

Our Membership

Organizations that join CCFN believe in our governance framework and our core purpose of having a science-based approach to all food and nutrition policy and information issues. We are pleased to recognize the following organizations that are helping to make reliable nutrition matter in Canada.

➤ Corporate Members

Corporations with a related interest in food and nutrition; public relations and communications firms

ACCE International
Canadian Salt Co. Ltd.
Cantox Health Sciences International
Compass Group Canada
DowAgro Sciences Canada
GCI Communication Inc.
General Mills Canada Corp.
George Weston Ltd. - home of Loblaw Co. and Weston Foods Inc.
Glycemic Index Laboratories Inc.
INGREDIENTS Nutrition Insights Group
Kellogg Canada Inc.
McCain Foods Canada
Mead Johnson Canada
Monsanto Canada
Pepsi - QTG Canada
Sobeys, Inc.
Wyeth Consumer Healthcare

Acknowledgements

CCFN acknowledges the following supporters whose membership ended in 2008:

Abbott Nutrition
Enzyme Communications
Pioneer Hi-Bred Limited

➤ Non-Profit Association Members

Trade associations; primary-producer associations; and consumer associations

Advertising Standards Canada
Beef Information Centre
California Walnut Commission
Canada Pork
Canadian Sugar Institute
Canadian Turkey Marketing Agency
Canola Council of Canada
Chicken Farmers of Canada
Dairy Farmers of Canada
Egg Farmers of Canada
Flax Canada
Salt Institute

➤ Affiliate Members

Health-related associations; and academic and government institutions and organizations

Breakfast for Learning
Heart and Stroke Foundation of Canada

➤ Individual Members

Individuals who work in the public sector and sole proprietor consultants

All About Food and Nutrition Consulting
Elizabeth Christianson
Len Piche

*lists current as at September 29, 2008



ANNUAL REPORT 2007-2008

WWW.CCFN.CA



The multi-sectoral trusted voice for science and evidence-based food and nutrition policy and information in Canada



The Canadian Council of Food and Nutrition (CCFN) is a national, non-profit organization established in 2004 through the union of the mandates of the National Institute of Nutrition and the Canadian Food Information Council. It is uniquely positioned to provide leadership in advocacy and communication on critical food and nutrition issues within Canada.

The vision of CCFN is to be the multi-sectoral trusted voice for science and evidence-based food and nutrition policy and information in Canada.

To successfully achieve its vision, CCFN acts as a catalyst in advancing the nutritional health and well-being of all Canadians by:

- ▶ Championing evidence-based solutions to key nutrition issues affecting the nutritional health of Canadians
- ▶ Advocating for evidence-based nutrition policy in Canada
- ▶ Promoting public understanding of food and nutrition issues

CCFN's governance model fosters a multi-sectoral approach to issues and ensures that sound science is the foundation of our work. Our Board of Trustees is comprised of key experts from the public and private sectors.

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

2810 Matheson Boulevard East, First Floor, Mississauga, ON L4W 4X7 • Telephone: 905-625-5746 • Email: info@ccfn.ca • Website: www.CCFN.ca

➤ NATIONAL VOICE

➤ STRONG GOVERNANCE

➤ EXPERT ADVICE



➔ Getting the Word Out on Key Nutrition Topics in Canada



Building on the solid foundation established in the Council's first three years, we devoted much time and effort in our fourth year on delivering our communication strategy to reach consumers through professionals and the media via convenient web-casts, development of reports, Watching Briefs and Current Perspective consumer fact sheets on strategic priority areas like never before. This new approach optimally equips key influencers with the latest state of the science for professionals and consumers alike on complex nutrition issues.

CCFN is on a roll this year with the development of this series of expert produced reports, Watching Briefs and Current Perspective consumer fact sheets strategically launched with national and international multi-sectoral audiences including professionals (RDs, MDs, RNs) government, media and industry. CCFN re-evaluated its focus on the key priority areas with the Strategic Plan for 2007 to 2010 and Operating Plan for this year suggested by members and approved by the Board. Topics include preschooler obesity prevention, surveillance, food product labels, trans fat, consumer confusion on fat, vitamin D and sodium. We moved forward involving and collaborating with partners charting the way to establish strategic policy directions and courses of action. CCFN continues to champion evidence-based solutions to key nutritional issues affecting the health of Canadians and will continue to strive to be a catalyst and take the lead in this fashion.

Of note we took part in Health Canada's consultation process on Food Health Claims. We staged key events attended by the multi-sectoral masses through web-cast technology on The Food Label, Understanding Fat and Childhood Obesity Prevention engaging the media through our advisories. These accomplishments have enabled CCFN to affirm its position as a multi-sectoral trusted voice on the Canadian food and nutrition scene.

CCFN remains committed to communication and information exchange with its diverse multi-sectoral membership as this is the cornerstone of our work. The new Member's Only web-site stores this information along with a wide array of important information. A number of initiatives are already in place to facilitate communication, and we count on your input to continue to meet your needs. Together, by building our membership base, we can make an even greater difference.

With your ongoing support and commitment, we will continue to make reliable nutrition matter for the nutritional health of Canadians.

N. Theresa Glanville, PhD, PDt
Chair of the Board

Francie Pillo-Blocka, RD FDC
President & CEO



➔ Board of Trustees

CCFN's Board is structured to provide a vital balance on food and nutrition matters. The majority of trustees, including the Chair, must be from the public sector. Board members have been selected from across Canada to provide the mix of expertise and skills required to provide optimal governance. Members of the Board of Trustees collectively govern CCFN and individually lead Standing Committees, together ensuring the success achieved by the Council.

Officers of the Board

Chair (Public)
Theresa Glanville PhD PDt

Vice-Chairs
Public Trustee:
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Co. and Weston Foods Inc.
Brampton, ON

Morton Satin MSc
Director, Technical & Regulatory Affairs
Salt Institute
Alexandria, VA

Acknowledgements

CCFN acknowledges with thanks the contributions of the following former Trustees and committee members:

Renée Allen
Simcoe Muskoka District Health Unit
Barrie, ON

Susan Barr PhD RD
University of British Columbia
Vancouver, BC

Peter Purslow PhD
University of Guelph
Guelph, ON

➔ Standing Committees of the Board

Membership in these four committees is selected based on the expertise required, with at least one member from the public and the private sectors. Participation is available to representatives from all voting member corporations, institutions and non-profit organizations.

Governance Committee

► Ensures that procedures and practices are in place to enable good Board governance

Chair (tbd)

Mary Alton-Mackey PhD

Jenny Gusba MSc, PhD
Director, Nutrition & Scientific Affairs
Sugar Institute

Noella Leydon RD

Rena Mendelson PhD RD
Professor, School of Nutrition
Ryerson University

Mary Sue Waisman RD MSc

Policy Committee

► Provides the Board with strategic advice on food and nutrition policy issues

Chair

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Walid Aldoori MD MPA ScD

Charlene Elliott PhD

Randall Kaplan PhD
Director, Scientific &
Regulatory Affairs
Pepsi – QTG Canada

Lisa Mina MBA RD
Executive Director, Marketing
Beef Information Centre

Spencer Proctor PhD

Zak Sabry PhD

Communications Committee

► Oversees communications with members and stakeholders on behalf of the Board

Chair

Paul Boisvert PhD

Kerry Grady-Vincent MSc RD
Assistant Director of Nutrition
Regional Programs
Dairy Farmers of Canada

Natalie Pavlenko MA
Account Manager
Faye Clack Communications

Morton Satin MSc

Kelly Walsh PhD RD
Senior Nutrition Scientist, Nutrition
Sciences & Technology Policy
Mead Johnson

Finance and Audit Committee

► Monitors the current fiscal budget and oversees the long-term financial management of the organization

Chair

Sherry Casey

Wendy Arnot MBA PharmD

Mary Ann Binnie BASc

Robert Hunter BSc
Assistant Vice President
Canola Utilization
Canola Council of Canada

Accountant

Bruce Sylvester CA
Bruce G. Sylvester &
Associates Inc.

*Lists current as at September 29, 2008

CONDENSED FINANCIAL STATEMENTS

➔ Auditor's Report on Condensed Financial Statements

KPMG LLP
Chartered Accountants
Yonge Corporate Centre
4100 Yonge Street Suite 200
Toronto ON M2P 2H3

To the Members of Canadian Council of Food and Nutrition/Conseil canadien des aliments et de la nutrition

The accompanying condensed statements of financial position, operations and changes in net assets are derived from the complete financial statements of the Canadian Council of Food and Nutrition/Conseil canadien des aliments et de la nutrition as at April 30, 2008 and for the year then ended. In our auditors' report dated July 25, 2008 on the complete financial statements, we expressed an unqualified opinion. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the condensed financial statements.

In our opinion, the accompanying condensed financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These condensed financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these financial statements may not be appropriate for their purposes. For more information on the Council's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Chartered Accountants, Licensed Public Accountants

Toronto, Canada
July 25, 2008

➔ Condensed Statement of Financial Position

as at April 30, 2008

	2008	2007
Assets		
Current assets		
Cash and short-term investments	\$ 528,545	\$ 484,406
Accounts receivable	8,859	5,318
Prepaid expenses	7,607	4,241
	545,011	493,966
Capital assets	33,062	15,050
	\$ 578,073	\$ 509,016
Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued liabilities	\$ 23,446	\$ 14,756
Deferred revenue	141,123	74,055
	164,569	88,811
Net assets		
Invested in Capital assets	33,062	15,050
Unrestricted General Fund	231,913	207,896
Vitamin Class Action Fund	148,529	197,259
	\$ 578,073	\$ 509,016

➔ Condensed Statement of Operations and Changes in Net Assets

Year ended April 30, 2008

	2008	2007
Revenue		
Membership fees	\$ 214,532	\$ 271,885
Grants and contributions	56,010	82,000
Meeting registration fees and sponsorship	6,623	6,838
Interest	18,136	17,787
Research sales	40	3,067
	\$ 295,341	\$ 381,576
Operating Expenses		
Remuneration and benefits	\$ 130,462	\$ 145,812
General administration	76,169	85,530
Merger and project costs	825	8,131
Communications	15,219	31,107
Meetings and reports	79,366	149,495
	302,041	420,075
Excess (deficiency) of revenue over expenses	(6,700)	(38,498)
Net assets, beginning of year	420,204	458,702
Net assets, end of year	\$ 413,504	\$ 420,204

Note: An amount of \$34,750 was drawn down from the Vitamin Class Action Fund to cover costs related to the website

ACHIEVING PROGRESS ON KEY AREAS FOR POLICY ACTION

2007-08 ACCOMPLISHMENTS

The policy priority areas that were identified by CCFN's members were revised to reflect the changing landscape. These are important to the nutritional health and well-being of Canadians. The Council is undertaking activities to contribute to each of these areas in a unique, proactive way. The critical pathway of CCFN achievements can be accessed from this link: http://www.ccfm.ca/in_action/new.asp

➔ CCFN'S PRIORITY AREAS

- **Food Product Labels** – We hosted the Think Tank "Are Nutrition Claims the Answer to Point-of-Purchase Programs?" and drafted the "Power of the Food Label" report for members. CCFN provided a submission to Health Canada's Consultation process. A segment of the TNT VII survey is devoted to this very important topic.
- **Preschooler Obesity Prevention** – CCFN shifted its focus to preschooler obesity prevention as we have transitioned to target this important group with the web-cast "The Paediatrician's Role in Childhood Obesity Prevention." We launched a report and Watching Brief on this priority area to members along with a Current Perspective fact sheet for consumers.
- **Consumer Understanding of Fat** – We hosted the web-cast "Facilitating Consumer Understanding of Fat" and simultaneously launched Watching Briefs on Trans Fat and Understanding Fat and a detailed report on Trans Fat in Canada to members. In addition we launched Current Perspective fact sheets on these topics for consumers.
- **Surveillance** – We are undertaking Tracking Nutrition Trends VII, committed to conducting this on a biennial basis.
- **Current Perspective Fact Sheets** – We developed informative fact sheets for consumers on key topics: trans fat, understanding fat, preschooler obesity prevention, food label and Vitamin D. In progress is the fact sheet on sodium and more.
- **Watching Briefs** – We have developed key briefs for members on priority topics: trans fat, consumer confusion on fat, preschooler obesity prevention and Vitamin D. In progress is the Watching Brief sodium and more.
- **Key Detailed Papers** – We commissioned key experts to draft reports and papers on key issues for members. These include Trans Fat in Canada, Preschooler Obesity Prevention and Vitamin D. We are selecting several of these for publication in peer reviewed journals.

➔ Action on Preschooler Obesity Prevention

- **Web-cast on the Paediatrician's Role on Childhood Obesity Prevention** – This web-cast, which evolved from the Think Tank, was co-hosted with the University of Toronto's Program in Food Safety, Nutrition and Regulatory Affairs (PFSNRA). This took place on May 28, 2008, brought together over 350 members, professionals (MDs, RNs, RDs), educators, policy makers and key stakeholders. The registrant list number is climbing. The web-cast serves as a catalyst to stimulate collaborative action toward an evidence-based policy approach for promoting healthy weights, nutrition and active lifestyle environments for children. To view the web-cast and/or download the presentations visit www.CCFN.ca and click on "Events" or visit this link: <http://www.ccfm.ca/events/podcasts.asp>

CCFN simultaneously launched the insightful report on Preschooler Obesity Prevention with the Watching Brief and Current Perspective consumer fact sheet with the web-cast. The report and brief are member's

only documents; whereas the fact sheet is publicly accessible and can be accessed at: http://www.ccfm.ca/in_action/fact_sheets.asp We cascaded a media advisory and received follow up from numerous media outlets.

- **Think Tank on School Nutrition and Activity** – The key findings from this event were published in June 2007 in the Journal of Applied Physiology, Nutrition and Metabolism, and can be viewed at: www.ccfm.ca/pdfs/think_tank_symposium.pdf In addition a sponsored Dietitians of Canada Journal insert was published in Spring 2007 by Kellogg Canada called "Influences on the Development of Children's Eating Behaviours: From Infancy to Adolescence." http://www.ccfm.ca/pdfs/DCInsert_Sprint%2007.pdf

➔ Action on Surveillance

- **Tracking Nutrition Trends VII** – CCFN undertook the seventh Tracking Nutrition Trends (TNT) survey in 2008, garnering fresh insights into the consumer mindset. Policy makers, health professionals and food corporations value the insights this research provides.

TNS Global was commissioned to undertake TNT VII, led by its Vice President of Public Opinion Research.

➔ TNT VII Project Partners

CCFN would like to thank the generous sponsors of TNT VII for their ongoing commitment and support of this important research:

Dairy Farmers of Canada
General Mills Canada
Health Check

An Advisory committee led by CCFN's President & CEO contributed unique expertise resulting in an exceptionally strong survey and report. The committee members are:

Mary Alton-MacKey, PhD RD
Consultant and CCFN Board of Trustee

Pierrette Buklis, RD
General Mills

Sheryl Conrad, RD
Communications Consultant

Loretta DiFrancesco, Ph.D, RD, MBA
Consultant, *Source!* Nutrition

Lydia Dumais, RD
Head, Nutrition Labeling & Claims
Health Canada Food Directorate

Stephen Samis
Director Health Policy
Heart & Stroke Foundation of Canada

- **Dissemination** – The results launched as a web-cast in conjunction with CCFN's Annual Meeting and Think Tank on October 24, 2008 with the thought provoking theme "What Constitutes Healthy?"

The TNT VII report is available to purchase from October 24, 2008 onward. The order form is available to download at: http://www.ccfm.ca/in_action/trends.asp

➔ Action on Food Product Labels

The 2007 CCFN Annual General Meeting and Think Tank theme was "Are Nutrition Claims the Answer to Point-of-Purchase Nutrition Programs?" The presentation portion of the day was web-cast with over 200 registrant groups accessing it. The report "Power of the Food Label" was drafted summarizing the event, including roundtable discussions. This is available for members.

CCFN attended Health Canada's workshop on Health Claims for Food. We participated in the consultation process with the University of Toronto's PFSNRA by co-commissioning the submission.

CCFN devoted some attention in TNT VII to food product labels. The TNT VII report is available to purchase from October 24, 2008 onward. The order form is available to download at: http://www.ccfn.ca/in_action/trends.asp

CCFN commissioned a key communication expert to develop the Current Perspective fact sheet on the food product label for consumers. Studies indicate consumer confusion about aspects of the food label. This fact sheet was drafted to enhance consumer knowledge on this important medium. It can be found at: http://www.ccfn.ca/in_action/fact_sheets.asp

➔ Action on Watching Briefs & Reports for Professionals

▶ CCFN is proud to launch the first of this series of Watching Briefs on trans fat, consumer confusion on fat, preschooler obesity prevention and vitamin D. Comprehensive reports have been completed on trans fat, preschooler obesity prevention and vitamin D. In progress is the Watching Brief on sodium. This series of documents produced by key experts is available to members. To view an example visit: http://www.ccfn.ca/in_action/briefs.asp

➔ Action on Current Perspective Fact Sheets for Consumers

▶ To fulfill one of CCFN's organizational purposes "to promote public understanding of food and nutrition issues", CCFN launched the series of Current Perspective fact sheets. Fact sheets are available on trans fat, consumer confusion on fat, preschooler obesity prevention, the food product label and vitamin D. This series of documents produced by key experts is available to the public http://www.ccfn.ca/in_action/fact_sheets.asp

➔ Action on Understanding Fat

▶ CCFN identified a significant knowledge gap in consumer understanding of fat from TNT VI. We made this a strategic priority and organized the web-cast "Facilitating Consumer Understanding of Fat" during Heart Month, February 2008 which will be archived for one year and can be accessed at this link: http://www.ccfn.ca/in_action/fat.asp This has been accessed by over 350 key stakeholders and the numbers continue to increase.

▶ We simultaneously launched the report and Watching Brief on Trans Fat in Canada along with the Watching Brief on Consumer Confusion About Fat to members. In addition we launched the first in the series of Current Perspective fact sheets for consumers on Trans Fat and Understanding Fat. These can be accessed at: http://www.ccfn.ca/in_action/fact_sheets.asp

▶ We distributed a media advisory which elicited interest by the media on this important topic.

➔ Government Advocacy – Contributing to the Dialogue

- ▶ CCFN is an invited member of Health Canada's Working Group on Sodium.
- ▶ We attended the Food Health Claim workshop and submitted a detailed paper to Health Canada with the University of Toronto's PFSNRA.
- ▶ CCFN is proactive on the trans fat monitoring front by attempting to link the media with sound information message from the Current Perspective on Trans Fat fact sheet.

➔ Heightening Member Benefits

- ▶ **Member Exchange Meetings** – David Schmidt, President and CEO of the International Food Information Council based in Washington, DC, presented the results of his group's Food and Health Survey. On the day of the presentation, May 27, 2007, the survey results were released to the public and to CCFN members at a Member Exchange forum.
- ▶ **Member's Only Web-site** – This was launched in February 2008 to provide members convenient and exclusive access to a multitude of information and resources such as CCFN Headline News Weekly, Monthly Updates, CCFN event presentations and reports, Watching Briefs, papers and reports on key issues, TNT reports and presentations, government consultation documents and reports, Food Information Organization Network information, discussion forum, on-line community and more.
- ▶ **Exposure through Sponsorship** – Members gain exposure through the ability to sponsor meetings, web-casts and research. We have up to 550 registrant groups access our web-casts and thousands more view our web-site for information.
- ▶ **Ad Hoc Committee and Think Tank Involvement** – Members provide input and insight on issues and activities via committee participation or through an open dialogue with CCFN staff. Members value networking at closed-door Think Tank meetings with invited professionals, government representatives and key stakeholders.
- ▶ **Timely Key Communications** – CCFN members appreciate timely and exclusive updates on emerging issues such as Biphenol A, trans fat monitoring, acrylamide, aspartame, food additives and more.
- ▶ **Reliable Referral Base Resource** – Members tell us they value referring inquiries to CCFN from media, the public and professionals.
- ▶ **Strategic Alignments** – CCFN has established connections with government departments, universities, national and international organizations and are the go-to multi-sectoral conduit. These include: University of Toronto, University of Guelph, Ryerson University, Dietitians of Canada, Health Canada's Network on Healthy Eating and Working Group on Sodium, International Food Information Organizations, Concerned Children's Advertisers, Canadian Obesity Network and more.
- ▶ **Exclusive Watching Briefs & Reports** – CCFN commissions key experts to develop these "scientific snapshot" documents on priority issues for members. To date briefs have been developed on Trans Fat, Understanding Fat and Preschooler Obesity Prevention. Reports have been drafted on Trans Fat in Canada and Preschooler Obesity Prevention. Also the "Power of the Food Label" report was developed following CCFN's 2007 AGM. In progress are Watching Briefs on Vitamin D and Sodium. We have made available two sample Watching Briefs. To view visit: http://www.ccfn.ca/in_action/briefs.asp

➔ Demonstrating Leadership

- ▶ **Co-Chair of Network on Healthy Eating** – CCFN CEO volunteered to co-chair on this committee with new Director General Hassan Hutchinson for the next 2 years.
- ▶ **Acting on Key Issues** – Following the CDPAC meeting on Childhood Obesity and Marketing to Children, CCFN committed to host a follow up meeting on "What Constitutes Healthy?" and included key questions in TNT VII to gain insights on this.
- ▶ **Advisory Committee Involvement** – CCFN CEO sits on the Canadian Obesity Network board, the International Food Information Organization network committee, Health Check advisory committee, University of Guelph and Humber College degree program ad hoc committee and more.
- ▶ **Exclusive Invitations** – Received invitations to the McGill Think Tank on Obesity, the CDPAC closed door meeting on Marketing to Children and Obesity, from the British High Commission to meet Dame Dierdre Hutton, Chair of the UK Food Standards Agency on food safety issues, Dr. Keiko Hatae from Japan's Food Safety Commission and more.
- ▶ **Speaking Engagements** – Invited to present at national and international meeting. Visit link for details: http://www.ccfn.ca/events/ccfn_speaking.asp
- ▶ **Mentoring of Future Dietitians** - This year have accepted trainees from Sick Kids Hospital Internship Program, the University of Guelph's MAN Program and Ryerson University's Masters of Communication practicum programs.
- ▶ **Board & Committee Commitment** – CCFN's multi-sectoral board and committees are comprised of diverse experts from across the country and North America with a majority public sector voice. To view members see: http://www.ccfn.ca/about_ccfn/board.asp

➔ New Members

ACCE International, Compass Group Canada, INGREDIENTS Nutrition Insights Group and Sobeys Inc. joined as new members during the year. We continue to welcome new prospects who share our vision and purpose. The membership recruitment package is available on the website at: www.ccfn.ca/membership/join.asp. Our President & CEO welcomes all inquiries directly.

➔ A Trusted Media Resource

CCFN's standing as a source of credible information continued to be demonstrated throughout the year, affirming its purpose of promoting public understanding of food and nutrition issues.

- ▶ Media sources, as well as government and professional associations, are regularly seeking the Council's expert advice and referrals to subject-matter experts.
- ▶ During the year, the media sought increasing input from CCFN on the key issues of childhood obesity and *Canada's Food Guide*, and on such topics as nutrition and physical activity in schools, the benefits of organic products, eating well on the go and more.

➔ VISION

To be the multi-sectoral trusted voice for science and evidence-based food and nutrition policy and information in Canada

➔ PURPOSE

To be a catalyst in advancing the nutritional health and well-being of all Canadians by:

- ▶ Championing evidence-based solutions to key nutritional issues affecting the nutritional health of Canadians
- ▶ Advocating for evidence-based nutrition policy in Canada
- ▶ Promoting public understanding of food and nutrition issues

➔ OPERATING PRINCIPLES

- ▶ Proactive in approach to addressing advocacy and communications initiatives
- ▶ Inclusive in process through new and renewed partnerships with other food, health and nutrition organizations
- ▶ Open and transparent communication between the private and public sector

➔ STRATEGIC DIRECTIONS

- ▶ Ensure the nutrition policy activity on Board-approved priority areas is evidence-based and supports the health and well-being of Canadians. CCFN proactively identifies new issues to be addressed by Canadian policy makers.
- ▶ Engage members, subject matter experts and others in CCFN initiatives, which are undertaken to achieve the first strategic direction.
- ▶ Build a national, multi-sectoral organization that is responsibly governed, funded and managed.