

Nutrition Facts Education Campaign

...helping Canadians make informed packaged food choices...

CFDR Breakfast and Research Showcase
Thursday, May 3, 2012, Toronto, ON



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC
Food & Consumer
Products of Canada



What is the Nutrition Facts Education Campaign?

Nutrition Facts	
Valeur nutritive	
Per 125 mL (87 g) / par 125 mL (87 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	2 %

- **Groundbreaking collaboration:** Food & Consumer Products of Canada, and Health Canada.
- **Applies equally across all food products** having a Nutrition Facts table (NfT).



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC

Food & Consumer
Products of Canada



Why?

To support Canadians in making informed packaged food choices

How ?

Give Canadians knowledge and tools they can use.



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC
Food & Consumer
Products of Canada



The target audiences

Primary Audience:

Canadian mothers aged 19 to 54 with children aged 2 to 12, who use the NfT when making food choices for their families.

Secondary Audiences:

All Canadians and health & education partners.



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC

Food & Consumer
Products of Canada



The focus

% Daily Value (%DV)



Health
Canada

Santé
Canada

DAILY VALUE  **VALEUR QUOTIDIENNE**

FCPC
Food & Consumer
Products of Canada



The Message

Does a product have a little or a lot?

$\leq 5\%$ is a little; $\geq 15\%$ is a lot

Comparing food products

- . nutrients you want more of... choose higher % DV
- . nutrients you want less of ... choose lower % DV



Health
Canada

Santé
Canada

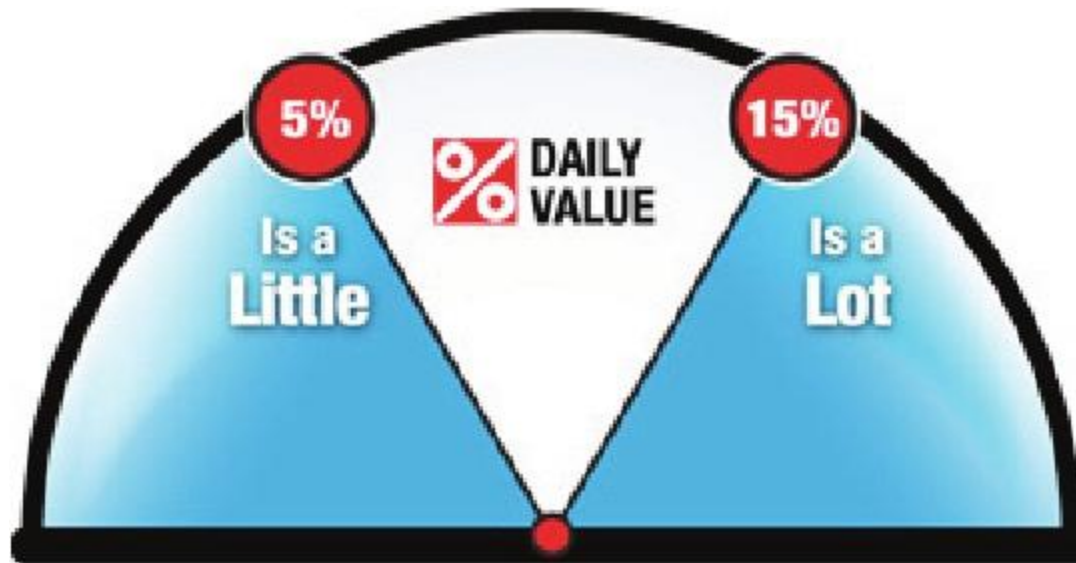
DAILY VALUE  VALEUR QUOTIDIENNE

FCPC

Food & Consumer
Products of Canada



% Daily Value Tools



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC
Food & Consumer
Products of Canada



% Daily Value Tools

Product A

Nutrition Facts			
Per 1/2 cup (28 g)			
Amount	% Daily Value		
Calories 120			
Fat 1 g	2 %		
Saturated Fat 0.2 g	1 %		
+ Trans Fat 0 g			
Cholesterol 0 mg			
Sodium 170 mg	7 %		
Carbohydrate 23 g	8 %		
Fibre 7 g	28 %		
Sugars 5 g			
Protein 3 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 2 %	Iron	30 %	

Product B

Nutrition Facts			
Per 3/4 cup (30 g)			
Amount	% Daily Value		
Calories 115			
Fat 0 g	0 %		
Saturated Fat 0 g	0 %		
+ Trans Fat 0 g			
Cholesterol 0 mg			
Sodium 150 mg	6 %		
Carbohydrate 27 g	9 %		
Fibre 1 g	4 %		
Sugars 10 g			
Protein 2 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 2 %	Iron	30 %	



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC

Food & Consumer
Products of Canada





Need a simple way to use the Nutrition Facts table?

Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
Calories 160	
Fat 2.5 g	4 %
Saturated 1.5 g	8 %
+ Trans 0 g	
Cholesterol 10 mg	
Sodium 75 mg	3 %
Carbohydrate 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
Protein 8 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 20 %	Iron 0 %



% DAILY VALUE | Focus on % Daily Value to compare foods.

- Choose a higher % Daily Value for the nutrients you want more of – like calcium or fibre.
- Choose a lower % Daily Value for the nutrients you want less of – like saturated and trans fats or sodium.
- Remember to compare similar amounts of food.
- Making informed food choices can benefit you and your family.

Learn how to use the % Daily Value at:
healthcanadians.gc.ca/dailyvalue

FCPC
 Food & Consumer
 Products of Canada

A collaboration of Food & Consumer Products of Canada and Health Canada

 Health Canada  Santé Canada



Health
Canada

Santé
Canada

DAILY VALUE  **VALEUR QUOTIDIENNE**

FCPC
 Food & Consumer
 Products of Canada



Supporters



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC
Food & Consumer
Products of Canada



NFEC – On-Pack Messaging

DAILY VALUE VALEUR QUOTIDIENNE

We all want to make informed food choices. Looking at the % Daily Value in the Nutrition Facts table is a great place to start! Use % Daily Value to compare food products. Choose a higher % Daily Value for the nutrients you want more of. Choose a lower % Daily Value for the nutrients you want less of.

Tout le monde veut faire des choix alimentaires éclairés. Le % de la valeur quotidienne (% VQ) présenté dans le tableau de la valeur nutritive peut vous y aider ! Utilisez le % VQ pour comparer les aliments. Choisissez un % VQ plus élevé pour les nutriments dont vous aimeriez augmenter la consommation. Choisissez un % VQ plus faible pour les nutriments dont vous aimeriez diminuer la consommation.

Here's an example: a food with 15% Daily Value of a nutrient contains more of that nutrient than another food with 5% Daily Value.

Voici un exemple : un aliment qui affiche 15 % VQ pour un nutriment contient plus de ce nutriment qu'un autre aliment qui affiche 5 % VQ.

Remember to compare the % Daily Values for similar amounts of food. Souvenez-vous de comparer les % VQ de quantités similaires d'aliments.

Nutrition Facts		Valeur nutritive	
Per	mL () g / par	mL () g	% Daily Value
Amount	Teneur		% valeur quotidienne
Calories / Calories			
Fat / Lipides	g		%
Saturated / saturés	g		%
+ Trans / trans	g		%
Cholesterol / Cholestérol	mg		%
Sodium / Sodium	mg		%
Fiber / Fibre	g		%
Sugars / Sucres	g		%

Making informed food choices can benefit you and your family. Learning to use the % Daily Value is a simple way to help.

Bien manger profite à tout le monde. L'utilisation du % VQ est une façon simple d'y arriver.

Learn how to use % Daily Value at: Pour apprendre à utiliser le % de la valeur quotidienne, consultez :

healthycanadians.gc.ca/dailyvalue | canadiensensante.gc.ca/valeurquotidienne

DAILY VALUE VALEUR QUOTIDIENNE

We all want to make informed food choices. Looking at the % Daily Value in the Nutrition Facts table is a great place to start! Use % Daily Value to compare food products. Choose a higher % Daily Value for the nutrients you want more of. Choose a lower % Daily Value for the nutrients you want less of.

Tout le monde veut faire des choix alimentaires éclairés. Le % de la valeur quotidienne (% VQ) présenté dans le tableau de la valeur nutritive peut vous y aider ! Utilisez le % VQ pour comparer les aliments. Choisissez un % VQ plus élevé pour les nutriments dont vous aimeriez augmenter la consommation. Choisissez un % VQ plus faible pour les nutriments dont vous aimeriez diminuer la consommation.

Here's an example: a food with 15% Daily Value of a nutrient contains more of that nutrient than another food with 5% Daily Value.

Voici un exemple : un aliment qui affiche 15 % VQ pour un nutriment contient plus de ce nutriment qu'un autre aliment qui affiche 5 % VQ.

Remember to compare the % Daily Values for similar amounts of food. Souvenez-vous de comparer les % VQ de quantités similaires d'aliments.

Nutrition Facts		Valeur nutritive	
Per	mL () g / par	mL () g	% Daily Value
Amount	Teneur		% valeur quotidienne
Calories / Calories			
Fat / Lipides	g		%
Saturated / saturés	g		%
+ Trans / trans	g		%
Cholesterol / Cholestérol	mg		%
Sodium / Sodium	mg		%
Fiber / Fibre	g		%
Sugars / Sucres	g		%

Making informed food choices can benefit you and your family. Learning to use the % Daily Value is a simple way to help.

Bien manger profite à tout le monde. L'utilisation du % VQ est une façon simple d'y arriver.

Learn how to use % Daily Value at: Pour apprendre à utiliser le % de la valeur quotidienne, consultez :

healthycanadians.gc.ca/dailyvalue | canadiensensante.gc.ca/valeurquotidienne



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC
Food & Consumer
Products of Canada



Getting the Word Out

- Messaging on products in **31** product categories.
- Messaging appeared in **20** National magazines and newspapers.
- **8 million** media impressions were recorded during launch.
- More than **3.5 millions** impressions through mat story and interviews.



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR
QUOTIDIENNE

FCPC

Food & Consumer
Products of Canada



Results to Date

- Loblaws, Walmart, many independent retailers and McDonald's in-store support.
- Dietitians of Canada cookbook and website.
- Target audience is reached (“start-up” and “younger bustling families”, as defined in Neilson Report).
- Campaign message resonates well:



Health
Canada

Santé
Canada

DAILY VALUE  VALEUR QUOTIDIENNE

FCPC
Food & Consumer
Products of Canada

