



OFFERING CANADIANS MORE PRODUCTS WITH REDUCED SODIUM

Canada's food and beverage manufacturers play an important role in promoting the health and wellbeing of Canadians. It's a responsibility Food & Consumer Products Canada (FCPC) and our member companies take seriously, and one we invest in every day.

Reducing the amount of sodium Canadians consume is a top public health concern and a priority for FCPC members. Because sodium plays a critical role in the safety, quality and taste of foods, removing it from products is no easy task. It takes time and commitment not only by industry, but by governments, stakeholders and Canadians themselves. This report details industry's progress in helping to remove sodium from the Canadian food supply and diet responsibly, safely and in line with consumer tastes.

Canada's food and beverage manufacturers are providing Canadians with more and healthier food options than ever before. We are constantly reformulating and introducing new product options to respond to evolving science and growing public health concerns, while satisfying today's consumer tastes and lifestyles.

Reaching into virtually every Canadian household, FCPC members are dedicated to meeting these complex needs with safe, nutritious and affordable products. And, we work hard to inform and empower consumers so they can make the choices that are right for them and their families.

FCPC member companies balance the needs and tastes of consumers with the evolving health and wellbeing priorities of government and society in four ways:



Creating new, healthier products and categories



Reformulating existing products and categories



Educating and empowering Canadians to make healthier choices and develop balanced nutrition and activity patterns



Partnering with government and stakeholders to develop sound, evidence based health and wellbeing policies

NEW BETTER-FOR-YOU FOOD OPTIONS

In the last three years, FCPC members surveyed have introduced over 750 better-for-you food and drink options for Canadians. This progress builds on earlier successes and efforts. In a 2011 report, FCPC members surveyed reported introducing over 1,280 new and/or reformulated products.*

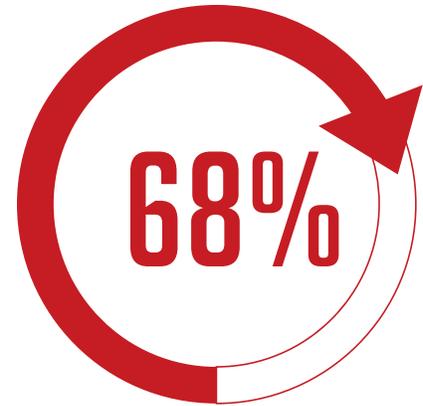
In the last three years, FCPC members have introduced over **750** new, healthier food and drink options for Canadians

750

One out of every **two** new food and drink products introduced were better-for-you options

1 IN 2

90% of FCPC food manufacturers surveyed have introduced new, better-for-you food product options for Canadians



Introduction of reduced sodium products rose **68%***

Canadians are currently consuming too much sodium at 3,400mg/day. Industry is committed to doing our part to help Canadians curb their consumption. This report shows the work we've already done to reduce sodium in Canadian products, in line with Health Canada's sodium reduction objectives.

With the release of the *Guidance for the Food Industry on Reducing Sodium in Processed Foods* in June 2012, we are on a clear path to implementing *Canada's Sodium Reduction Strategy*. In 2016, the federal government will conduct a full assessment of sodium intake through the Canadian Community Health Survey. FCPC will use this updated data to benchmark our progress in reducing sodium since 2004.

OUR PARTNERS IN SODIUM REDUCTION

Eating foods with less sodium is an important part of healthy living. Through Health Canada's Multi-Stakeholder Working Group on Sodium Reduction (MSWGSR), FCPC and its member companies, along with federal, provincial, and territorial governments, have been working together to support Canadians in their efforts to consume less sodium. The MSWGSR aims to reduce Canadians' sodium intake levels to bring them in line with the National Academy of Sciences' Institute of Medicine's Dietary Reference Intake of less than 2,300 mg per day.

Canadian Sodium Consumption in Perspective

In data collected by the World Health Organization, as part of the Global Atlas on Cardiovascular Disease Prevention and Control, Canadians ranked 5th lowest, out of 33 developed countries, in sodium consumption per day.

The UK Experience: A Model of Success

The UK sodium reduction strategy is regarded by the WHO as a global model of success,* and offers an excellent example of the complexity involved in sodium reduction. In 2004, the UK launched major initiatives to reduce sodium consumption in the British population. Their starting point was much higher than Canada's – 3800 mg/day vs 3400 mg/day. The UK has managed to bring their population's sodium levels in line with where we currently are in Canada, 3400 mg/day – but not further. At that, it was a slow and comprehensive process, and their original targets were revised in 2011.

Meeting Canada's Benchmarks

Canada faces a significant challenge in further reducing sodium consumption. The successful UK model employed a comprehensive approach that included education – and yet over seven years managed to reduce sodium intake by only 400mg to 3400 mg. Canada, on the other hand, is being asked to reduce sodium by 1100mg over the same period of time, from 3400mg to 2300mg.

There is no model anywhere in the world for achieving these levels of reduction in the food supply. Presently, the simpler reduction methods have been employed; more complex reductions will present challenges in terms of technological feasibility and consumer acceptance. Reducing sodium to these levels is uncharted territory, and the industry will face unforeseen challenges in reformulating products to meet sodium reduction levels, while retaining safety and taste.

Reformulating Products: Challenges and Opportunities

Reformulating food and beverage products is not an easy job. It takes considerable work over a 28-month time period to successfully bring a reformulated product to market. And that's only if everything goes well. Consumer tastes are sensitive and missteps can set the reformulation process back months. FCPC members note that many challenging aspects of Canada's regulatory environment raise additional barriers to bringing reformulated products to market, adding significant costs and lengthening the time it takes to successfully introduce new options.

THE FOOD ADDITIVE APPROVAL PROCESS

An example of the process to approve a new food additive:



*Global Atlas on Cardiovascular Disease Prevention and Control, published by the World Health Organization in collaboration with the World Heart Federation and the World Stroke Organization (2011)

HEALTHIER ACTIVE LIVING

FCPC members share a vision of a healthier Canada and demonstrate leadership in helping Canadians pursue active, healthier lifestyles. We work with industry partners, governments, non-government organizations and other organizations to make this vision a reality. In fact, we not only meet government regulations – we strive to exceed the health and nutrition goals set by government and work to promote the health of Canadians by:

- Offering a wide selection of healthier product options
- Conducting consumer education initiatives
- Adhering to responsible marketing and advertising practices
- Supporting workplace and community healthier active living initiatives



About FCPC

Food & Consumer Products Canada (FCPC) is the national industry association representing companies that manufacture and distribute food, beverage and consumer products in Canada. As the largest manufacturing employer in the country, our industry employs more than 300,000 Canadians. In addition to being a key driver in Canada's economy and communities, food and beverage companies play an important role in supporting and promoting the health of Canadian families and communities.

Report Methodology

In order to gain greater insight into members' efforts to develop and promote healthier products for Canadian consumers, FCPC distributed a detailed survey to member companies in late 2013. We distributed two separate surveys: one for food and beverage companies, and one for consumer product companies. In total, 37 manufacturing member companies responded, and their answers were analyzed and categorized. The detailed information they provided has informed this report.

Among the topics covered by the surveys were:

- Product composition for new and reformulated products;
- Availability of healthier products in the Canadian marketplace;
- Changes to packaging to promote healthier product consumption;
- Corporate and community health and wellness initiatives;
- Marketing and consumer outreach; and
- Considerations in developing and reformulating healthier products.

Companies that Participated in the Survey

A Lassonde Inc., Ultima Foods Inc., Bellisio Foods Canada Corporation, Bonduelle North America, Burnbrae Farms Limited, CB Powell Ltd., Campbell Company of Canada, Canada Dry Mott's Inc., Clearwater Seafoods Ltd., Clorox Company of Canada, Clover Leaf Seafoods, Coca Cola, ConAgra Foods Canada, Dare Foods Limited, DSM Nutritional Products, ED Smith Foods Ltd., General Mills Canada Corporation, Hain-Celestial Canada, Heinz Canada, Hershey Canada Inc., Johnson & Johnson Inc. Canada, Kellogg Canada Inc., Kraft Canada Inc., McCormick Canada, Mars Canada Inc., McCain Foods Canada, Mead Johnson Nutrition Canada Co., Melitta Canada Inc., Mondelez Canada Inc., Nestle Canada, Nestle Waters Canada, PepsiCo Canada ULC, Post Foods Canada Inc., SC Johnson and Son Limited, Tree of Life Canada ULC, Unilever Canada Inc., Wrigley Canada