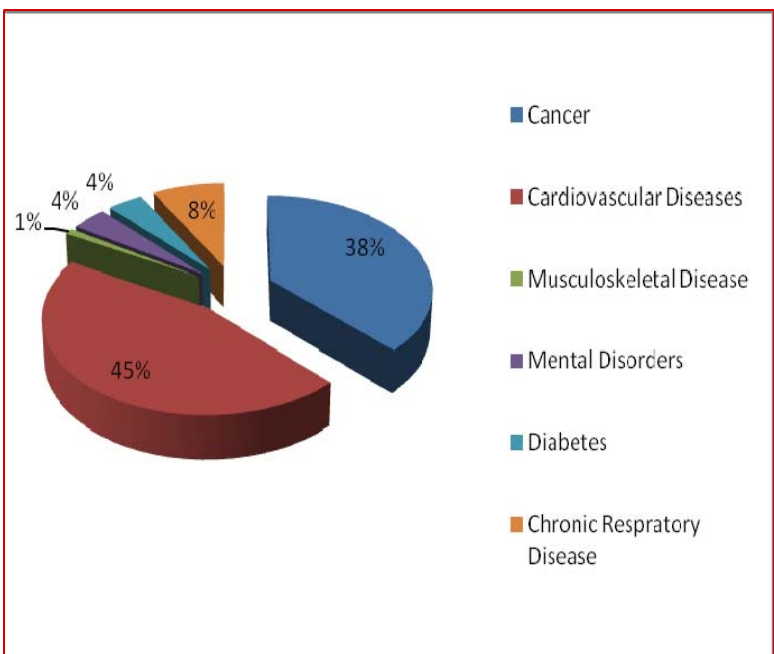




Some Key Findings of “NPD Eating Patterns in Canada Report” in 2009

Percentage deaths in Canada due to specific diseases (2009)



The Impact of Health on Eating Behavior of Canadians

by Jeewani Fernando

Source: NPD Eating Patterns in Canada Report, March 2009¹

Background

Obesity has become a crisis in North America. The direct cost of obesity in Canada has been estimated \$6 billion in 2006. In this context, it is important to look at Canadians' attitudes and behavior when it comes to health and healthy eating.

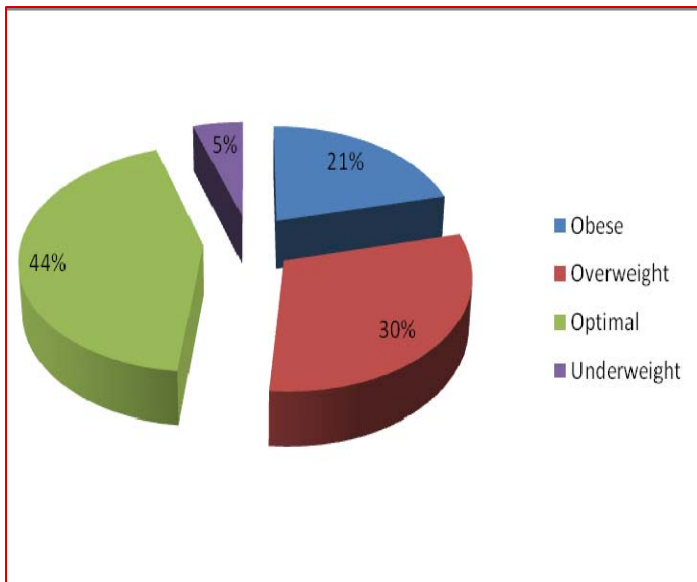
¹ The information in the NPD Eating Patterns in Canada Report is based on four different NPD Group services:

- National Eating Trends (NET) tracks consumption behaviour relating to retail and restaurants.
- Health Track survey adds an attitudinal component and health/diet status to the NET database.
- Snacks Track tracks the consumption and sourcing of snack foods by individuals.
- Crest collects information about purchases of prepared food and beverages at restaurants.

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BMI grouping for Canadians



Formula Calculation

$$\text{BMI} = \frac{\text{Height(m)} \times \text{Height(m)}}{\text{Weight(Kgs)}}$$

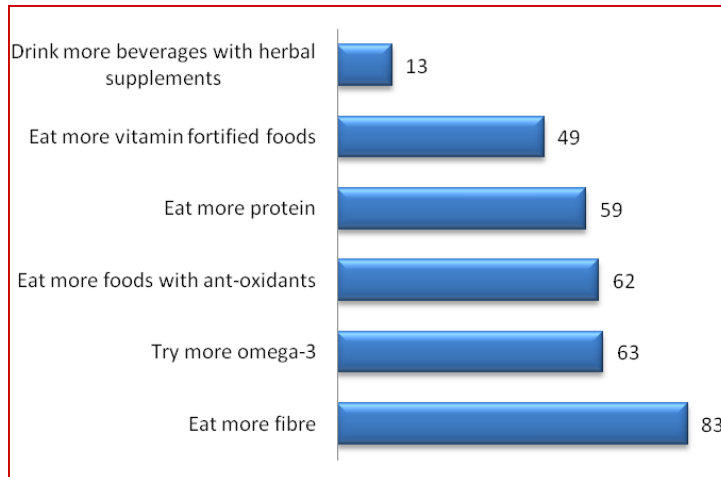
Classification	BMI
Underweight	<18.5
Healthy Range	18.5-24.9
Overweight	25-29.9
Obese	>30

- Just over half of all Canadians are classified as being overweight or obese.
- Those in lower income households are more likely to be obese, but their desire to eat healthy remains.
- Surprisingly, there is a growing trend towards being underweight among those under 18 years.
- Over half of Canadians feel they need to lose weight.

Need to look for opportunities to promote nourishments where children are the primary target.

What Canadians Have Been Doing to Eat Healthy?

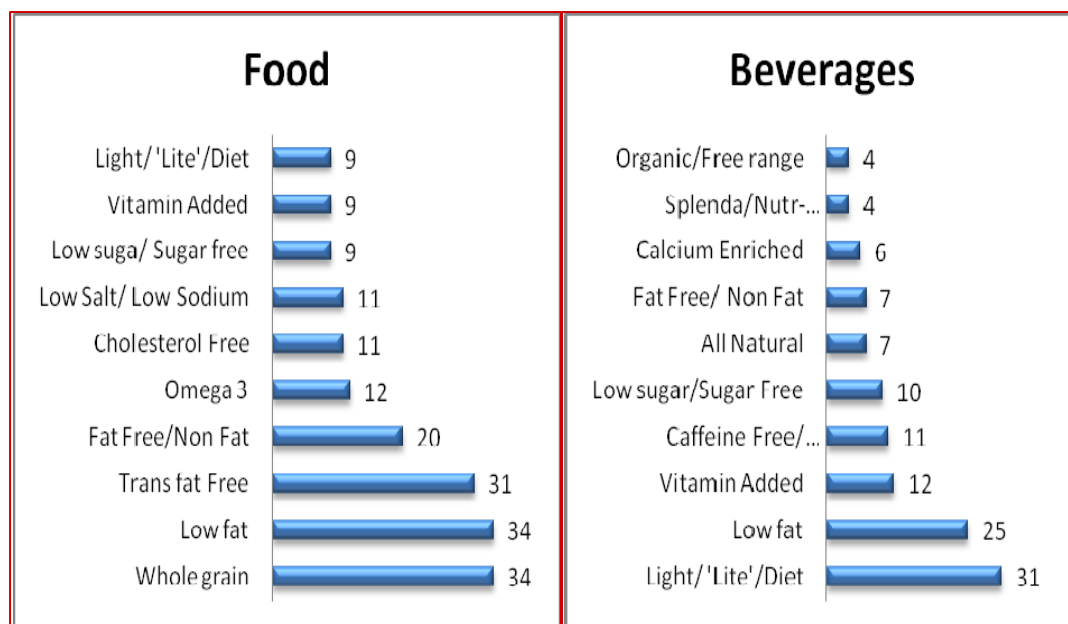
- According to Health Track Canada (2003-2009), respondents avoid trans fat (81%), consume less fat (79%) and cholesterol (69%) and avoid fried foods (61%) which adversely affect the heart health.
- Canadians are trying to consume more of...



Consumers are increasingly looking for foods that are fortified with ingredients that promote 'heart health'.

- As Canadians age, they're more likely to check labels on the foods and beverages they purchase.
- Consumers are increasingly looking for foods that are fortified with ingredients that promote 'heart health'.

The top label claims for beverages and foods



Show mix of added benefits or supplementation, and the absence of ingredients (such as trans fat)

- As a nation Canadians are looking for healthy and balanced options in their diet.

Category	Annual Eating per Capita
Fruit	190
Vegetables	166
Sandwiches	117
RTE Cereals	104
Bread (Toasted)	87
Salads	69
Soup	59
yogurt	52
Cookies	47
Bread (Non-toasted)	41

Top growing food categories include 'better for you' foods confirms above.

Food Category	Growth ('09 vs '05)
Pork (ex pork chops)	53%
Snack bars	42%
Yogurt	42%
Tortilla Chips	33%
Hot Cereals	29%
A/O Pasta	25%
Potato Chips	23%
Pizza- Novelties	23%
Turkey	21%
Chicken (ex. Wings/nuggets)	17%

- Canadians' margarine consumption has declined while butter consumption has remained more or less constant over the years. Olive oil is becoming an alternative in the kitchen.



- As experts tell consumers that eating in the evening promotes weight gain, Canadians are eating earlier in the day, and less at night. However, Canadians are not skipping out dinner, but they are snacking less.

Did you know these about snacking?.....

- Those who are overweight or obese snack less frequently.
- Regardless of weight Canadians generally snack at the same time of day.
- For the most part, individuals of optimal weight are not eating healthier snacks than those who are overweight based on their choices....BUT Canadians who are of optimal weight are more likely to eat more fruit as a snack more often.
- Consumers who are obese drink significantly more carbonated drinks than who are not obese....BUT levels are declining as bottled water consumption increases.
- Snack foods eaten in the morning tend to be chosen with health in mind, and those in the evening with indulgence in mind.