm oil, due to an inadequate supply of healthier alternatives."

"We're pleased with today's announcement and believe it sends a clear signal to both the agricultural community and agri-food researchers of the importance of building the supply of healthier alternatives to trans fats, and we look forward to encouraging industry to choose from those healthier alternatives for reformulation" said Phyllis Tanaka, FCPC's Director of Food and Nutrition Policy.

FCPC will assist Health Canada as they work to monitor industry's progress over the next two years.

- more -

Food & Consumer Products of Canada (FCPC) is the largest industry association representing Canadian-operated food and consumer product companies that make and market national and retailer brands sold through retail and foodservice outlets. The industry employs approximately 300,000 Canadians across the country, making it the largest employer in the Canadian manufacturing sector, generating \$24 billion annually in GDP (13% of the Manufacturing Gross Domestic Product). On an annual basis, the industry donates an estimated \$100 million in cash donations 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.

- 30 -

For further information, please contact:

Thomas Vandeppeer

Director of Communications & Events, FCPC

Tel: 416-510-8024 ext. 2253

Email: [thomasv@fcpc.ca](mailto:thomasv@fcpc.ca)