

# A NEW PERSPECTIVE ON WHAT CONSUMERS ARE DOING & ANNUAL GENERAL MEETING

Proceedings of the Event

Friday, October 22, 2010

Consumer behavior is fascinating. What people say they do and what they actually do are not always the same. Food and nutrition habits are no exception. Using key findings from our Tracking Nutrition Trend 20 Year History Report, we developed our first ever Ethnographic Survey. We took a look at consumer food and nutrition habits using a different lens. This new methodology has added colour and depth to TNT findings through a detailed "show and tell" about consumers in terms of food, eating, mealtime, grocery shopping and more, while delving into related beliefs with regard to these ingrained behaviours. Be the first to hear the unique and enlightening results.

CCFN's vision is to champion evidence-based solutions to key nutrition issues, advocate for evidence-based nutrition policy and promote public understanding of food and nutrition. One of our strategic priorities is nutrition surveillance with the aim to better understand Canadian consumers' knowledge, attitude and self-reported behaviour on food and nutrition issues. We will launch this **Ethnographic Survey Report** along with the key findings titled **A New Perspective on What Consumers Are Doing**. Please plan to join us.

At this event we will host our sixth Annual General Meeting (AGM) reporting on progress achieved during the Council's sixth year of operation.

CCFN would like to thank our generous sponsors:

- ▶ Gold Level Sponsors – Dairy Farmers of Canada and General Mills Canada Corporation
- ▶ Silver Level Sponsor – Turkey Farmers of Canada

## Event Format and Program

The event will begin with a networking buffet lunch, CCFN's 6<sup>th</sup> Annual General Meeting followed by the presentation with a question & answer panel. The presentation will be web-cast.

**11:30am - 12:30pm ET NETWORKING LUNCH – Sponsored by Turkey Farmers of Canada**

### 12:40pm CCFN Annual General Meeting

Mary Sue Waisman, MSc, PDt, All About Food Nutrition Consulting  
Incoming Chair, Canadian Council of Food and Nutrition Board of Trustees

**1:00 A New Perspective on What Consumers Are Doing (Web-cast begins)**

Francy Pillo-Blocka RD FDC, President and CEO, Canadian Council of Food and Nutrition

Richard Jenkins PhD, President and CEO, Jenkins Research Inc.

**1:40 Question & Answer Panel**

**2:00 Closing Remarks**

**(Web-cast ends)**

# YOU'RE INVITED TO CCFN'S A NEW PERSPECTIVE ON WHAT CONSUMERS ARE DOING & ANNUAL GENERAL MEETING

## Hosted by CCFN



Join us for a day this fall, bringing together high-profile leaders in academia, industry, government and education



CANADIAN COUNCIL OF FOOD AND NUTRITION

### Our Generous Sponsors:

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- Silver Sponsor – Turkey Farmers of Canada

**MARKLAND WOOD  
GOLF CLUB**

245 Markland Drive  
Etobicoke, Ontario

Golf club phone: 416-621-2260



**CCFN/CCAN**

Canadian Council of Food and Nutrition  
Conseil canadien des aliments et de la nutrition

Live Web-cast Event Time: 1:00pm to 2:00pm ET  
Live Web-cast Registration Log on: 12:45pm ET  
To Log On visit [www.CCFN.ca](http://www.CCFN.ca) hit the AGM icon and follow the links to register (to be in attendance or view web-cast)  
Web-cast will be archived for 1 year.

**Live Event Registration Fee (plus HST) –see page 2**  
CCFN Members & Public Sector: \$75.00  
Non-member Private Sector: \$150.00  
See rates on page 2 to also purchase the Ethno Report  
Pay by cheque in advance or cash/ cheque at the door  
**Meeting Registration deadline: October 15, 2010**

This event will be web-cast for those people who are unable to attend. For details and to register visit [www.CCFN.ca](http://www.CCFN.ca) and click on the "CCFN's AGM" icon on the home page and follow the links.

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➔ CANADIAN COUNCIL OF FOOD AND NUTRITION

## Proceedings of the Event

The Ethnographic Survey results have added colour and depth to TNT findings through a detailed “show and tell” about consumers in terms of food, eating, mealtime, grocery shopping and more, while delving into related beliefs with regard to these ingrained behaviours. Be the first to hear the unique and enlightening results.

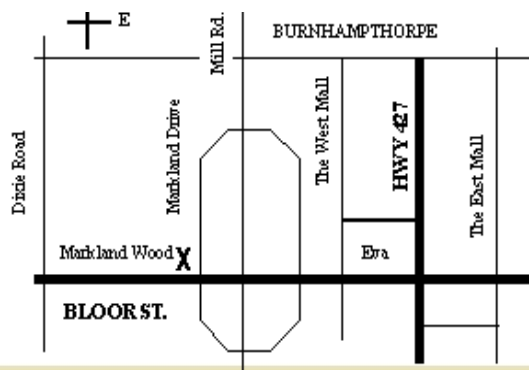
CCFN’s vision is to champion evidence-based solutions to key nutrition issues, advocate for evidence-based nutrition policy and promote public understanding of food and nutrition. One of our strategic priorities is nutrition surveillance with the aim to better understand Canadian consumers’ knowledge, attitude and self-reported behaviour on food and nutrition issues. We will launch this **Ethnographic Survey Report** along with the key findings titled **A New Perspective on What Consumers Are Doing**. Please plan to join us.

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## Directions to Markland Wood Golf Club - 245 Markland Drive, Etobicoke

- We advise that you bring these directions with you to facilitate finding the venue.
- Take Hwy 427 and exit on Burnhamthorpe Road and go west. When you reach Mill Road go south (left). When you reach Markland Drive turn west (right) and follow the street to the entrance BEFORE Bloor Street (on your right).
- NB - There is no exit onto Bloor Street from Hwy 427.
  - If you are heading North, exit at Burnhamthorpe Road (take Burnhamthorpe to Mill Road to Markland Drive)
  - If you are heading South, exit at Eva Road (take Eva to West Mall to Bloor Street)



## Registration Form for CCFN Forum and Ethnographic Survey Results Launch and AGM held Friday October 22, 2010

Inquiries: E-mail: [info@ccfn.ca](mailto:info@ccfn.ca) Telephone: 905.625.5746  
 Fax this registration form to: 905.625.5864  
 Registration deadline: October 15, 2010 (for meeting)  
 Who should attend? Members of CCFN and all key stakeholders. All are welcome.  
 Meeting\*\* Cost Only: \$75 + HST = \$84.75 Member of CCFN/Public Sector  
 \$150 + HST = \$169.50 Non-member/Private Sector  
 Meeting\*\* & Report Cost: \$75 + \$25 E + HST = \$113.00 Member of CCFN/Public Sector  
 \$150 + \$50 E + HST = \$226.00 Non-member/Private Sector  
 E=electronic report \$75 + \$35 H + HST = \$124.30 Member of CCFN/Public Sector  
 H=hardcopy report \$150 + \$60 H + HST = \$237.30 Non-member/Private Sector  
 Payment: Cheque mailed to CCFN with registration or invoice request\* prior to event **are preferred**. Credit cards not accepted.  
 Cash or cheque paid at check-in time (10:30am-11:30am) will be accepted. Receipts will be issued at the event if requested.

Name of attendee(s): \_\_\_\_\_  
 Place of work: \_\_\_\_\_  
 Contact phone number: \_\_\_\_\_  
 Contact e-mail address: \_\_\_\_\_  
 Contact mailing address: \_\_\_\_\_

## Additional Information

### Day of Event Meeting

Check-in/Registration: 10:30am – 11:30am EST  
 Networking Buffet Lunch: 11:30am – 12:30pm  
 Annual General Meeting: 12:40pm – 1:00pm  
 Presentation with Q & A (which will be web-cast): 1:00pm – 2:00pm

Please check the web-site regularly for updates: [www.CCFN.ca](http://www.CCFN.ca)

### Web-cast\*\*

This event will be web-cast for those people unable to attend and archived for 1 year.  
 For details to register for the web-cast and to log on for this visit [www.CCFN.ca](http://www.CCFN.ca) and click on “CCFN’s AGM” icon and follow the appropriate “registration” links.

CCFN GST Registration Number: 89129 7418 RT 001

\*An invoice will be issued if requested  
 \*\*Web-cast participation is complementary