

GLOBAL VIEW: CONSUMER ATTITUDES TO NUTRITION INFORMATION ON FOOD LABELS

Purpose of this Web-cast

MARCH 24, 2009

In many parts of the world, food companies, consumers and governments are re-examining the provision of nutrition information on food and drink product labels. In a climate where the prevalence of diet, nutrition and health related disease is increasing, it is important that the nutrition information provided on food product labels is appropriate and understandable to the consumer, and has an impact on food choice behaviors. The nutrition label is an important vehicle through which food manufacturers can communicate essential information about the nutritional value and composition of their product. Potentially, this represents a valuable tool to help consumers make informed decisions about their diet and lifestyle. However, it appears that nutrition labels are not always effective in getting the message across.

The Food Information Organizations globally have been following consumer attitudes and trends in the perception and use of this information on the label and consumers' attitudes to food, nutrition and health. This web-cast will look at the data gathered globally, and seek to establish commonalities and differences.

Web-cast Program

The event will be launched on March 24, 2009 at 9:00am EST with presentations on consumer research from IFIC (International Food Information Council), CCFN (Canadian Council of Food and Nutrition), EUFIC (European Food Information Council) and AFIC (Asian Food Information Centre) followed by a live, interactive question and answer period.

9:00 am EST Introduction & Moderator

Theresa Glanville, PhD, Pdt, Professor, Mount St. Vincent University, CCFN Chair

9:05 am US consumer perception and use of nutrition and health information on food labels

David Schmidt, President and CEO,
International Food Information Council Foundation (IFIC, USA)

9:20 am Tracking nutrition trends on consumers' attitudes on food product labels

Francy Pillo-Blocka RD, President and CEO,
Canadian Council of Food and Nutrition (CCFN, Canada)

9:35 am Consumer attitudes food labels & packaging: Perspectives from Asia

George Fuller, Executive Director, Asian Food Information Centre (AFIC, Asia)

9:50 am The European consumer approach to nutrition information on label

Josephine Wills PhD, Director General,
European Food Information Council (EUFIC, Europe)

10:10 am Live Question & Answer Panel with IFIC, CCFN, EUFIC & AFIC

10:28 am Closing Remarks

Theresa Glanville, PhD, Pdt, Professor, Mount St. Vincent University, CCFN Chair

YOU'RE INVITED TO CCFN'S GLOBAL VIEW: CONSUMER ATTITUDES TO NUTRITION INFORMATION ON FOOD LABELS

Hosted by Canadian Council of Food & Nutrition

➔ Join us for a web-cast with key leaders from International Food Information Organizations on how consumers interpret information on food product labels



CANADIAN COUNCIL OF FOOD AND NUTRITION



WEB-CAST LAUNCH
MARCH 24, 2009 @ 9:00 am EST
ARCHIVED UNTIL MARCH 24, 2010
TO REGISTER VISIT CCFN.CA

Event Time: 9:00 am to 10:30 am EST

Web-cast access from March 24 2009 to March 24 2010

Registration: www.CCFN.ca and click the web-cast icon

Event Registration Fee

This event is free of charge

Registration deadline for live event: March 24 2009, 8:30am EST

This web-cast will be accessible for 1 year after the launch date until March 24 2010