

THINK TANK: ARE NUTRITION CLAIMS THE ANSWER TO POINT-OF-PURCHASE PROGRAMS? & AGM

Friday, October 26, 2007

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. One of CCFN's strategic priorities is the food product label and how Canadian consumers use and understand information on the label. By asking the thought provoking question: Are nutrition claims the answer to point-of-purchase programs? – we will fuel lively discussions. Please plan to join us.

Event Format and Program

The event will begin with a networking breakfast sponsored by the Canadian Egg Marketing Agency, followed by CCFN's AGM, followed by the presentations, then a panel discussion. Lunch will be served, sponsored by the Canola Council of Canada followed by the Member & Guest Think Tank Discussion.

CCFN Annual General Meeting & BREAKFAST – SPONSORED BY CDN EGG MKTG AGENCY

N. Theresa Glanville, PhD, Pdt, Professor, Applied Human Nutrition, Mount Saint Vincent University, Chair, CCFN Board of Trustees

Introduction: The Power of the Food Product Label

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

Consumer Response to Nutrition Info on Food Labels – The European Experience

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

US Consumers' Perception of Nutrition, Health & the Food Label

Susan T. Borra, RD, President, International Food Information Council Foundation (IFIC)

Are Nutrition Claims the Answer to Point-of-Purchase Nutrition Programs?

SPONSORED BY HEALTH CHECK

Stephen Samis, Director, Department of Health Policy, Heart and Stroke Foundation of Canada

Food Packaging Appeals and Children's Perception of Information on the Food Label

Charlene Elliott PhD, Associate Professor, Mass Communications, Carleton University

Panel Discussion with Moderator – SPONSORED BY DAIRY FARMERS OF CANADA

Mary L'Abbé, Ph.D., Director, Bureau of Nutritional Sciences Food Directorate, HPFB, Health Canada

Networking Lunch – SPONSORED BY the CANOLA COUNCIL OF CANADA

Think Tank Closed Door Discussions

For CCFN Members, Public Sector representatives and guests only

YOU'RE INVITED TO CCFN'S THINK TANK: ARE NUTRITION CLAIMS THE ANSWER TO POINT-OF-PURCHASE PROGRAMS? & AGM

Hosted by CCFN



Join us for a day this fall, bringing together high-profile leaders in academia, industry, government and education



CANADIAN COUNCIL OF FOOD AND NUTRITION

Our Generous Sponsors:

- Gold Sponsor
 - Canola Council of Canada
- Silver Sponsors
 - Health Check
 - Canadian Egg Marketing Agency
- A la Carte Sponsor
 - Dairy Farmers of Canada

MARKLAND WOOD GOLF CLUB

245 Markland Drive

Etobicoke, Ontario

Golf club phone: 416-621-2260



CCFN/CCAN

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

Event Time: 9:30am to 2:30 pm
Registration/Check-In: 8:00 - 9:15 am

Event Registration Fee	
CCFN Members & Public Sector:	\$100.00
Non-members:	\$300.00
To be paid by cheque or cash at the door or in advance	

Registration deadline: October 23, 2007 (noon).

This event will be web-cast for those people unable to attend. For details and to register for the web-cast, visit www.CCFN.ca and click on the "CCFN's AGM & Think Tank" icon.

THINK TANK: ARE NUTRITION CLAIMS THE ANSWER TO POINT-OF-PURCHASE NUTRITION PROGRAMS? & AGM

Our Generous Sponsors:

- Gold Level Sponsor - Canola Council of Canada
- Silver Level Sponsors
 - Health Check & Cdn Egg Marketing Agency
- A la Carte Sponsor - Dairy Farmers of Canada



Hosted by the 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. One of CCFN's strategic priorities is on food product labels to examine how Canadian consumers use and understand information on food labels.

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

We will pose the thought provoking question: **Are nutrition claims the answer to point-of-purchase nutrition programs?** We will present key findings from a number of national and international studies to fuel our discussion.

- ▶ How to Meet the Need of Canadian Consumers
- ▶ Consumers' Perception of Nutrition, Health and the Food Label, in US, Europe & Canada

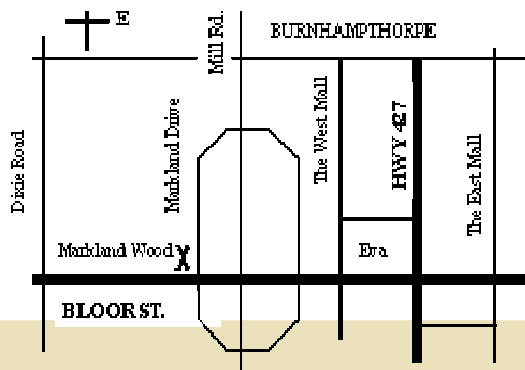
CCFN would like to thank our generous sponsors:

- ▶ Gold Level Sponsor - Canola Council of Canada
- ▶ Silver Level Sponsors – Health Check and Canadian Egg Marketing Agency
- ▶ A la Carte Sponsor – Dairy Farmers of Canada

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 AGM & Think Tank

Held on Friday, October 26, 2007

E-mail inquiries:	francy@ccfn.ca
Telephone inquiries:	905.625.5746
Fax registration form to:	905.625.5864
Registration* deadline:	Tuesday October 23, 2007 (noon)
Who should attend?	Members of CCFN and other key stakeholders. All are welcome.
Cost:	\$100 Member of CCFN or Public Sector \$300 Non-member
Payment:	Cheque mailed to CCFN with registration prior to event is preferred. Cash or cheque paid at check-in time (8:00-9:15 am) on the day of the event 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:	_____

Additional Information

Day of Event

- Check-in/Registration: 8:00 – 9:15 am
- Networking Breakfast: 8:00 – 9:30 am sponsored by the Canadian Egg Marketing Agency
- AGM: 9:30 – 9:50 am
- Proceedings: 10:00am – 2:30 pm
- Networking Lunch: 11:45pm – 12:30pm sponsored by the Canola Council of Canada
- Think Tank Discussions – CLOSED DOOR (FOR CCFN MEMBERS, PUBLIC SECTOR & GUESTS)
- Please check the website regularly for updates: www.CCFN.ca

*Web-cast

This event will be web-cast for those people unable to attend and archived for 1 year. For details and to register for the web-cast, visit www.CCFN.ca and click on "CCFN's AGM & Think Tank" icon.