

CCFN to call upon government and food industry to educate Canadians on how to read - and use - nutrition labels
Based on '2009 Tracking Nutrition Trends - a 20 year history' to be released this Friday

What: The Canadian Council of Food and Nutrition (CCFN) will reveal the results of the latest "Tracking Nutrition Trends - A 20 Year History" report. Based on the findings of the report, CCFN will be issuing a call to action. Areas to be discussed include:

- Sources of health and nutrition information for Canadians
- Canadians understanding of trans fat
- Canadians self perception of their health and eating habits
- Canadians knowledge of nutrition
- Canadians concern over specific nutrients such as salt, fat and cholesterol
- Motivations driving food choices of Canadians
- CCFN call to action

Who: Franci Pillo-Blocka, RD FDC, President and CEO, CCFN, will discuss key insights into the emerging trends and themes of food and nutrition attitudes, knowledge and behaviour trends of Canadians of the past 20 years.

When: Friday, October 30, 2009
1:30 p.m. to 2:30 p.m. EST

The event will be simultaneously web-cast. To register for the web-cast, click the link below:
<https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=153281&sessionid=1&key=196EBDF8059FB0FB527162A89E419682&sourcepage=register>

Franci will also be available for interviews Friday, October 30, between 9:00 a.m. and 12:00 p.m.

Where: Canadian Council of Food and Nutrition Annual General Meeting
Markland Wood Golf Club
245 Markland Drive
Etobicoke, Ontario

Why: Results from this survey provide a basis for CCFN to call upon government, policy makers, health professionals, academics, educators and the food industry to educate Canadians on how to read and use nutrition labels.

About the Canadian Council of Food and Nutrition

The Canadian Council of Food and Nutrition (CCFN) is a leading, non-profit organization that champions evidence-based solutions and advocates for policy change on key nutritional issues affecting all Canadians. CCFN works to promote public understanding of food and nutrition issues including childhood obesity prevention, food surveillance, food labelling, sodium, vitamin D, and trans fat and more. CCFN was formed in 2004 out of a merger of the National Institute of Nutrition and the Canadian Food Information Council. For more information, visit www.ccfn.ca.

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