



## CANADIAN FOUNDATION FOR DIETETIC RESEARCH

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### **CFDR'S TRACKING NUTRITION TRENDS SUPPORTS THE DIETITIANS OF CANADA'S 100 MEAL JOURNEY**

*National survey results underscore need for Canadians to focus on improving health*

TORONTO ON – Fewer Canadians than ever before are consciously working to improve their eating habits, according to a survey conducted by the Canadian Foundation for Dietetic Research (CFDR). This trend concerns Dietitians of Canada (DC), who are talking to Canadians this Nutrition Month about making small dietary changes, one meal at a time.

The *Tracking Nutrition Trends* (TNT) survey polled over 1,500 Canadians from coast to coast in July and August 2015. The poll exists to investigate self-reported knowledge, attitudes and behaviours of the adult Canadian population with respect to food and nutrition. It is thought to be the longest standing nutrition tracking survey in Canada, having first been conducted in 1989.

In the 2013 TNT survey, 92% of respondents indicated that they had made a change to improve their eating habits in the past 12 months, such as consuming less sugar, salt or fatty foods. In the 2015 survey, only 57% of respondents made the same claim. Among those who have made changes in to their eating habits in the past year, a majority indicated that they have made an effort to consume more fruits and vegetables, fibre and whole grains and protein.

From a related question, the poll also revealed that in 2013, 49% of respondents claimed to follow specific eating habits and patterns such as using the Canada Food Guide, avoiding red meat or following a Mediterranean diet. In 2015, this dropped to 41%.

“These trends suggest that perhaps Canadians are overwhelmed with the sheer volume of diet-related information in the media and shared online,” said Greg Sarney, Executive Director of CFDR. “With so many different and conflicting recommendations, it’s understandable why people might give up trying to improve their eating habits.”

The poll findings in part inspired DC’s new campaign, launching this March for Nutrition Month. Dietitians of Canada is challenging Canadians to **Take a 100 Meal Journey** by pledging to make a small change to their eating habits and to stick with it, one meal at a time.

“It’s not realistic to overhaul your entire diet overnight,” said Kate Comeau, dietitian and spokesperson for Dietitians of Canada. “But sustainable change is achievable through small changes, implemented over time. Canadians will consume almost 100 meals this March and we’re encouraging them to get in the habit of improving their diets slowly and consciously over the course of the month.”

Dietitians of Canada launched the [www.NutritionMonth2016.ca](http://www.NutritionMonth2016.ca) website to provide tips, strategies and ideas to encourage and guide Canadians through the process of making a change. Dietitians across the country will also be speaking about the campaign in their communities and via the media.

The full Tracking Nutrition Trends report was generously sponsored by General Mills Canada and the Dairy Farmers of Canada, and will be available to the public this spring. For more information on the poll, visit [www.cfdrc.ca](http://www.cfdrc.ca).

**About the Canadian Foundation for Dietetic Research**

The Canadian Foundation for Dietetic Research (CFDR) was created by Dietitians of Canada, the professional association for dietitians, and incorporated in 1991 as a charitable foundation. Our mandate: enhancing the health of Canadians by contributing new knowledge about food and nutrition. CFDR funds research in several nutrition and dietetic practice areas. To date, CFDR has funded more than 125 research teams across the country, awarding \$2 million in grants.

For more information, visit [www.cfdr.ca](http://www.cfdr.ca) or contact Greg Sarney, Executive Director at [greg.sarney@cfdr.ca](mailto:greg.sarney@cfdr.ca).

**About Dietitians of Canada**

Dietitians of Canada is the professional association for dietitians, representing 6000 members at the local, provincial and national levels. The Nutrition Month Campaign has been led by Dietitians of Canada for 35 years. For more information, visit [www.NutritionMonth2016.ca](http://www.NutritionMonth2016.ca)