

# Nutrition Facts Education Campaign

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

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



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# What is the Nutrition Facts Education Campaign?

<b>Nutrition Facts</b>	
<b>Valeur nutritive</b>	
Per 125 mL (87 g) / par 125 mL (87 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
<b>Calories / Calories</b> 80	
<b>Fat / Lipides</b> 0.5 g	1 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
<b>Cholesterol / Cholestérol</b> 0 mg	
<b>Sodium / Sodium</b> 0 mg	0 %
<b>Carbohydrate / Glucides</b> 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
<b>Protein / Protéines</b> 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).



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## Why?

To support Canadians in making informed packaged food choices

## How ?

Give Canadians knowledge and tools they can use.



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# 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.



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# *The focus*

## % Daily Value (%DV)



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## *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



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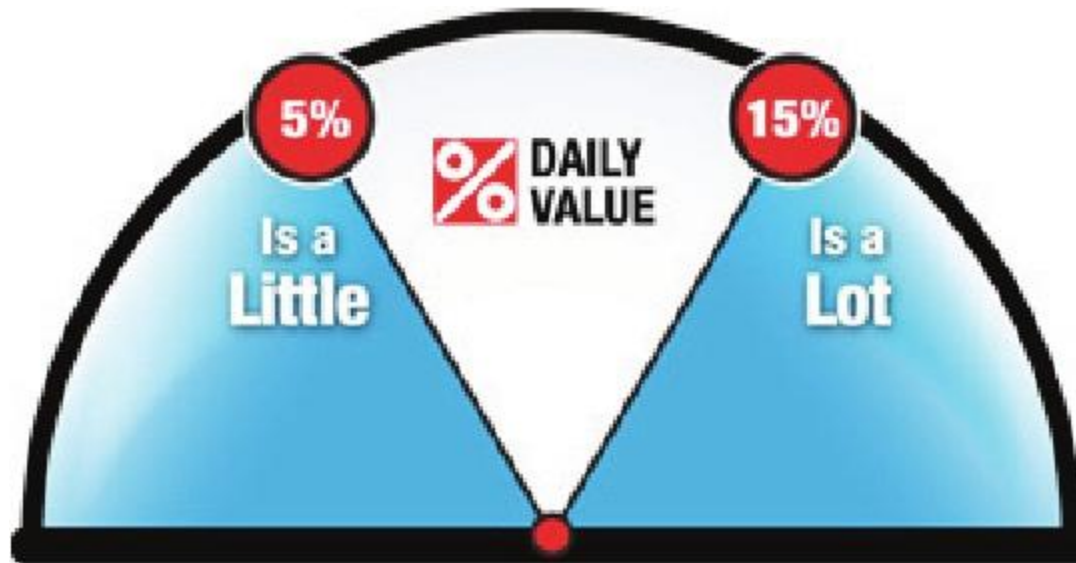
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# % Daily Value Tools



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# % Daily Value Tools

Product A

Nutrition Facts			
Per 1/2 cup (28 g)			
Amount	% Daily Value		
<b>Calories</b> 120			
<b>Fat</b> 1 g	2 %		
Saturated Fat 0.2 g	1 %		
+ Trans Fat 0 g			
<b>Cholesterol</b> 0 mg			
<b>Sodium</b> 170 mg	7 %		
<b>Carbohydrate</b> 23 g	8 %		
Fibre 7 g	28 %		
Sugars 5 g			
<b>Protein</b> 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		
<b>Calories</b> 115			
<b>Fat</b> 0 g	0 %		
Saturated Fat 0 g	0 %		
+ Trans Fat 0 g			
<b>Cholesterol</b> 0 mg			
<b>Sodium</b> 150 mg	6 %		
<b>Carbohydrate</b> 27 g	9 %		
Fibre 1 g	4 %		
Sugars 10 g			
<b>Protein</b> 2 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 2 %	Iron	30 %	



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## Need a simple way to use the Nutrition Facts table?

Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
<b>Calories</b> 160	
<b>Fat</b> 2.5 g	4 %
Saturated 1.5 g	8 %
+ Trans 0 g	
<b>Cholesterol</b> 10 mg	
<b>Sodium</b> 75 mg	3 %
<b>Carbohydrate</b> 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
<b>Protein</b> 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](http://healthcanadians.gc.ca/dailyvalue)

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



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# Supporters



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# 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](http://healthycanadians.gc.ca/dailyvalue) | [canadiensensante.gc.ca/valeurquotidienne](http://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.

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+ Trans / trans	g		%
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Sodium / Sodium	mg		%
Fiber / Fibre	g		%
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# 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.



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## 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:



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