

HOME PLATE: WHAT CONSUMERS ARE EATING BEHIND CLOSED DOORS

Web-cast Proceedings

Wednesday, March 23, 2011

This is an exposé of new results on what consumers are eating. In the fall of 2010, CCFN used a novel lens using an ethnographic survey to add colour and depth to key findings about what consumers are eating. Dietitian experts have now further analyzed these food records and photo essays to garner a closer look at what happens in peoples' kitchens behind closed doors. This graphic account is summarized in a new report being released after the web-cast titled "Home Plate". Share in the unique and enlightening results and download the "Home Plate" report.

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 behavior on food and nutrition issues. We will launch this new **Home Plate Report** along with the key findings entitled **Home Plate: What Consumers Are Eating Behind Closed Doors**. Please plan to join us.

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Web-cast Agenda

1:00 pm ET Introduction to Ethnographic Survey

Francy Pillo-Blocka RD FDC

President and CEO, Canadian Council of Food and Nutrition

1:15 Home Plate: An Expose of What Canadians Are Eating

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

1:40 Question & Answer Panel with Speakers

Richard Jenkins PhD

President and CEO, Jenkins Research Inc. (moderator)

2:00 Closing Remarks

YOU'RE INVITED TO CCFN'S

HOME PLATE: WHAT CONSUMERS ARE EATING BEHIND CLOSED DOORS

Hosted by CCFN



Join us for web-cast, bringing together high-profile leaders in academia, industry, government and education



CANADIAN COUNCIL OF FOOD AND NUTRITION

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Register for the Web-cast

Visit www.CCFN.ca and click on the "Home Plate" icon on the home page, then follow the links to register



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 hit the Home Plate icon and follow the links to register
Web-cast will be archived for 1 year.

This event will be web-cast for those people who are unable to attend. For details and to register visit www.CCFN.ca and click on the "Home Plate" icon on the home page and follow the links.