

AGM & FORUM — INSIGHTS INTO THE CONSUMER MINDSET

TNT VI and CCHS 2.2

Friday, October 13, 2006

Purpose of this Event

CCFN's vision is to be a multi-sectoral trusted voice for science-based food and nutrition policy and information in Canada. This event will bring together key stakeholders to hear about two important national consumer nutrition surveys whose results have recently become available. The insights gained from these research surveys guide the actions of policy makers, health professionals, academics, educators and the food industry.

▶ Tracking Nutrition Trends VI

What do Canadians know, think, and do about nutrition? The sixth TNT survey was conducted in 2006 by CCFN as part of our commitment to ongoing consumer nutrition research. Launched in 1989 by the former National Institute of Nutrition, the survey themes have evolved with the changing marketplace and regulatory landscape. TNT continues to monitor consumers' self-reported eating habits, attitudes about food and nutrition, sources of information, understanding and use of nutrition labelling, and lifestyle. The 2006 survey also has obtained baseline information on perceptions and behaviours toward food claims, health programs, reading menus, and functional foods.

▶ Canadian Community Health Survey 2.2 on Nutrition

What is the Canadian nutrient profile? Cycle 2.2 of the CCHS provides the first national picture of Canadians' eating habits to be available in 35 years. The survey provides data at the national and provincial levels on Canadians' eating patterns and their intake of foods, food groups, nutritional supplements and nutrients. It also reports on their physical activity, Body Mass Index, and household food security. The long-awaited data on food and nutrient intakes were released by Statistics Canada in July 2006. This presentation will focus on nutrients.

Event Format and Program

The event will begin with a networking lunch, followed by CCFN's AGM, and then the presentations on consumer research.

CCFN Annual General Meeting

Rena Mendelson, M.S., D.Sc., RD, Professor, School of Nutrition, Ryerson University Chair, CCFN Board of Trustees

Forum Introduction: Harnessing the Power of Consumer Research

Richard Jenkins, Ph.D., VP, Corporate Director of Public Opinion Research, TNS-Global

Tracking Nutrition Trends (TNT) VI – Consumers' Attitudes Toward Food & Nutrition Issues

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

Canadian Community Health Survey 2.2 on Nutrition

Ronald G. Gravel, Chief, Canadian Community Health Surveys, Statistics Canada

YOU'RE INVITED TO CCFN'S

AGM & FORUM — INSIGHTS INTO THE CONSUMER MINDSET

TNT VI and CCHS 2.2

Hosted by CCFN

➔ Join us for an afternoon this fall, bringing together high-profile leaders in academia, industry, government and education



CANADIAN COUNCIL OF FOOD AND NUTRITION



MARKLAND WOOD GOLF CLUB
245 Markland Drive
Etobicoke, Ontario
Golf club phone: 416-621-2260

Event Time: Noon to 2:30 pm
Registration/Check-In: 11:00 - 11:45 am

Event Registration Fee

CCFN Members: \$50.00

Non-members: \$75.00

To be paid by cheque or cash at the door or in advance

Registration deadline: Tuesday, October 10, 2006 (noon).

This event will be webcast for those people unable to attend. For details, visit www.CCFN.ca.

** Those who register for this event or for the webcast can purchase the TNT VI Report for the special rate of \$25.00 (per copy, includes GST and shipping). See order form for details. **

CCFN's AGM and FORUM

CONSUMER INSIGHTS: TRACKING NUTRITION TRENDS VI and CANADIAN COMMUNITY HEALTH SURVEY 2.2



➤ CANADIAN COUNCIL OF FOOD AND NUTRITION

Proceedings of the Event

CCFN's vision is to be a multi-sectoral trusted voice for science-based food and nutrition policy and information in Canada.

At this event we will host our second Annual General Meeting, reporting on our progress achieved during the Council's second year of operation.

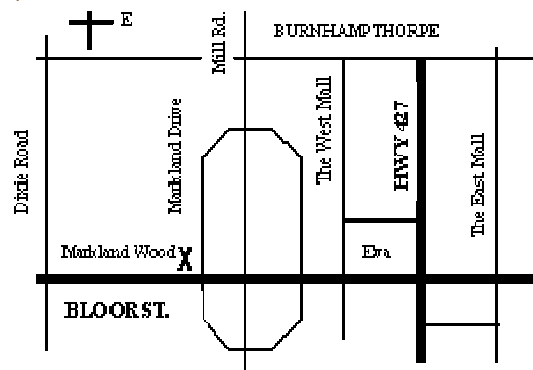
We will also present key findings from two important national research surveys, providing insights into consumers' knowledge, attitudes and behaviours with respect to food and nutrition. The findings of these surveys guide the actions of policy makers, health professionals, academics, educators and the food industry.

- ▶ Tracking Nutrition Trends (TNT) VI
The sixth in the TNT survey series, conducted by CCFN as part of our commitment to ongoing consumer research on nutrition issues
- ▶ Canadian Community Health Survey, Cycle 2.2 on Nutrition
Providing the first national data on Canadians' eating habits to be available in 35 years

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's AGM & Consumer Research Forum Friday, October 13, 2006

E-mail inquiries: info@ccfn.ca
Telephone inquiries: 905-265-9124
Fax registration form to: 905-265-9372
Registration* deadline: Tuesday, October 10, 2006 (noon)
Who should attend? Members of CCFN and other key stakeholders. All are welcome.
Cost: \$50 Member of CCFN \$75 Non-member
Payment: Cash or cheque paid at check-in time (11:00-11:45 am) on the day of the event, or cheque mailed to CCFN with registration. Receipts will be issued at the event during check-in.

Name of attendee(s): _____
Place of work: _____
Contact phone number: _____
Contact e-mail address: _____
Contact mailing address: _____
TNT VI Report Purchase ** Reduced rate for registrants ** See order form for details

Additional Information

Day of Event

Check-in/Registration: 11:00 – 11:45 am
Networking Lunch: noon – 12:40 pm
AGM: 12:40 – 1:00 pm
Proceedings: 1:15 – 2:30 pm
Please check the website regularly for updates: www.CCFN.ca

*Webcast

This event will be webcast for those people unable to attend.
For details and to register, visit www.CCFN.ca.