



“Forty-five per cent of processed food launched in 2008 contained health and nutrition messaging, compared to 31 per cent in 2002.”
 (Drivers and Trends in Food Consumption, Farm Credit Corporation).

Marketing Nutrition

A Food Processor’s Guide to Creating and Applying Healthy Eating Messages



Food and Health

For more information on the workbook, contact:

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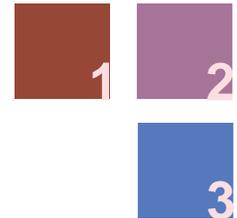
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Foreword

Creating and applying healthy eating messages is good for health and healthy for business. Consumers who are concerned about their health will read health messages. Food companies, from Kraft to President's Choice, employ health messaging. Using health messages to market the nutritional value of your healthy food products is an additional way for you to differentiate your products.

Food claims, nutrition claims and general health claims can all be made with relative ease. This workbook outlines the steps necessary for you, the food processor, to create accurate and compelling health messages that speak to your customers' needs.

According to *Canadian Grocer* (December 2012/January 2012), health and wellness is an ongoing trend. Meeting guidelines on the reduction of salt, fat and sugar will be a key priority for food companies. Translating this information is done through healthy eating messages.

Sales of Healthy Foods

When it comes to shopping for health and wellness products, studies suggest that 58 percent of Canadian consumers prefer to purchase a healthier version of products, while 57 percent of shoppers switch a product for a healthier alternative (*Health and Wellness Trends for Canada and the World*. Ag Canada, Oct 2011).

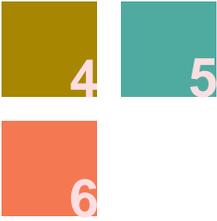
- The rising population of aging health-conscious consumers is driving demand for food products that support good health (*Food Ingredients First*)
- Unilever, one of the world's largest consumer goods manufacturers, is continually working to improve the taste and nutritional quality of all of its products. Over the past 10 years, the company has been actively reducing the sodium content across its entire portfolio. (www.unilever.com/sustainable-living/nutrition-health/making-our-products-healthier/)
- Since 2005, Kraft has reformulated and launched more than 5000 'better-for-you' products.
- In 2005, Blue Menu label was re-launched by Loblaw; the line now includes more than 400 products, each of which have been developed with, and tested by, dietitians. Food makers are responding to the consumer's need for healthier food products by reformulating, launching and creating healthy messages.

Who Should Use This Workbook?

This is a tool to show the makers of healthy food products how to let their customers know about the healthfulness of their products.

This is not a resource for consumers. It is meant to assist small- and medium-sized enterprises, producers and commodity associations without dedicated nutrition/marketing staff or in-house expertise needed to create healthy eating messages.

Disease, risk reduction and therapeutic claims can be challenging and time consuming to develop. There are other options available for food makers wishing to educate their customers about the healthfulness of their products; food claims, nutrition claims and general health claims can all be used, if appropriate.



How This Book Works

This workbook outlines two consumer health programs that influence Albertans: *Canada's Food Guide* and *Alberta's Nutrition Guidelines*. *Canada's Food Guide* is the second-most requested government document (after income tax forms).

Alberta's Nutrition Guidelines for Children and Youth provides healthy food recommendations for places where children gather. The guidelines have the potential to influence 600,000 students and their families in Alberta.

As you progress through the modules of this workbook, you will build your health messages and consolidate your learnings into a health messaging marketing plan.

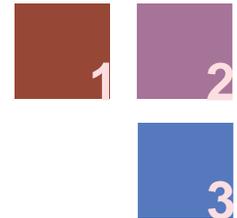
Over the past decade, multi-nationals have reformulated their products and messaging about health. Now is the time for Alberta's food makers, growers and commodity associations to market the nutritional aspects of Alberta products. It's good for health and healthy for business.

Making the Food-Health Connection: A Government of Alberta Cross-Ministry Initiative

This workbook is a project of Alberta Agriculture and Rural Development's Food and Health Unit. The unit works along with the other initiatives of provincial ministries involved in the Government of Alberta's "Making the Food-Health Connection Framework" which is working towards improving the availability of healthy food and food products in Alberta with resulting economic, health and health system outcome benefits.

"Alberta is a province rich in many food products that can be part of a healthy diet; however, many consumers do not know how these foods fit into healthy eating guidelines. In this unique workbook, Alberta food processors learn about healthy eating messages that apply to their food product and how to communicate them to consumers. This knowledge could be a market advantage for the processor and help consumers make healthy food purchases."

Brenda Arychuk, Registered Dietitian



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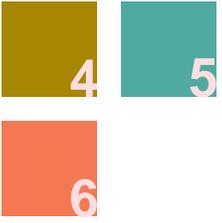
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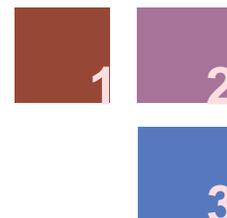


Table of Contents

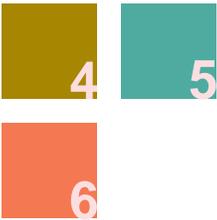
Introduction

Module 1 Healthy Eating Guidelines

| | |
|---|------|
| Learning Objectives | 1-1 |
| <i>Canada's Food Guide</i> | 1-2 |
| <i>Canada's Food Guide</i> Recommendations | 1-3 |
| <i>Alberta's Food Rating System</i> | 1-6 |
| <i>Alberta Nutrition Guidelines for Children and Youth</i> | 1-7 |
| <i>Alberta Nutrition Guidelines for Adults</i> | 1-9 |
| Reading Labels | 1-9 |
| Applying Alberta Guidelines | 1-13 |
| What Does the <i>Food Rating System</i> Recommend? | 1-14 |
| Putting It Into Practice | 1-15 |
| Exercise: For Your Product: Where Does Your Product Fit? | 1-17 |
| Conclusion | 1-18 |
| Appendix 1.1 <i>Alberta Nutrition Guidelines for Children and Youth</i> | 1-19 |
| Appendix 1.2 <i>Alberta's Food Rating System</i> | 1-21 |

Module 2 Claims for Food Products

| | |
|---|------|
| Learning Objectives | 2-1 |
| Nutrition Labelling | 2-2 |
| Food Product Claims | 2-3 |
| Food Claims | 2-3 |
| Nutrition Claims | 2-4 |
| Health Claims | 2-5 |
| Regulation of Claims for Food Products | 2-6 |
| Table 1 Claims for Food Products | 2-7 |
| The Canadian Food Health Claim Roadmap | 2-8 |
| Putting It Into Practice | 2-9 |
| Exercise: For Your Product: Select a Healthy Eating Message | 2-9 |
| Conclusion | 2-9 |
| Appendix 2.1 Administration of Acts and Regulations | 2-11 |



Module 3 Understanding Your Target Market

Learning Objectives 3-1

Key Consumer Groups..... 3-2

Consumer Influences..... 3-3

Personal Factors 3-3

Cultural and Social Factors..... 3-3

 Psychological Factors 3-4

 Source of Information..... 3-4

 Other Influencers..... 3-4

 Other Needs 3-5

Putting It Into Practice 3-5

Exercise: For Your Product: Where Does Your Product Fit?..... 3-6

Conclusion 3-6

Appendix 3.1 ANGA Healthy Eating Recommendations 3-7

Appendix 3.2 ANGCY Recommendations for Providing Healthy Choices 3-9

Module 4 Crafting Your Message

Learning Objectives 4-1

How to Write Your Message 4-2

 Stick to the Facts..... 4-2

 Table 1 Communicating Healthy Eating to the Consumer 4-3

 Tips on Communicating Your Message 4-4

 Keep it Simple 4-4

 Use “You” and “We”..... 4-4

 Use Suitable Tone and Language 4-4

 Keep Messages Positive and Realistic..... 4-5

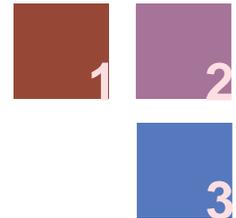
Three Levels of Messaging..... 4-5

Putting It Into Practice 4-7

Exercise: For Your Product: Craft Your Messages 4-8

Conclusion 4-8

Appendix 4.1 ANGCY Measurements for Food Servings for Children and Youth – Some Examples 4-9



Module 5 Delivering Healthy Eating Messages

| | |
|---|------|
| Learning Objectives | 5-1 |
| Health Communication Channels and Tactics | 5-2 |
| Table 1 Communication Channels and Tactics | 5-4 |
| Table 2 Marketing Your Product to Influencers | 5-6 |
| Putting It Into Practice | 5-8 |
| Exercise: For Your Product: Where Does Your Product Fit Within Your Marketing Activities? | 5-9 |
| Conclusion | 5-10 |
| Appendix 5.1 How to Connect with the Influencers and Promote Your Food Product..... | 5-11 |

Module 6 Taking it Home

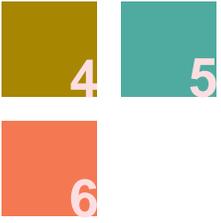
| | |
|--|------|
| Learning Objectives | 6-1 |
| Ready, Set, Market..... | 6-2 |
| Effectively Marketing Your Health Food Product | 6-2 |
| Exercise: Putting It All Together – Evaluate Your Messages | 6-4 |
| Table 1 Beneficial Marketing Practices Checklist..... | 6-6 |
| Putting It Into Practice | 6-7 |
| Goal + Action = Marketing Results..... | 6-8 |
| Exercise: Your Goal..... | 6-9 |
| Conclusion | 6-10 |

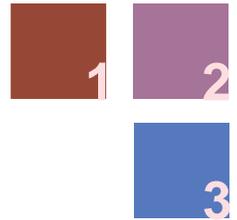
Resource Section

Glossary

References

Workbook Evaluation





Introduction

Who can benefit from this workbook?

- Food processors who want to align healthy eating messages with their product in order to expand or capture new markets
- Food processors who recognize that healthy eating messaging can be a marketing asset
- Health professionals and other specialists who work with and coach food processors and food service establishments to incorporate healthy eating messages.

This resource is not meant to be your only source of information on how to create and apply healthy eating messaging. Rather, it is an addition to your existing marketing strategy; it allows you to layer in healthy eating messaging to what you already have.

Objectives

After completing this workbook, you will be able to:

- Align your healthy eating messages with recommendations from *Canada's Food Guide* and *Alberta's Food Rating System*
- Understand how *Alberta Nutrition Guidelines for Children and Youth (ANGCY)* and *Alberta Nutrition Guidelines for Adults (ANGA)* are influencing the availability of healthy food products in public facilities including schools, day cares, recreation centres and government buildings
- Determine the type of claims for food products you could make for your product
- Understand your target market for your healthy eating messages
- Create three levels of healthy eating messages that align with *Canada's Food Guide*
- Develop marketing activities to reach your target markets using General Health Claims
- Identify communication channels and tactics to supplement your marketing strategy
- Assess and strengthen your food product's healthy eating messages to your target market and influencers by applying a beneficial marketing practices checklist.

Icons



Evaluate how the concept fits with your product.

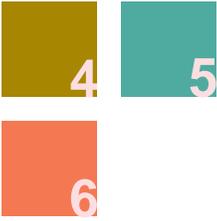


Example:

Examine how a concept has been applied to a food processor.



Pick up your pen and start to apply the information for your product.



Workbook Content

The workbook is divided into six modules to help you digest the information more easily.

Module 1

The workbook starts by introducing you to *Canada's Food Guide*, *Alberta's Food Rating System* and *Alberta Nutrition Guidelines for Children and Youth* and *Alberta Nutrition Guidelines for Adults*. You will use the messages in these guides later on to create a claim for a food product for your own product. You also examine food labels and some Canadian standards for labelling.

Module 2

This module starts to focus in on key differences among Food Claims, Nutrition Claims and Health Claims. You will start to make some decisions on the type of claim for a food product applicable to your product.

Module 3

In this module you examine the factors that influence consumer purchasing decisions and start to define your target market in terms of personal, cultural, social and psychological factors. You also look at who might influence your target market.

Module 4

This module draws on the information in the first three modules; you start to create a General Health Claim that aligns with healthy eating messages from *Canada's Food Guide*. You learn how to create three levels of messaging that can be used in a variety of marketing situations.

Module 5

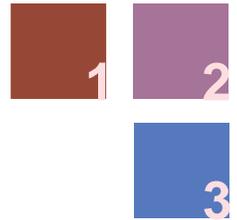
Once you have created some healthy messaging, you can start to target that message using various tactics and communication channels. This module also provides you with some ideas for targeting those who influence your consumers.

Module 6

This module consolidates key learning from Modules 1 to 5 and helps you align your product promotion with credible healthy eating messages and consumer interest. You can take a step back and evaluate your healthy eating messaging and your marketing activities.

Putting It Into Practice

The fictitious example, Olsen Oats, is included in each module to illustrate how this fictional processor applied the information in the module. It shows you how one processor could apply the information in a practical and easy manner.



Resource Section

At the end of the workbook is a list of resources that can take you further into creating and applying healthy messaging to your product. These resources include contact information for Alberta Agriculture and Rural Development Market/Business Development Specialists and the Food and Health Formulation Team.

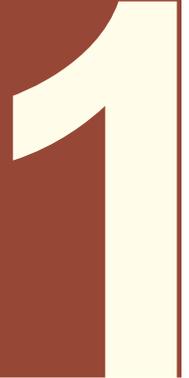
Glossary

If you come across an unfamiliar term, check the glossary for the definition.

Workbook Evaluation

We need your feedback in order to improve the workbook. Please fill in the paper evaluation form at the end of the workbook and send to the address given at the end of the survey. Thank you!

Healthy Eating Guidelines



“We fail in our competitive position if we don’t include health.”

**John Webb, Director, Genetics & Science,
Maple Leaf Foods**

Learning Objectives

After completing this module, you will be able to:

- **Describe key components of *Canada’s Food Guide* and *Alberta’s Food Rating System* and how they are used in *Alberta Nutrition Guidelines for Children* and *Alberta Nutrition Guidelines for Adults***
- **Connect to your consumers and how they read labels to identify key ingredients in a food or beverage**
- **Identify ingredients in your products that may fit with *Canada’s Food Guide* and *Alberta’s Food Rating System*.**



As you study the three guides, think about **where your product fits**. At the end of the module, you will examine how your product aligns with the three guides.

Canada's Food Guide is the second-most requested government document (after income tax forms). To find Canada's Food Guide, go to Health Canada's Website: www.hc-sc.gc.ca

"When teaching clients how they can eat in a way that optimizes their health, I feel it is critical to make the messages practical and focus on the food choices they make each day. I use Canada's Food Guide principles and Alberta nutrition guidelines to show how they can easily plan meals and grocery shop to meet their health goals." Robin Anderson, Registered Dietitian

As a food processor, you have already gone through many steps to bring your product to market. One key aspect to successfully persuade a consumer to purchase your food product is by what is on the label. Your label reflects what your product is, what it contains and possibly its nutritional content.

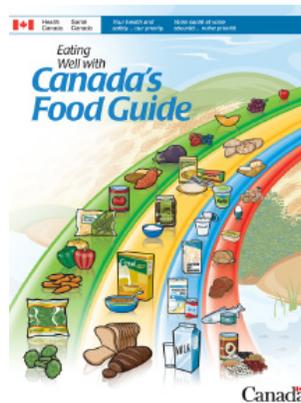
Have you considered if your food label reflects information based on the growing health and wellness trend in today's food market? Many consumers receive "healthy eating" messages from a variety of sources which is a major factor affecting purchasing decisions.

By becoming familiar with provincial and national healthy eating guidelines, food processors can better align their product with information that the consumer views as credible. In this module, you learn about the three guidelines used within Alberta and how they promote healthy eating.

Canada's Food Guide

In Canada, the government defines and promotes healthy eating patterns for all ages through *Eating Well with Canada's Food Guide* (shortened to *Canada's Food Guide* in this publication). It includes the best, most current information available for eating and living well. Those who follow *Canada's Food Guide* can lower their risk of chronic diseases like obesity, type 2 diabetes, heart disease and certain types of cancer and osteoporosis.

Canada's Food Guide helps consumers understand the foods and portion sizes required to maximize health by meeting nutritional needs.



Canada's Food Guide describes the amount and type of food needed to promote a healthy eating pattern. The eating pattern includes foods from each of the four food groups:

- Vegetables and fruit
- Grain products
- Milk and alternatives
- Meat and alternatives
- Plus a certain amount of added oils and fats.

Scientific research has shown that eating from the four food groups helps meet nutritional needs and reduce the risk of chronic diseases.

Canada's Food Guide Recommendations

Canada's Food Guide recommends how many servings should be eaten from each of the food groups, as well as serving sizes and some key healthy eating messages, as shown in the tables below.

| Recommended Number of Food Guide Servings per Day | | | | | | | | | |
|---|----------------|-----|------|---------|-------|---------|-------|---------|-------|
| Age in Years | Children | | | Teens | | Adults | | | |
| | 2-3 | 4-8 | 9-13 | 14-18 | | 19-50 | | 51+ | |
| Sex | Girls and Boys | | | Females | Males | Females | Males | Females | Males |
| Vegetables and Fruit | 4 | 5 | 6 | 7 | 8 | 7-8 | 8-10 | 7 | 7 |
| Grain Products | 3 | 4 | 6 | 6 | 7 | 6-7 | 8 | 6 | 7 |
| Milk and Alternatives | 2 | 2 | 3-4 | 3-4 | 3-4 | 2 | 2 | 3 | 3 |
| Meat and Alternatives | 1 | 1 | 1-2 | 2 | 3 | 2 | 3 | 2 | 3 |

Note: The eating pattern also includes a small amount (30 to 45 mL or about 2 to 3 tablespoons) of unsaturated fat each day.

Suggested Servings

| Vegetables and Fruit: | |
|---|--------------------------------------|
| <ul style="list-style-type: none"> • Eat dark green and orange vegetables and fruit more often • Have vegetables and fruit more often than juice • Choose vegetables and fruit prepared with little or no added fat, sugar or salt | |
| 250 mL (1 cup) | raw lettuce or spinach |
| 125 mL (½ cup) | frozen or canned vegetables or fruit |
| 1 medium | piece of fresh fruit or vegetable |
| 125 mL (½ cup) | 100% fruit or vegetable juice |



Do your products contain vegetables and fruit?

The recommended serving amount varies based on age and gender.



Do your products contain some or 100 percent whole grains? For more information, see Health Canada regulations on whole grains.



Do your products contain milk or alternatives?

Grain Products:



- *Make at least half of your grain products whole grain each day*
- *Choose grain products that are lower in fat, sugar or salt*

| | |
|----------------|--------------------------------|
| 1 slice (35 g) | bread |
| ½ piece (45 g) | bagel |
| ½ piece (35 g) | pita or flat breads |
| 125 mL (½ cup) | cooked rice, couscous or pasta |
| 175 mL (¾ cup) | hot cereal |
| 30 g (1 oz) | cold cereal |

Milk and Alternatives:



- *Choose lower fat products, like skim, 1% or 2% milk each day*
- *Drink fortified soy beverages if you do not drink milk*
- *Select lower fat milk alternatives*

| | |
|----------------|---------------------------------|
| 250 mL (1 cup) | milk or fortified soy beverages |
| 175 mL (¾ cup) | yogurt or kefir |
| 50 g (1.5 oz) | cheese |

Meat and Alternatives:



- *Have meat alternatives such as beans, lentils and tofu often*
- *Eat at least two Food Guide Servings of fish each week*
- *Select lean meat and alternatives prepared with little or no added fat or salt*

| | |
|------------------------------------|---|
| 75 g (2.5 oz) or 125 mL (½ cup) | cooked fish, shellfish, poultry or lean meat |
| 175 mL (¾ cup) | cooked legumes (dried beans, lentils, peas, chick peas) |
| 175 mL (¾ cup) | tofu |
| 2 | eggs |
| 30 mL (2 Tbsp) | peanut or nut butters |
| 60 mL (¼ cup) | shelled nuts or seeds |

Canada's Food Guide also recommends:

- *Oils and Fats*
 - *Include a small amount - 30 to 45 mL (2 to 3 Tbsp) of unsaturated fat each day*
 - *This includes oil used for cooking, salad dressings, margarine and mayonnaise*
 - *Use vegetable oils such as canola, olive and soybean*
- *Satisfy your thirst with water, especially when you are more active or in hotter weather*
- *Enjoy a variety of foods from the four food groups*



Do your products contain meat or alternatives?

Choosing the right amount and kinds of oils and fats can lower your risk of developing certain diseases such as heart disease.



As a food processor, you may gain market advantage if you have a product that fits into “Choose Most Often.”



In Alberta in the 2011/12 school year there were 62 school districts and 529 schools. There were almost 600,000 students. There is market potential!

For current figures on number of students in Alberta, go to:
<http://education.alberta.ca/departments/stats/students.aspx>

Alberta’s Food Rating System

Alberta has developed three categories of healthy eating messages that follow *Canada’s Food Guide*. These guidelines were developed to complement *Canada’s Food Guide* and make it easier for consumers to select healthy choices from processed and packaged foods. The Alberta guidelines use a food rating system that separates the healthy from the less healthy choices. All foods and beverages, within each of *Canada’s Food Guide* groups, have been classified into three categories:

- Choose Most Often
- Choose Sometimes
- Choose Least Often.

Alberta’s Healthy Choices Rating System

Consumers are encouraged to have:

- **Choose Most Often** foods daily
- **Choose Sometimes** foods throughout the week
- **Choose Least Often** about once a week.

The rating system is based on a *Canada’s Food Guide* serving size as much as possible, as well as the total fat, saturated fat, salt (sodium), sugar and fibre content. Alberta’s food rating system is used for adult guidelines, as well as those for children and youth. In the Alberta guidelines, artificial sweeteners and caffeine are not recommended for children.

The *Alberta Nutrition Guidelines for Children and Youth* make clear recommendations for the types of food to be found in schools, recreation/ community centres and childcare facilities and the percentages for foods in the **Choose Most Often** and **Choose Sometimes** categories.

Alberta Nutrition Guidelines for Children and Youth

In June 2008, the *Alberta Nutrition Guidelines for Children and Youth (ANGCY)* were released. The *ANGCY* encourages the use of healthy foods, wherever children gather, in daycares, schools and recreation facilities. The goal of the guidelines is to promote the best possible growth, development and overall health for children and youth.

The following illustrations show how the guidelines might be used.



Making The Healthy Choice The Easy Choice

What Will I Find In The Guidelines?

Foods are divided into three categories

- Choose Most Often
- Choose Sometimes
- Choose Least Often

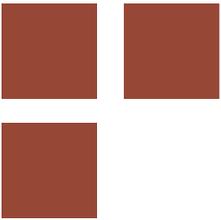
Categorizing foods will help any facility provide healthy choices.

| | |
|--|---|
| Choose Most Often: Food closer to its "natural state", low fat, some fibre, low salt <ul style="list-style-type: none">• Fresh fruits and vegetables• 100% juice• Whole grain products• Low fat dairy products• Lean meats, eggs, nut butters, tofu, legumes |  |
| Choose Sometimes: Food with some nutrition, added salt, fat and/or sugar <ul style="list-style-type: none">• Refined grain products• Higher fat and/or higher sugar dairy products• Processed meats• Salted nuts |  |
| Choose Least Often: High calorie, low nutrient food <ul style="list-style-type: none">• High fat crackers• Candy, ice cream• Pastries, muffins, doughnuts• Pop, energy drinks, fruit flavoured drinks• Chips, sugary cereals, cookies, chocolate bars |  |

For a complete listing of food categories, check out www.healthyalberta.ca

Obesity rates in Canadian children aged 2 to 17 have almost tripled over the past 25 years. Currently, approximately 1.6 million children are obese or overweight. As a result, parents are increasingly purchasing healthier food products for their children to help maintain a healthy lifestyle.

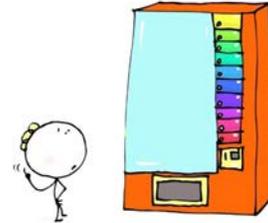
(Source: Health & Wellness Trends for Canada and the World Oct. 2011) Agriculture and Agri-Food Canada.



How Will The Guidelines Look In Action?

Here are a few examples:

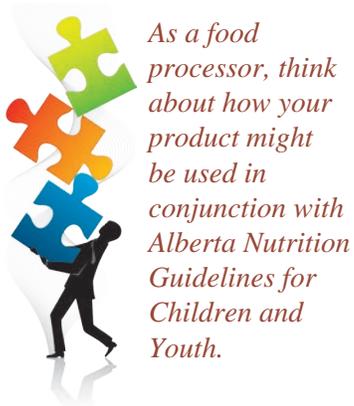
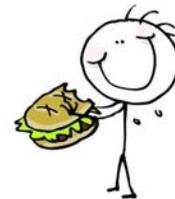
A school might stock vending machines with less pop and more milk, water and 100% juice.



A childcare facility might include at least 2 food groups in every snack.



A recreation centre might offer a variety of snacks including fresh fruit and healthy sandwiches in addition to the "old favourites".



As a food processor, think about how your product might be used in conjunction with Alberta Nutrition Guidelines for Children and Youth.

For more information on the guidelines and their use, see Appendices 1.1 and 1.2 at the end of this module.

Alberta Nutrition Guidelines for Adults

In March 2011, the *Alberta Nutrition Guidelines for Adults (ANGA)* was released to assist Albertans to create a healthier eating environment in their homes, workplaces and public settings. The *ANGA* provides additional information and practice exercises on using the principles of *Canada's Food Guide*, as well as how to make positive lifestyle changes. *Alberta's Food Rating System* is also used in these guidelines.

Reading Labels

Food labels are viewed as an important source of nutrition information by about 70 percent of Canadian consumers, according to Health Canada. For food processors, food labels are important to communicate product information between buyers and sellers and help consumers to make informed purchasing choices.

When reading food labels, consumers will get health information from three places:

- The **Ingredient List**
 - Ingredients are listed in order from highest to lowest by weight. For example, if sugar is the first ingredient listed, it is the main ingredient.

Consumers also use the ingredient list to look for specific ingredients, especially for food allergies or intolerances.

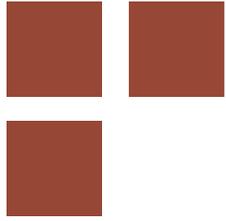
- The **Nutrition Facts** table which gives information per serving size on:
 - **Calories**
 - **13 core nutrients** (total fat, saturated fat, trans fat, cholesterol, sodium, carbohydrate, fibre, sugars, protein, vitamin A, vitamin C, calcium and iron). A food processor may choose to list more than this as a marketing choice.
 - **% Daily Value (%DV)** of the core nutrients. This helps all consumers identify if a specific amount of food has a little or a lot of a nutrient.
- Consumers use this table to learn more about the food they eat, manage special diets, increase or decrease certain nutrients, and compare and choose products easier.



Think about the market potential of aligning your product with the Alberta Nutrition Guidelines for Adults. There are opportunities in hospitals, universities and government buildings.



There may be an opportunity for you to use General Health Claims to educate the consumer about the nutritional qualities of your products and how they contribute to a healthy diet.



Each of the food label elements have separate regulations and come with different but connected rules. To better understand how your product fits within the CFIA's Guide to Food Labelling and Advertising (www.inspection.ca), consult with an ARD development officer (see Resource Section, "Health Claims and Food Labelling").

- **Optional food product claims**

- This includes claims about the food itself, nutrient content or health claims, which will be discussed more in Module 2.

Not all products are required to have this information. For example, some items exempt from having a Nutrition Facts table include :

- Fresh vegetables and fruits
- Raw meat and poultry (except when it is ground)
- Raw fish and seafood
- Foods prepared or processed at the store (bakery items, salads, etc.), unless made from a pre-mix and have only had water added
- Foods that contain very few nutrients such as coffee, tea, herbs and spices
- Alcoholic beverages
- A variety of cow and goat milk products sold in refillable glass containers
- Foods sold only at places like a road-side stand, craft show, flea market, fair or farmers' market by the individual who prepared and processed the product.



Compare Labels

To give you an understanding of how consumers might read and compare your label, review Health Canada's, "Using the Nutrition Facts Table: % Daily Value," on the next two pages.



Using the Nutrition Facts Table: % Daily Value

How to CHOOSE

The Nutrition Facts table gives you information on calories and 13 core nutrients. Use the amount of food and the % Daily Value (% DV) to choose healthier food products.

Follow these three steps:

1 LOOK at the amount of food
Nutrition Facts are based on a specific amount of food. Compare this to the amount you actually eat.

2 READ the % DV
The % DV helps you see if a specific amount of food has a little or a lot of a nutrient.

5% DV or less is a **LITTLE**
15% DV or more is a **LOT**
This applies to all nutrients.

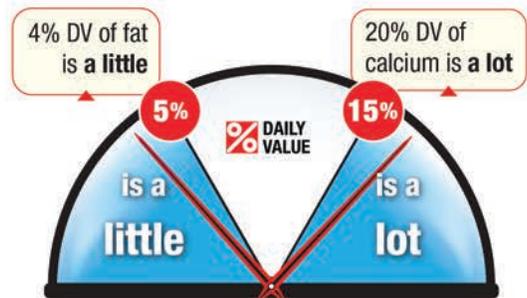
3 CHOOSE
Make a better choice for you. Here are some nutrients you may want...

- | | |
|----------------------------|----------------|
| less of | more of |
| • Fat | • Fibre |
| • Saturated and trans fats | • Vitamin A |
| • Sodium | • Calcium |
| | • Iron |

Yogurt

| 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 % |

Here is an example of how to choose:
You are at the grocery store looking at yogurt. The small container (175 g) of yogurt you pick has a **little** fat (4% DV) and a **lot** of calcium (20% DV) – this is a better choice if you are trying to eat less fat and more calcium as part of a healthy lifestyle!



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How to COMPARE

Use the amount of food and the % Daily Value (% DV) to compare and choose healthier food products.

Follow these three steps:

1 LOOK at the amounts of food

Compare the amounts of food in the Nutrition Facts tables.

Cracker A has 9 crackers and weighs 23 grams. **Cracker B** has 4 crackers and weighs 20 grams.

Because the weights are similar, you can compare these Nutrition Facts tables.

2 READ the % DVs

Since you are comparing crackers, you may want to look at the % DVs for saturated and trans fats, sodium and fibre.

Cracker A has 13% DV for saturated and trans fats, 12% DV for sodium and 4% DV for fibre.

Cracker B has 2% DV for saturated and trans fats, 4% DV for sodium and 12% DV for fibre.

Remember: 5% DV or less is a little and 15% DV or more is a lot. This applies to all nutrients.

3 CHOOSE

In this case, **Cracker B** would be a better choice if you are trying to eat less saturated and trans fats, less sodium and more fibre as part of a healthy lifestyle.

Use the Nutrition Facts table and *Eating Well with Canada's Food Guide* to make healthier food choices.

Cracker A

| Nutrition Facts | |
|--------------------------|---------------|
| Per 9 crackers (23 g) | |
| Amount | % Daily Value |
| Calories 90 | |
| Fat 4.5 g | 7 % |
| Saturated 2.5 g | 13 % |
| + Trans 0 g | |
| Cholesterol 0 mg | |
| Sodium 280 mg | 12 % |
| Carbohydrate 12 g | 4 % |
| Fibre 1 g | 4 % |
| Sugars 0 g | |
| Protein 3 g | |
| Vitamin A 0 % | Vitamin C 0 % |
| Calcium 2 % | Iron 8 % |

Cracker B

| Nutrition Facts | |
|--------------------------|---------------|
| Per 4 crackers (20 g) | |
| Amount | % Daily Value |
| Calories 90 | |
| Fat 2 g | 3 % |
| Saturated 0.3 g | 2 % |
| + Trans 0 g | |
| Cholesterol 0 mg | |
| Sodium 90 mg | 4 % |
| Carbohydrate 15 g | 5 % |
| Fibre 3 g | 12 % |
| Sugars 1 g | |
| Protein 2 g | |
| Vitamin A 0 % | Vitamin C 0 % |
| Calcium 2 % | Iron 8 % |

Did you know?

You may be able to compare products that don't have similar amounts of food.

For example, you could compare the % DVs of a bagel (90 g) to the % DVs of 2 slices of bread (70 g) because you would most likely eat either amount of food at one meal.



Applying Alberta Guidelines

Alberta's nutrition guidelines and *Food Rating System* build upon *Canada's Food Guide* principles. It helps Albertans go one step further by providing criteria to select a variety of foods from within the four food groups for regular meals and snacks.

Let's look at a food label from a deli meat made from chicken breast and see how it ranks using *Canadian Nutrition Guidelines* and the *Food Rating System*.

Build upon the information that you just learned about in *Canada's Food Guide* and *Using the Nutrition Facts Table: %DV* and add the criteria from *Alberta's Food Rating System* (see pages 1-21 to 1-22) to assess if this food product will be something a consumer should:

- **Choose Most Often**
- **Choose Sometimes**
- **Choose Least Often**

Start by following the 3 steps you just reviewed in *Using the Nutrition Facts Table: %DV*

1

LOOK at the amount of food

One serving equals 64 g or 4 slices. One serving from *Canada's Food Guide* is 75 g, so the deli meat is relatively similar in serving size.

2

READ the %DV

Does the serving size of the food product have a LITTLE or a LOT of a nutrient? A consumer may note that this product is low in overall fat but is high in sodium.

3

CHOOSE

Consumers may decide to choose the food product if they are looking for a deli meat that is low in overall fat.

Chicken breast deli meat

| Nutrition Facts | |
|--|---------------|
| Per 4 slices (64 g) | |
| Amount | % Daily Value |
| Calories 70 | |
| Fat 1 g | 2 % |
| Saturated Fat 0.2 g + Trans Fat 0 g | 1 % |
| Cholesterol 25 mg | |
| Sodium 570 mg | 24 % |
| Carbohydrate 0 g | |
| Fibre 0 g | |
| Sugars 0 g | |
| Protein 15 g | |
| Vitamin A | 0 % |
| Vitamin C | 2 % |
| Calcium | 0 % |
| Iron | 2 % |

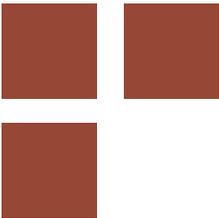


Use the *Healthy U Food Checker* to help you calculate, from your label, if your food or beverage is **Choose Most Often**, **Choose Sometimes** or

Choose Least Often:

www.healthyalberta.com

For more information on sodium recommendations, see *Health Canada's website: www.hc-sc.gc.ca* and search for "sodium recommendations."



If this were your product and you were able to reduce the sodium content to 350 mg or less, it would become a Choose Most Often food.

What Does the *Food Rating System* Recommend?

Look up “Meats and Alternatives” in *Alberta’s Food Rating System* (Appendix 1.2, page 1-21), and review what is recommended for “Deli/ Luncheon Meats”. For this food product to be a **Choose Most Often**, one serving (75g) should have:

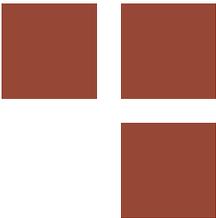
- No more than **5 g** of fat
 - No more than **3 g** of saturated fat
 - No more than **0.5 g** of trans fat
- No more than **350 mg** of sodium
- More than **10 g** of protein

This deli meat is a healthy choice for fat and protein, but because the sodium content is more than 500 mg per serving, it now becomes a **Choose Least Often** food for consumers.

As a food processor, you may want to consider lowering the sodium content to make this more appealing to consumers.

Formulation Changes

Check with a food scientist before making formulation changes, as this may have an impact on food safety, packaging or storage. See the Resource Section for more information.



Putting It Into Practice

The Olsen family farm has been in operation since 1901. The family’s beliefs and values have been passed down for more than a century and the goal has always been to provide food products that taste great and are healthy for the consumer. They produce crops that include wheat, flax and oats. They now have a processing facility on the farm where they will produce and package food products from the crops they grow. The first product that they plan to package and sell is oats which will be primarily positioned as a hot cereal.

A nutrient analysis has been done so that the oats are labelled according to Canadian labelling laws. The back of the product label reads as follows:

Product: Large Flake Oats

Ingredients: Rolled oats

Cooking instructions: Stir oats into boiling water. Reduce heat and simmer. Cook uncovered and stir occasionally until liquid is absorbed, or let stand until desired consistency is reached.

Yield: Makes 1 serving.

First, let’s follow the 3 steps used in the previous label reading exercises to see how a consumer would read the label and choose a food product.

| Nutrition Facts | |
|-------------------------------------|------------------|
| Serving Size 1/3 cup (30g) | |
| Amount | % of Daily Value |
| Calories 110 | |
| Fat 2 g | 3% |
| Saturated Fat 0.5 g + Trans Fat 0 g | 2% |
| Cholesterol 0 mg | |
| Sodium 0.5 mg | 0% |
| Carbohydrate 20 g | 7% |
| Fibre 3 g | 11% |
| Sugars 0 g | |
| Protein 4 g | |
| Vitamin A | 0% |
| Vitamin C | 0% |
| Calcium | 2% |
| Iron | 10% |



LOOK at the amount of food

One serving equals 30 g or 1/3 cup. *Canada’s Food Guide* lists hot cereal as an option under the “Grains” food group; one serving is equal to 175 mL or 3/4 cup, cooked. Also the *Food Guide* recommends choosing more whole grains.

- Consumers get confused about how this product fits into the *Canada’s Food Guide* if the prepared amount is not listed
- Consumers may not know if rolled oats is considered a whole grain.



READ the %DV

Does the serving size of the food product have a LITTLE or a LOT of a nutrient that may be of interest to the consumer?

- Some key nutrients that the processor may want to highlight are that the food product is low in fat and sodium and high in fibre (note that these are subject to the regulations for claims for food products discussed in Module 2).



CHOOSE:

A consumer would decide if the product is a good choice by looking to see if the product has:

- Less of: fat, saturated and trans fats, and sodium
- More of: fibre, vitamin A, calcium and iron



Applying Alberta Guidelines:

What does the *Food Rating System* recommend for Grain Products (see Appendix 1.2, page 1-23)?

The food should be 100% whole grain, of which oats fits, and one serving should have:

- No more than 3 g of fat
 - No more than 1 g of saturated fat
 - Zero trans fat
- No more than 140 mg of sodium
- 2 g or more of fibre
- No more than 8 g of sugars.

This food is recommended as a **Choose Most Often** choice.

- Consumers can download an online or smartphone version of the Healthy U Food Checker to quickly check how the food product ranks.

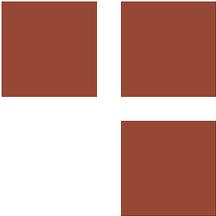
Label Makeover

To highlight certain ingredients or nutrients and make the product easy for consumers to use or prepare, the food processor could include the following on the food label:

- Rolled oats, or Olsen Oats, is considered a whole grain, or has “100% rolled oats” on the ingredient list
- A mixing instruction table with specific Imperial and metric measurements for how to make multiple servings, as well as microwave instructions and cooking times.
- What the prepared product will yield. This will help the consumer assess how the food product fits into a *Canada’s Food Guide* serving or a special diet.

Reference Amounts

Health Canada has specific regulated reference amounts that can be listed and generally represent a quantity of a type of food usually eaten by an individual at one sitting (details and exceptions are found in Chapter 6, Canadian Food Inspection Agency: The Elements Within the Nutrition Facts table: www.inspection.gc.ca). Reference amounts also serve as the basis of compositional criteria for nutrient content claims and health claims (discussed in Module 2).



For Your Product

Where Does Your Product Fit?

Go through the following exercises to determine where your product fits in terms of key nutrients and *Canada's Food Guide*.

1. Review the core nutrients on your Nutrition Facts table and the ingredient list.

Which of the core nutrients do consumers want more of (fibre, Vitamin A, Vitamin C, calcium, iron)? _____

Which of the nutrients do consumers want less of (fat, cholesterol, saturated fat, trans fat, sodium)? _____

2. Review *Canada's Food Guide* and its healthy eating messages.

What food group does your food product fall under? _____

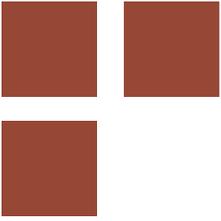
What serving of your food product is equivalent to one serving from that food group? _____

What key healthy eating messages does *Canada's Food Guide* promote with this food group? (Refer to pages 1-3 to 1-5). _____



Sometimes you can increase the nutrients consumers want or decrease less desirable things such as fat, sugar and sodium.

For more information on health claims and food labelling, see the Resource Section.



Conclusion

This module has introduced you to *Canada's Food Guide* (and *Alberta's Food Rating System*), *Alberta Nutrition Guidelines for Children and Youth* and *Alberta Nutrition Guidelines for Adults*. You have examined how to read a label to identify key ingredients in a food or beverage. You should now be able to connect your product to these guidelines and start to think about how you might better align your product with these guides to gain market advantage.

In Module 2, you look at different food product claims and start to develop a General Health Claim for your product.

Appendix 1.1 – Alberta Nutrition Guidelines for Children and Youth

Alberta Nutrition Guidelines for Children and Youth – An Overview

The *Alberta Nutrition Guidelines for Children and Youth* are designed to help assist Albertans to create an environment which provides healthy food choices and promotes healthy eating habits. These guidelines can be used wherever food is offered to children and youth in childcare facilities, schools and recreation/community centres.

The Food Rating System

The food rating system is a simple way to separate healthy foods from less healthy foods. This rating system puts all foods into three categories, based on specific nutrition criteria. The three categories are: Choose Most Often, Choose Sometimes and Choose Least Often.



Choose Most Often
High nutrient foods

These foods should be **consumed daily**, in appropriate amounts and portion sizes, based on age category. These foods are all recommended as healthy choices in *Eating Well with Canada's Food Guide*.



Choose Sometimes
Moderate nutrient foods

No more than three servings from the Choose Sometimes category are recommended for consumption per week. While these foods may still provide beneficial nutrients, they tend to be higher in added sugar, unhealthy fat and sodium (salt).



Choose Least Often
Low nutrient foods

Eating these foods is **not recommended**. One serving could be eaten once a week. Foods from this category are very low in nutrients and higher in calories, fat, sugar and salt.

Using the Food Rating System

The food nutrient criteria are based on **one Canada's Food Guide serving**. Be sure to read the Nutrition Facts Label on prepackaged foods and note the serving size, as it may be different than the serving size in the Food Guide.

A food must meet **all** criteria to fit into a specific category. For example:

- Most plain yogurts meet all nutrient criteria per serving for total fat, saturated fat, sugar, protein, sodium (salt) and calcium. This is why it is classified as **Choose Most Often**.
- If additional ingredients are added, the fat and sugar content may be higher. This is why flavoured yogurt is usually classified as **Choose Sometimes**.

Tips for Implementing the Guidelines

- Children and youth, parents, and staff need to understand the food rating categories to be able to select healthy foods.
- For younger children, the rating categories can be simplified to familiar symbols such as "Go", "Yield" and "Stop".
- Adults are important role models for children and youth. Be consistent with the healthy eating messages in your facility and at home.
- Use only non-food items for rewarding children.
- Involve children and youth in taste testing and new food/menu item selections.

The information and graphics in this handout are taken from the Alberta Nutrition Guidelines for Children and Youth (2010).

Facility Recommendations

Schools:

- **Elementary Schools** – 100% of the foods available for regular consumption should be from the Choose Most Often category.
- **Junior High Schools** – 100% of foods available for regular consumption should be from the Choose Most Often (60%) and Choose Sometimes (40%) categories.
- **High Schools** – 100% of foods available for regular consumption should be from the Choose Most Often (50%) and Choose Sometimes (50%) categories.
- **Multi-Grade Schools** should adhere to the most conservative recommendation.

Recreation/Community Centres:

The following foods should always be available:

- Vegetables and fruit (raw or prepared with little to no added fat, sugar or salt)
- Whole grain foods
- Water, milk and 100% vegetable or fruit juice
- Lean meat and poultry products

Childcare Facilities:

- 100% of foods available for regular consumption should be from the Choose Most Often category.
- Provide an appropriate time and space to eat.
- Individual portion sizes and the number of servings provided should be consistent with Canada's Food Guide.



Beverage Recommendations

- Promote the consumption of water to quench thirst and provide adequate hydration. Provide water fountains that are clean, accessible and in good working condition.
- Provide access to refrigerated milk, fortified soy beverages and 100% vegetable and fruit juices.
- Avoid beverages such as pop, iced tea, sports drinks, diet beverages, fruit punches, fruit drinks and fruit 'ades' (such as lemonade).
- Avoid provision of caffeinated beverages (such as pop, coffee and tea) to children and youth.

Additional Resources that complement the *Alberta Nutrition Guidelines for Children and Youth*:

From Alberta Health and Wellness:

<http://www.healthyalberta.ca/AboutHealthyU/280.htm>

- *Healthy Eating and Active Living For your 1 to 5 year old*
- *Healthy Eating and Active Living For your 6 to 12 year old*
- *Healthy Eating and Active Living For Ages 13 to 18 years*
- *Food Guide Serving Sizes for 1 to 5 years*
- *Food Guide Serving Sizes for 6 to 12 Years*
- *Food Guide Serving Sizes for 13 to 18 Years*
- *Portion Size Kit Lunch Bag*

From Alberta Health Services:

<http://www.albertahealthservices.ca>

- *Portion Size Activities for the Alberta Nutrition Guidelines for Children and Youth Portion Size Kit*
- *Single Serving Packaged Food List*
- *Steps to a Healthy School Environment: School Nutrition Handbook*
- *Snack Shack – A Guide to Implementing a Healthy Snack Canteen in Schools*

(Reference for exercise on page 1-13 and 1-14)

The Food Rating System

Category #2 Choose Sometimes

Meats and Alternatives

Meat/Fish/Poultry

Nutrition Facts
Per Cooked beef, pork, lamb etc., poultry (chicken or turkey) or fish = 2.5 oz / 75 g cooked weight or 125 mL / ½ cup ground cooked

| Amount | % Daily Value (DV) |
|------------------------|--------------------|
| Fat ≤ 10 g | |
| Saturated ≤ 6 g | |
| +Trans ≤ 0.5 g | |
| Sodium ≤ 400 mg | |
| Protein ≥ 7 g | |

Examples:

All meats (beef, venison, bison, pork, lamb, etc.), poultry (chicken, turkey, duck, etc) and fish.

Deer/Luncheon Meats

Nutrition Facts
Per Cooked beef, pork, lamb etc., poultry (chicken or turkey) or fish = 75 g cooked weight or 125 mL

| Amount | % Daily Value (DV) |
|------------------------|--------------------|
| Fat ≤ 10 g | |
| Saturated ≤ 6 g | |
| +Trans ≤ 0.5 g | |
| Sodium ≤ 500 mg | |
| Protein ≥ 7 g | |

Examples:

Sandwich meats, sausages and dried meat.

Alternatives

Nutrition Facts
Per Eggs = 2
 Nuts and seeds, plain and unsalted = 60 mL or 20 almonds (36 g), 10 walnuts (25 g), or 10 pecans (25 g)
 Peanuts = 60 mL or 46 peanuts (37 g)
 Nut butters (peanut, cashew, almond, etc.) = 2 Tbsp / 30 mL
 Legumes — beans (kidney, black, navy, soy, etc.) and lentils (chick peas, split peas, etc.) = 175 mL cooked
 Tofu = 175 mL or 150 g

| Amount | % Daily Value (DV) |
|------------------------|--------------------|
| Fat ≤ 10 g* | |
| Saturated ≤ 6 g | |
| +Trans ≤ 0.5 g | |
| Sodium ≤ 400 mg | |
| Carbohydrate | |
| Sugars ≤ 3 g | |
| Protein ≥ 3 g | |

Examples:

All legumes (beans, lentils and peanuts, etc.) that may or may not have sodium (salt) added.

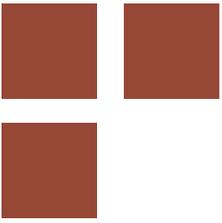
All nuts and seeds (walnuts, almonds, pecans, cashews, sesame seeds, flax seeds, etc.) that may or may not have sodium (salt) added.

*All naturally occurring fat in nuts, seeds, nut and seed butters is acceptable.



Symbols: < less than
 ≤ less than or equal to
 > greater than
 ≥ greater than or equal to

CFGS: Canada Food Guide Serving



Claims for Food Products

2

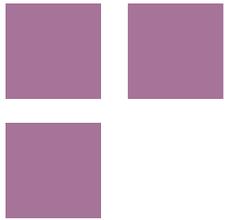
“ Consumers are taking a more proactive role in their personal health and well-being.”

Datamonitor 2008, Agriculture and Agri-Food Canada

Learning Objectives

After completing this module, you will be able to:

- Describe key differences between some optional claims for food products
- Learn about resources that can help you determine appropriate claims for your products
- Develop a General Health Claim that is meaningful to the consumer and will highlight your food product.



For more information on consumer trends, search for Datamonitor survey results on the AAFC website at: www.agr.gc.ca

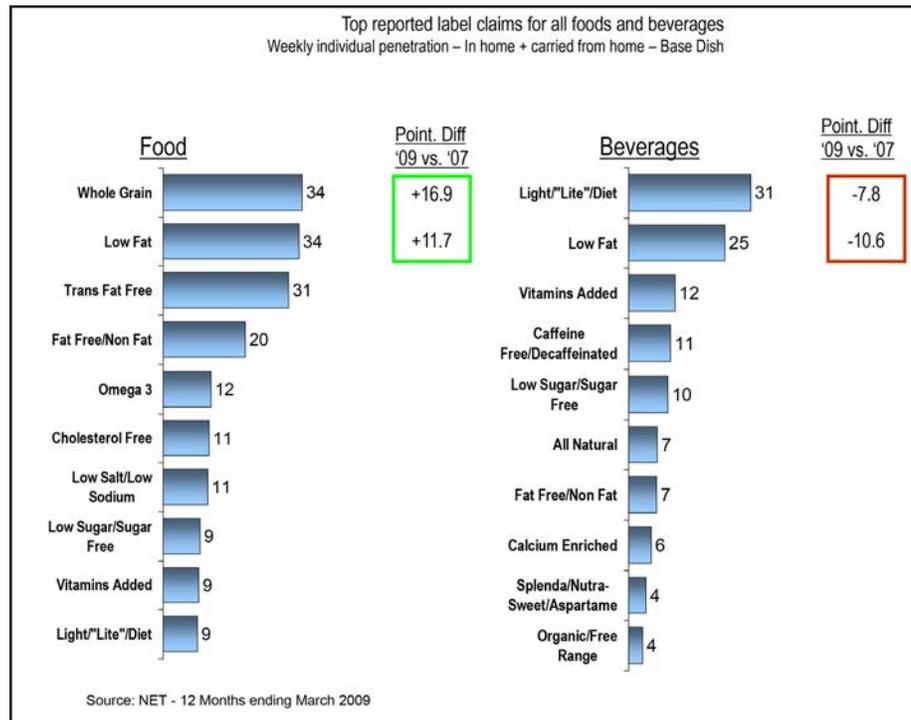


As a food processor, you can create consumer awareness of the additional health benefits of your products by using food product claims on labelling and advertising.

In Module 1, you learned about nutrition guidelines that play a role in the healthy eating messages that the consumer receives, as well as where they look for health information on a food label. As a food processor, it is beneficial to have an understanding of how you can align a healthy eating message with a claim for food products. In this module, you focus on the various claims for food products and what is permitted within Canadian regulations.

With rising rates of obesity, various diseases and an aging population, consumers are seeking foods with health benefits; however, a recent Nielsen Global Survey of Food Labeling Trends showed that 59 percent of consumers around the world have difficulty understanding nutritional labels, despite looking to eat more healthfully. This is an opportunity for food processors to help consumers, especially since consumer-friendly nutritional labelling, combined with credible messages, can also be a powerful marketing tool.

Top Label Claims for Beverages and Foods



Nutrition Labelling

As you learned in Module 1, when reading food labels, consumers will get information from three places:

- The ingredient list
- The Nutrition Facts table
- Optional claims for food products.

Key Points on Nutrition Labelling

- Most pre-packaged foods require a Nutrition Facts table if making a claim or declaration (unless exempted as per Chapter 5, Section 3.1 of the *CFIA Guide*).
- Any claims made about a nutrient must have that nutrient identified on the Nutrition Facts panel.
- There are new regulations regarding food allergens in the ingredient list.

As a food processor, are you aware of the various claims for food products that you can consider for your product's nutrition label? The goal of nutrition labelling is to help consumers make informed food choices and enable them to compare products more easily. For food processors, this can also be a method to highlight or differentiate their products from others. It is important to know which claims for food products are meaningful to the consumer and that all of these claims meet federal regulations.

The next part of this module helps you gain an understanding of the various types of claims that can be made for a food product, as well as resources to help you make decisions.

Claims for Food Products

In Canada, food products can have one or more of the following claims:

- Food Claims
- Nutrition (Nutrient Content) Claims
- Health Claims.

A summary and some examples of these claims are found in **Table 1 Claims for Food Products** (page 2-7).

Food Claims

Food processors can use Food Claims to highlight the composition, quality, quantity or origin of their food product.



Food Claim

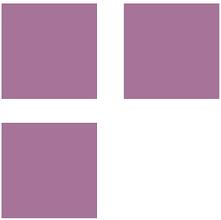
Terms such as “whole grain” or “natural” can only be used as long as they are truthful, not misleading and in compliance with other regulatory requirements. Chapter 4 of the *CFIA Guide* provides guidance on their use.



To find out more about allergen labelling and new regulations, go to the Health Canada website: www.hc-sc.gc.ca/fn-an/label-etiquet/allergen/index-eng.php



Using a claim for a food product appropriately can make your product stand out from the competition.



Nutrition Claims

Nutrition (Nutrient Content) Claims can highlight to the consumer if a product has more or less of nutrients listed on the Nutrition Facts table. These claims have regulations regarding specific levels per serving of the nutrient being promoted.

Example: Nutrition (Nutrient Content) Claims

When consumers want to **decrease** the amount of certain nutrients, they look for labels that include the following key words:

| Key Words on Label | General Definition |
|--------------------|---|
| Free | None or hardly any of this nutrient in the food |
| Low | A small amount |
| Reduced | At least 25% less of the nutrient compared with a similar product |
| Light | Can be used on foods that are reduced in fat or calories. “Lightly salted” is also permitted. |

When consumers want to **increase** the amount of certain nutrients, they look for labels that include the following key words:

| Key Words on Label | General Definition |
|-------------------------------|---|
| Source | Contains a significant amount of the nutrient |
| High or Good Source | Contains a high amount of the nutrient |
| Very High or Excellent | Contains a very high amount of the nutrient |



Use Nutrition Claims to highlight to the consumer if your product has more of certain nutrients or less of certain nutrients.

Refer to Chapter 7 of CFIA Guide to Food Labelling and Advertising for regulations when making Nutrition (Nutrient Content) Claims:
www.inspection.gc.ca/food/labelling/guide-to-food-labelling-and-advertising/eng/1300118951990/1300118996556

Health Claims

Health Claims consist of three types of claims that can be made for a food product.

- General Health Claims
- Function Claims (including Nutrient Function Claims)
- Disease Risk Reduction and Therapeutic Claims.

All Health Claims must be truthful and supported by science before they appear on the product label or in advertising, and some require pre-market approval (see Table 1 *Claims for Food Products*).

General Health Claims are the broadest in nature of Health Claims and do not normally require pre-market approval. These claims promote health through healthy eating or provide dietary guidance and do not refer to a specific or general health effect, disease or health condition. There are regulations on specific aspects of General Health Claims as they relate to vitamin and mineral nutrients, body weight, the use of educational material, third-party endorsements and logos, heart symbols and guidance for healthy eating.

Example: General Health Claim

“Include this low-fat product as part of healthy eating.”

Healthy eating messages from *Canada’s Food Guide* are often used in General Health Claims because *Canada’s Food Guide* is recognized by Health Canada and provides clear and consistent information to the consumer. Symbols and logos may vary from product to product and thus may be confusing for the consumer unless the consumer is familiar with that particular program.

To maintain consumer confidence in foods with value-added benefits, health claims need to have the support of solid scientific research.

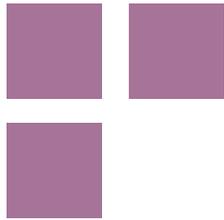
Datamonitor 2008, Agriculture and Agri-Food Canada



As a food processor, you can appeal to health conscious consumers by providing labelling that is simple, clear and credible. Refer to Chapter 8 of CFIA Guide to Food Labeling and Advertising for

regulations when making Health Claims:

[www.inspection.gc.ca/
food/labelling/guide-to-
food-labelling-and-advertising
/eng/1300118951990/
1300118996556](http://www.inspection.gc.ca/food/labelling/guide-to-food-labelling-and-advertising/eng/1300118951990/1300118996556)



“I am a health conscious senior who also has diabetes. I read food product labels to select foods that contain healthy ingredients, so it is important that the information is clear and in line with my diabetes education.” Joyce Kuzyk, consumer

For information on specific labelling guidelines and regulations, go to the Canadian Food Inspection Agency web site: www.inspection.gc.ca

Regulation of Claims for Food Products

Claims for food products that appear on packaging or in advertisements for foods sold in Canada are regulated under the *Food and Drugs Act (FDA)* and Food and Drug Regulations. This the primary piece of legislation governing the safety and quality of food sold in Canada. Its purpose is to protect the public against health hazards and to allow the consumer to make informed food choices based on information that is truthful and not misleading.

As a food processor, you are responsible for the accuracy of all information on the labels and advertisements for your food and for compliance with all relevant food legislation and policies. You may require permission before you use a claim for your product (See **Table 1 Claims for Food Products**).

Welcome to the Canadian Food Inspection Agency

Dedicated to safeguarding food, animals and plants, which enhances the health and well-being of Canada's people, environment and economy.



What's New

Update - Enforcement and Compliance Activities

North Kee Trading Fined for Contravening the Meat Inspection Act
Strengthening Food Safety in Canada

Additional "What's New" items



Latest Recalls

HEALTH HAZARD ALERT - Certain Fresh Jalapeno Peppers May Contain Salmonella Bacteria

EXPANDED HEALTH HAZARD ALERT - Certain CHEESE AND DAIRY PRODUCTS produced by EST. 1874 may contain *Listeria monocytogenes*

HEALTH HAZARD ALERT - Certain EUROMAX FOODS Brand Vacuum Packaged Smoked Fish Products May Contain Dangerous Bacteria

Additional Recalls



Frequently Requested

Date Labelling on Pre-packaged Foods

Pet Imports

Number of Inspectors

Restaurant Complaints

Travellers: What Can I Bring Into Canada?

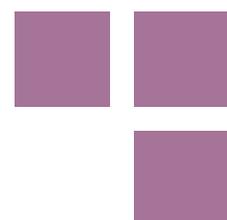


Table 1 Claims for Food Products

| Claim | What does it mean? | Examples (Statements limited to that specified in FDA) | Pre-market approval needed? |
|--|--|--|--|
| Food Claims | Expresses the composition, quality, quantity or origin of a food product (see Ch.4 of the CFIA Guide to Food Labelling & Advertising for regulations). | <p>“Made from fresh tomatoes”</p> <p>“No added preservatives”</p> | No |
| Nutrition Claims (nutrient content) | <p>Simple statements that describe the amount of a nutrient in a food product. Not linked to any benefit. Quick and easy way to identify specific nutritional features.</p> <p>Regulations and guidelines specify the criteria a food must meet before a claim can be made which is based upon serving size and reference amount (see Ch.7 <i>CFIA Guide to Food Labelling & Advertising</i> for regulations).</p> | <p>“Low in sodium”</p> <p>“Sodium-free”</p> <p>“Trans fat free”</p> <p>“Very high in fibre – 8 g per serving”</p> <p>“Good source of vitamin C”</p> | No |
| Health Claims | Promote healthy eating and refer to dietary guidance. Do not refer to a specific health effect, disease or health condition (see Ch.8 <i>CFIA Guide to Food Labelling & Advertising</i> for regulations). | | |
| <ul style="list-style-type: none"> • General Health Claims | <p>Claims about healthy eating or dietary guidance. Do not refer to a health effect. Can include front of package logos and symbols.</p> | <p>“Include this low-fat product as part of healthy eating”</p> <p>“Canada’s Food Guide recommends eating at least one dark green and one orange vegetable each day”</p> | No |
| <ul style="list-style-type: none"> • Nutrient Function Claims | Function associated with health or performance when consumed as part of normal dietary patterns. | <p>“Calcium aids in the formation and maintenance of bones and teeth”</p> <p>“Fibre promotes regularity”</p> | Only if new claim being made or therapeutic in nature (see list of permitted claims and their use in Ch.8 <i>CFIA Guide to Food Labelling & Advertising</i>) |
| <ul style="list-style-type: none"> • Disease Risk Reduction & Therapeutic Claims | <p>Helps reduce the risk of a disease in context of a total diet.</p> <p>Drug-like claims</p> | <p>“A healthy diet low in saturated and trans fat reduces risk of heart disease”</p> <p>“Oat fibre helps lower serum cholesterol”</p> | |



*Learn more about
the Canadian Food
Health Claim
Roadmap on the
AAFC website:
www.agr.gc.ca*

*To contact the Food and Health
Unit, go to:
[www.agriculture.ab.ca/
foodandhealth](http://www.agriculture.ab.ca/foodandhealth)*

*For a listing and descriptions of
Industry Development Officers
go to:
[www1.agric.gov.
ab.ca/\\$department/deptdocs.nsf/
all/agp8041](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agp8041)*

The Canadian Food Health Claim Roadmap

The Canadian Food Health Claim Roadmap is published by Agriculture and Agri-food Canada (AAFC). It is a business management tool that helps identify the knowledge required to function in Canada's regulatory environment and to take advantage of market opportunities. It is designed for processors who:

- Already have a product in the market (with business and marketing plans)
- Are considering a Nutrient and/or Health Claim for an existing or new product.

One part of the tool helps processors navigate through a flow chart and determine the potential for Food and Health Claims for food ingredients and foods.

Within the Roadmap is the Nutrient Claim/Health Claim Flow Chart. It includes the options and decisions that most processors need to follow when assessing if a claim is appropriate. The decision path focuses first on nutrient statements that are easier to use and moves on to more complex nutrient or health claims.

There are four steps in the Flow Chart:

- Step 1:** Nutrient/ Health Claim Potential – Preliminary Review
- Step 2:** Food or Natural Health Product Regulatory Stream Assessment
- Step 3:** Novel Food, Food Additive or Food with Added Vitamins and Minerals Assessment
- Step 4:** Nutrient/ Health Claim Assessment

Before you make any claims for your packaging, label or promotional material, meet with an Alberta Agriculture Industry Development Officer, or the Food Regulatory Issues Division of AAFC. A representative will introduce the Roadmap and provide assistance to ensure that the appropriate regulatory requirements are considered for the intended claims.

In Module 1, you were introduced to the Olsen's oat product. This scenario continues below.

Putting It Into Practice

The Olsens now want to develop a claim for a food product that they can put on their food label. They did some research and found out that Canada's agri-food sector is interested in promoting the nutritional and health benefits of food products through the use of such claims. They also learned that:

- The marketplace trend for whole grains shows that consumer demand for whole grains is growing in Canada and globally.
- Consumers are aware of dietary recommendations for whole grains and are consuming whole grains for health.
- "Whole grain" was the most sought after claim on food labels in 2010 in the U.S., followed by "high fibre" and "low sodium".

Since their oats are minimally processed and an intact grain, they are considered to be a whole grain. Eating more whole grains is a message included in *Canada's Food Guide*.

General Health Claims promote health through healthy eating or provide dietary guidance, but they do not refer to a health condition or disease. The Olsens could consider using a General Health Claim, such as:

"Canada's Food Guide recommends making at least half of your grain products whole grain"

The Olsens want to clearly highlight that their oats are made from whole grains, so that the consumer can easily recognize this fact and also link it to healthy eating. According to the *CFIA Guide to Food Labelling and Advertising* (section 4.2.3), it is recommended that when the presence of an ingredient is emphasized, the label should include a statement regarding the amount present in the food, and that when claims are made about whole grains, they should not be misleading, especially when the whole grain is not intact.

To accomplish this, the Olsens investigate becoming a paid member of the Whole Grains Council so that they would be able to use an easily identifiable and globally recognized logo on their food product. In Canada, the 100% Whole Grain Stamp is only used on products that are made entirely with whole grains and that contain a minimum of 16 g of whole grains per serving.

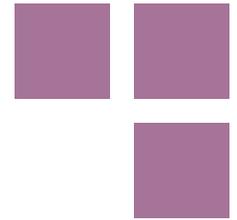


The Olsens could also consider highlighting key nutrients, such as sodium, fibre or sugar, for example. This would be considered a Nutrient Content Claim and permitted statements are as per regulations in the *CFIA Guide to Food Labelling and Advertising* (Chapter 7). Such claims could include:

"No sodium"

"No sugar added"

"A source of fibre"



Appendix 2.1 – Administration of Acts and Regulations

Alberta Health Services Programs & Services

Public health inspectors advise, inspect and educate operators of public places like restaurants, day cares, swimming pools, rental properties and tattoo studios about safe practices that protect the public.

Public health inspectors make Albertans aware of health risks linked to unsafe drinking water, unsafe housing and other unsafe conditions in the environment and make sure the *Public Health Act* is being followed.

Health Canada

Health Canada is responsible for the administration of health and safety standards and the development of food labelling policies related to health and nutrition under the *Food and Drugs Act*.

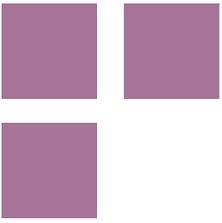
The Canadian Food Inspection Agency

The Canadian Food Inspection Agency (CFIA) is responsible for the administration of food labelling policies related to misrepresentation and fraud in respect to food labelling, packaging and advertising (*Food and Drugs Act*), and the general agri-food and fish labelling provisions respecting grade, quality and composition (*Canada Agricultural Products Act*, *Meat Inspection Act* and *Fish Inspection Act*). In addition, responsibility for the administration of the food related provisions of the *Consumer Packaging and Labelling Act*, including basic food label information, net quantity, metrication and bilingual labelling was transferred to the CFIA from Industry Canada in 1999.

The Canadian Food Inspection Agency is also responsible for the enforcement of all of the above requirements at all trade levels.

CFIA delivers 14 inspection programs related to foods, plants and animals across Canada. Their role is to enforce the food safety and nutritional quality standards established by Health Canada and, for animal health and plant protection, to set standards and carry out enforcement and inspection.

The scope of their mandate is vast and complex. Activities range from the inspection of federally-registered meat processing facilities to border inspections for foreign pests and diseases, to the enforcement of practices related to fraudulent labelling. They also verify the humane transport of animals, conduct food investigations and recall, perform laboratory testing and environmental assessments of seeds, plants, feeds and fertilizers. They regulate the import, export and domestic movement of horticulture, forestry and plant products where they are regulated. They also work with exotic pest introductions and the control or eradication of quarantine pests. In a nutshell, they are Canada's federal food safety, animal health and plant protection enforcement agency.



Understanding Your Target Market

3

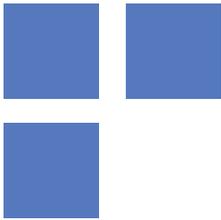
“It’s easier to hit your target when
you know where it is.”

The SPIN Project, 2006

Learning Objectives

After completing this module, you will be able to:

- Describe the factors that influence consumer purchasing decisions
- Understand the target market for your food product.



If your message creates desire, awareness and education, there will be a greater likelihood that consumers will purchase your food product.

In Module 2, you gained an understanding of how various claims for food products can be used to better market your food product and align it with healthy eating messages.

This module helps you define and better understand what influences your target market. Once you understand the needs of your consumer, you can more effectively promote your product.

Your target market consists of consumers who are most likely to buy your product. They are people with needs or wants that can be met by purchasing your food product. If you can identify and understand your target market, you can direct your promotions to this group and, as a result, make the best use of your marketing budget. Your target market could be segments of adults, youth and children or purchasers targeting these markets.

Key Consumer Groups

The marketplace is quickly changing. The population is growing and aging as well as becoming more ethnically diverse. These factors can play key roles in understanding what consumers want and need, as well as what influences their food purchasing decisions.

According to the *Health and Wellness Trends for Canada and the World* (October 2011, Agriculture and Agri-Food Canada), the health and wellness food market has seen particularly significant growth. Some key consumer groups identified were:

- The healthy and fit – a small but growing group who are interested in health, fitness, the environment, sustainability and social justice.
- Women, children and parents – generally, women are more concerned about body image and health, and they are often the ones making purchasing decisions in their households. However, men are now starting to emerge into this segment. Parents are also monitoring their children's diets more closely as they are more aware of childhood obesity and the health risks that can follow; they are looking at healthier snacks food products with healthy ingredients or messages.
- The aging population – a significant portion of the population is now over 55 years of age. This group of consumers are educated and interested in maintaining health into retirement. This segment spends a significant amount of money on healthier foods, supplements and exercise.

There is also a growing demand for specialty products due to the growing ethnic diversity in Canada. Foods prepared according to Kosher and Halal practices are becoming more popular. Kosher foods are eaten by those of Jewish faith, while Halal is eaten by those of Islamic faith. Each faith has specific methods by which the food must be processed.

In Alberta, many within these consumer groups have some awareness of the federal and provincial nutrition guidelines, discussed in Module 1, either through healthcare professionals, healthy workplace initiatives, schools, recreation facilities or the media.

Consumer Influences

Now that you have an idea of some key consumer groups, what will make them decide to purchase your food product? With the wide variety of products available on the market today, consumers have many choices. Therefore, it is important to consider the various factors that influence the food purchases of your target market. In order to promote and sell your food product, can you answer the following questions?

- Who will be purchasing the food product?
- Who will persuade the purchaser's decision?
- What kind of messaging should be used on the label?
- How should the food product be packaged?
- Where can the food product be promoted and/or sold?
- Is there anything else that can influence the consumer?

To help answer these questions, it is beneficial to understand the influential factors in more detail.

Personal Factors

A consumer's age, gender, education, occupation, income and lifestyle can influence buying behavior. Most people tend to change their buying behaviours and tastes throughout their lifetimes.

Example: Changes in Consumer Behaviour

A child is more focused on the taste, appearance and packaging of a cereal, whereas a parent is more concerned about the health qualities and price.

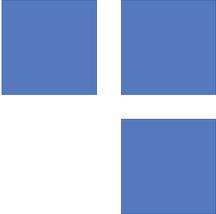
Cultural and Social Factors

Cultural and social factors, such as ethnicity, family, social roles, social groups and social status also influence consumer buying behaviour. Families, workplaces, religions and schools tend to influence a person's values, behaviours and attitudes.

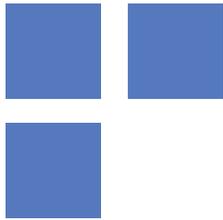
Example: Influences on Children

A childcare facility shapes the eating behaviours of the children by using lunchtime as an opportunity to learn about the food groups in *Canada's Food Guide*. The children learn about portion sizes and why eating healthy meals and snacks helps them better grow and do their best in school.

Food is a foundation for health and wellness. More than ever, consumers believe that a fresh, real, clean diet is the first step to treating and preventing disease and supporting vitality and mental energy.
Hartman Research, 2010



“As a mother of two daughters that are actively involved with sports, I try to prepare fresh and healthy meals for them to support their growth and fuel their performance in sport. With a busy work and activity schedule, we have to eat on the go far too often; most of the time we grab a bite at the arena or the gym. Unfortunately, it’s a real challenge to find healthy food at recreation centres and other sporting venues.”
Sandi Wright, consumer



Canadian Council of Food and Nutrition's 2006 Tracking Nutrition Trends survey found that 80 percent of Canadians want food packages to clearly indicate products that are "healthier."



Influencers are a target market for your healthy eating messages.

Psychological Factors

Psychological factors influence the consumer market in many ways because a person's motivations, beliefs, habits and attitudes shape buying behaviours.

Example: Influence of Beliefs

An adult believes that pesticides and additives are harmful to health and will only purchase organic food that is free of additives.

Source of Information

If you want your healthy eating messages to resonate with the consumer, provide the consumer with information on health and wellness. As a food processor, you can offer information about a healthy diet and how your food product fits into wellness. This can be done through a variety of sources such as the internet or print resources.

Example: Providing Additional Information

A food processor promotes his website on his product's packaging as an additional source of information on production quality, farm locale, nutrition facts, ingredients and recipes. He also provides information on *Canada's Food Guide* and how his food product fits into a healthy lifestyle.

Other Influencers

Remember that the one who purchases your food product may not necessarily be the one who consumes it. Others may influence the buying decision.

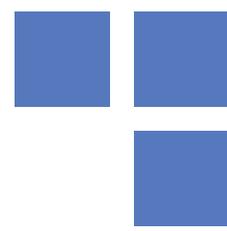
Example: Influencers

A mother wants her young son to eat a healthy breakfast cereal, but he insists that he only wants a particular brand because of the colourful cartoon image on the box. The mother reaches a compromise by purchasing another brand marketed to young children that contains whole grains and has less sugar and more fibre per serving. To help her choose the best cereal, the mother used the Healthy U Food Checker on her Smartphone to find a product that met the "Choose Most Often" category.

Influencers could include health professionals, educators, the media, coaches and fitness instructors.

Example: Influence of Health Professionals

A food processor places an ad in a magazine. The ad includes a statement from a dietitian who is promoting the food to be a healthy choice for all ages.



As a food processor, you can influence consumer purchases by:

- Creating healthy foods that are convenient, affordable and packaged attractively
- Providing healthy eating messages that are clear and not misleading
- Providing additional sources of product information (e.g., on a website).

Other Needs

Today's consumer is looking for affordable food that is convenient, tastes good and keeps our bodies and the planet healthy. As a food processor, some aspects of your food product that you might highlight are:

- Takes only minutes to prepare
- Has quality ingredients from Alberta
- Fits into *Canada's Food Guide* recommendations.

Also consider where your target market shops for your product. Although most consumers want to be able to quickly access food products in a grocery store, they may opt to buy lunch or snack foods at work, at school or in recreation facilities. Food processors may be able to package and promote their products for these locations, as well as grocery stores, health food stores or farmers' markets.

Lunch Breaks

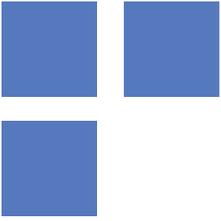
A 2009 Angus Reid survey for ConAgra Foods Canada found that 53 percent of Canadians spent their lunch break reading, surfing the Web, or not stopping for lunch at all. If they do stop for lunch, they only break for 16-30 minutes, speaking to the need for convenience. Other attributes are also needed—32 percent are looking for healthy ingredients, 25 percent are looking for quality, and 17 percent are looking for flavour.

Putting it into Practice

The Olsens have done some market research and have identified that their most likely target market has the following key characteristics:

- Middle-class Canadian family with children or youth
- Parents work and are very busy
- Shop at larger grocery stores
- Want food products that are not too expensive
- Want to eat healthier but need more education on this
- Want food that is quick and easy to prepare
- Read food packages and use the internet as key sources of information.

They also discover that many of their potential consumers have younger children that attend daycare, where breakfast is served, and a number of the school districts have school nutrition policies.



For Your Product

Who is Your Target Market?

Complete the following exercise to help you understand your target market. Fill in the blanks with as much information as you can.

1. Who will be buying your product?
 - Gender _____
 - Age _____
 - Marital Status _____
 - Education or Occupation _____
 - Income Level _____
 - Lifestyle _____
 - Ethnicity _____

2. What else might be useful to know?
 - Where do the purchasers shop? _____
 - What is their attitude to health? _____
 - What are their eating habits? _____
 - What are the key drivers of their eating habits? _____
 - Who influences purchasing decisions? _____

3. Where do the target market and those that influence the buying decision get their information?
(Check off all that apply.)

| | |
|--|--|
| <input type="checkbox"/> Internet/website | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Social media (Facebook, Twitter, blogs, etc.) | <input type="checkbox"/> In-store information |
| <input type="checkbox"/> Newspapers or magazines | <input type="checkbox"/> Health professional or educator |
| <input type="checkbox"/> Television | <input type="checkbox"/> School |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Workplace programs |
| <input type="checkbox"/> Peers | <input type="checkbox"/> Sports or coaches |
| <input type="checkbox"/> Other: _____ | |

Conclusion

As a food processor, you can differentiate yourself by communicating healthy eating messages that are tailored to your target market or to those who influence food product purchases. In Module 4, you learn how to create three levels of healthy eating messages that connect your product to *Canada's Food Guide*.

Appendix 1 – Influences on Product Placement

The following information can help food processors better place or package their food products to fall within Alberta nutrition guidelines.

Healthy Eating Recommendations

Influencing the Food Environment

Albertans all have a responsibility to role model healthy eating, however this can be difficult if the food environments in public buildings do not support healthy choices.

Public buildings, such as recreation facilities, community centres and hospitals are highly diverse and can attract thousands of visitors annually. They may be operated on a for-profit or not-for profit basis. In many instances the food services within public buildings are subcontracted to for-profit food service operators. Most facilities serve a diverse customer base of both adults and children. Food service operators can ensure that their menu items contain a balance of food and beverage items that include healthier food options at competitive prices.

Healthier food environments in public places should:

- encourage portion sizes of food that are consistent with the recommendations in *Eating Well with Canada's Food Guide*; www.hc-sc.gc.ca;
- promote small serving sizes of **energy-dense, nutrient poor** foods and beverages;
- Include healthy options from the Choose Most Often category for all vending machines and canteens;
- place healthy food options where they can be seen;
- display healthier food options more prominently than less healthy food choices; and
- do not charge a premium for healthier food options. A lower profit margin on healthier foods and beverages can be compensated for by an increased profit margin on less healthier foods.

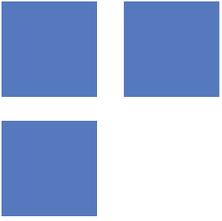
Recommendations:

- Vegetables and fruit (raw, or prepared with little to no added fat, sugar or salt) should always be available.*
- Whole grain foods should always be available.
- Water should always be available. Milk (skim, 1%, 2%) and 100% fruit/vegetable juices should also be available.*
- Lean meat and poultry products, beans and lentils, and plain nuts should always be available.*
- Individual portion sizes should be consistent with Eating Well with Canada's Food Guide.
- If providing high fat, sugar and/or sodium (salt) snack items choose servings sizes that provide on average no more than 100 kcal/individual serving:
 - 30 g for chips and crackers (1 cup/250 mL)
 - 30 g for high sugar cereal (1 cup/250 mL)
 - 20 g for beef jerky
 - 30 – 38 g for cookies and cereal bars
 - 20 g for chocolate bars and candy (1 mini)
 - 55 g for bakery items, including, but not limited to, pastries, muffins, and doughnuts
 - 85 g for frozen desserts, including, but not limited to, ice cream (frozen on a stick)
 - 237 mL for beverages (8 oz)

*Where appropriate food service equipment is available.

Food availability and accessibility in our environments are important predictors of food intake.

The profits from unhealthy food and beverages is at the expense of an Albertan's health.



Appendix 2 – ANGCY Recommendations for Providing Healthy Choices

The following Alberta nutrition recommendations are intended for childcare, school and recreational facilities. As a food processor this can give you further insight on your food product could be placed, packaged or promoted to fall within these guidelines.

Alberta Nutrition Guidelines for Children and Youth 2011 A Childcare, School and Recreation/Community Centre Resource Manual

Childcare facilities...

| ...can provide healthy food | ...can enhance access to a safe eating environment | ...can create environments that support healthy food choices | ...can have a positive influence on the food provided by parents/guardians | Before and after school care |
|--|---|---|--|---|
| <i>Recommendations:</i> | | | | |
| <ul style="list-style-type: none"> Provide regular meals or snack times every 2 – 3 hours. | <ul style="list-style-type: none"> Should be nut-aware as per provincial guidelines. | <ul style="list-style-type: none"> Provide appropriate time and space to eat. | <ul style="list-style-type: none"> Use Canada's Food Guide (meals = foods from 4 food groups, snacks = foods from 2 food groups). | <ul style="list-style-type: none"> Provide snacks that include nutritious food choices from 2 food groups. |
| <ul style="list-style-type: none"> Use Canada's Food Guide (meals = foods from 4 food groups, snacks = foods from 2 food groups). | <ul style="list-style-type: none"> Do not serve high risk foods (undercooked meat, poultry, or fish; and non-pasteurized dairy products, juices and honey) | <ul style="list-style-type: none"> Create a positive meal environment by making healthy foods appealing. | | <ul style="list-style-type: none"> 100% of the foods available for every day consumption should be foods from the Choose Most Often food category. |
| <ul style="list-style-type: none"> 100% of the foods available are from the Choose Most Often category. | <ul style="list-style-type: none"> Familiarize staff with guidelines for supporting children with allergies. | <ul style="list-style-type: none"> Serve foods in age appropriate portion sizes. | | <ul style="list-style-type: none"> Have additional snacks available to meet nutritional needs. |
| <ul style="list-style-type: none"> Individual portion sizes/ number of servings follow the recommendation in Canada's Food Guide. | <ul style="list-style-type: none"> Know how to respond when a child has an adverse food reaction. | <ul style="list-style-type: none"> Introduce new foods in small amounts, on multiple occasions. | | <ul style="list-style-type: none"> Individual portion sizes/ number of servings, follow the recommendations in Canada's Food Guide. |
| | <ul style="list-style-type: none"> Cut food into appropriate sizes / avoid high risk choking foods. | <ul style="list-style-type: none"> Avoid using food as a reward or punishment. | | |
| | <ul style="list-style-type: none"> Provide menu planning training for staff. | | | |

Remember to:

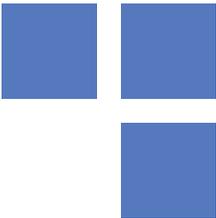
1. Read food labels and follow the criteria requirements for Choose Most Often food and beverage choices.
2. If you need help reading food labels use the *Healthy Eating for Children in Childcare Centres* resource.
3. If you need help deciding what foods are Choose Most Often use the *Healthy U Food Checker*; www.healthyalberta.com.

School facilities...

| ...can provide healthy foods | ... can enhance access to safe, nutritious foods | ... can create environments that support healthy food choices | Grade level of school |
|--|---|--|---|
| <i>Recommendations:</i> | | | |
| <ul style="list-style-type: none"> Use Canada's Food Guide (meals = foods from 4 food groups, snacks = foods from 2 food groups). | <ul style="list-style-type: none"> Healthier food choices are competitively priced relative to less nutritious foods. | <ul style="list-style-type: none"> Provide appropriate time and space to eat. | <ul style="list-style-type: none"> Elementary schools, 100% of the foods available are from the Choose Most Often category. |
| <ul style="list-style-type: none"> Individual portion sizes from Canada's Food Guide. | <ul style="list-style-type: none"> Affordable healthy meal choices should be a priority over affordable healthy snacks. | <ul style="list-style-type: none"> Healthy food choices are plentiful and visible. | <ul style="list-style-type: none"> Junior high schools, 60% of the foods available are from the Choose Most Often and 40% of the foods available are from the Choose Sometimes category. |
| <ul style="list-style-type: none"> Stock vending machines with appropriate-sized packages/containers. | <ul style="list-style-type: none"> All vending machines should contain healthy food options. | <ul style="list-style-type: none"> Place healthier food and beverage choices where they can be seen. | <ul style="list-style-type: none"> High schools, 50% of the foods available are from the Choose Most Often and 50% of the foods available are from the Choose Sometimes category. |
| <ul style="list-style-type: none"> Offer only small portion sizes of less healthy options (where these foods are permitted). | <ul style="list-style-type: none"> Healthy food choices should be available and clearly visible on special food days and at special functions. | <ul style="list-style-type: none"> Food choices should reinforce healthy eating concepts taught in school. | <ul style="list-style-type: none"> Multi-level schools, such as K – 12 schools, 100% of the foods from the Choose Most Often category. |
| | <ul style="list-style-type: none"> The frequency of special food days should be defined in school policies. | <ul style="list-style-type: none"> Fundraising activities are consistent with healthy eating concepts taught in school. | <ul style="list-style-type: none"> When permitted, offer only small portion sizes of Choose Least Often options. |
| | <ul style="list-style-type: none"> Monitor students who operate microwaves /other appliances | | |
| | <ul style="list-style-type: none"> Meal-time supervisors are familiar with guidelines for supporting children with allergies. | | |
| | <ul style="list-style-type: none"> Supervisors are aware of school policies of how to respond to an adverse food reaction or choking. | | |

Remember to:

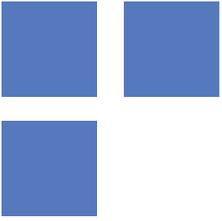
1. Read food labels and follow the criteria requirements for Choose Most Often and Choose Sometimes food and beverage choices.
2. If you need help reading food labels use the *Healthy Eating for Children and Youth in Schools* resource; www.healthyalberta.com
3. If you need help deciding what foods fit the guidelines use the *Healthy U Food Checker*; www.healthyalberta.com.



Recreational facilities and environments...

If you need help deciding how to choose foods that fit the recommendations check out the *Healthy Eating in Recreation and Community Centres* or the *Healthy U Food Checker* at www.healthyalberta.com

| ... can provide healthy foods | ... can enhance access to safe, nutritious foods | ... can create environments that support healthy food choices | Healthier food options for recreational facilities | In addition |
|---|---|--|--|--|
| <i>Recommendations</i> | | | | |
| <ul style="list-style-type: none"> Vegetables and fruit (raw, little to no added fat, sugar or salt) always available.* Whole grain foods should always be available. Water should always be available. Milk (skim, 1%, 2%) and 100% fruit/vegetable juices are available.* Lean meat and poultry products, beans and lentils, and plain nuts should always be available.* Individual portion sizes = Canada's Food Guide recommendations. Aim to provide snack items that provide no more than 100 kcal/individual serving: <ul style="list-style-type: none"> 30 g chips/crackers (1 cup) 30 g high sugar cereal (1 cup) 20 g beef jerky 30 – 38 g cookies, cereal bars 20 g chocolate bars/ candy (1 mini) 55 g bakery items: pastries, muffins, doughnuts 85 g (125 mL / ½ cup) frozen desserts — ice cream (in a dish or frozen on a stick) 237 mL beverages (8 oz / 1 cup) <p>*Where appropriate food service equipment is available</p> | <ul style="list-style-type: none"> Ensure that healthier food choices are competitively priced relative to less nutritious foods. All vending machines should contain healthy food options. | <ul style="list-style-type: none"> Healthier food options should be convenient, attractively packaged, and prominently displayed. | <p>Beverages:</p> <ul style="list-style-type: none"> Milk: skim, 1%, 2% and flavoured Fortified soy beverages, plain or flavoured Water: tap, bottled: plain, sparkling, flavoured Juice: 100% real fruit/ vegetable juices Soft drinks: diet (for adults only) <p>Vegetables and Fruit:</p> <ul style="list-style-type: none"> Fresh fruit Tomato salsa dip Baked potato wedges Vegetables with low-fat dips Smoothies made from frozen fruit, milk and plain yogurt, with no added sugar <p>Grain Products:</p> <ul style="list-style-type: none"> Whole grain, low fat crackers (with or without cheese) Whole grain cereal bars Whole grain and corn snacks Puffed /baked snack chips Whole grain bagels, muffins, breads, cereals Baked whole grain pita bread 'chips' Pretzels Popcorn <p>Milk and Alternatives:</p> <ul style="list-style-type: none"> Milk: skim, 1%, 2% and flavoured Fresh and frozen low-fat yogurt Cheese and cheese sticks Fortified soy beverages Yogurt drinks <p>Meat and Alternatives:</p> <ul style="list-style-type: none"> Ready to eat canned, light tuna Lean, low-salt meats and poultry Nuts, soy nuts Trail mix <p>Mixed Meals:</p> <ul style="list-style-type: none"> Sushi Dahl with whole wheat naan or roti Whole wheat burritos, wraps with lean meat, vegetables Rice bowls with lean meat, vegetables Sandwiches on whole grain breads | <ul style="list-style-type: none"> Coaches should have a practical, working knowledge of general and sports-specific nutrition. Boys/girls clubs and day/ summer camps should follow the guidelines for childcare centres or schools, depending upon the ages of children. Train caregivers to provide appropriate healthy food choices to model healthy eating behaviours. |



Crafting Your Message

4

“Teaching nutrition and how to read food labels is much easier if food product labels have serving sizes that are in line with *Canada’s Food Guide*”.

Brenda Arychuk, Registered Dietitian

Learning Objectives

After completing this module, you will be able to:

- Select language that reaches your target market
- Describe three levels of healthy eating messages
- Create healthy eating messages that connect your product to *Canada’s Food Guide*.



If you align your healthy eating messages with Canada's Food Guide, you are more likely to provide your consumers with consistent messaging.



*“Overall, consumers are increasingly buying foods based on their nutritional composition”.
Supermarket News.*



Make sure your health claim:

- *Is based on science*
- *Meets Health Canada regulations*
- *Complies with CFIA guidelines.*

Using healthy eating messages from *Canada's Food Guide (CFG)* ensures that consumers receive correct and consistent messages. These messages also help food processors create a General Health Claim for their food products.

In Modules 1 and 2, you were introduced to *Canada's Food Guide (CFG)* and how its healthy eating messages fit into Canadian labelling claims and regulations, specifically as a General Health Claim. Module 3 helped you define your target market. In this module you learn how to create three levels of messages that lead to a General Health Claim.

How to Write Your Message

To create a General Health Claim, you first need to know which healthy eating message fits with your food product. **Table 1 Communicating Healthy Eating to the Consumer** (column A) summarizes key healthy eating messages from *Canada's Food Guide*. It also provides other messages of interest to consumers (column B).

When you communicate healthy eating messages, consider messages that may help educate and entice your consumer to purchase your food product.

Example: Providing Additional Information to Consumers

Consumers who look for healthy food products made from quality ingredients may also desire quick and easy preparation methods or recipes. While not part of a General Health Claim, this additional information you provide is an option on labelling or in advertising.

Keep in mind that if you make any reference to nutrient content, such as fat, fibre, vitamins and minerals specific to your food product, you need to adhere to the Nutrition (Nutrient Content) Claim regulations, introduced in Module 2, as these are not part of a General Health Claim.

Stick to the Facts

As a food processor, any nutritional information that you provide, promote or advertise must be based on science and according to Health Canada regulations (see Module 2). Base your healthy eating messages on how your food product fits into an overall healthy diet. This not only leads to the creation of a General Health Claim, but it is an important aspect of health promotion to your consumer.

“...whether information is on a website or on a label, the audience must view it as credible and it must comply with the *CFIA Guide to Food Labelling and Advertising*”
Best Practices in Promoting Food Health Benefits – Agriculture and Agri-Food Canada website

Table 1 Communicating Healthy Eating to the Consumer

Note: Refer to Module 1 for *Canada’s Food Guide (CFG)* “Recommended Number of Food Guide Servings per Day”, as well as serving sizes of the specific food groups. These vary depending on age and sex but can be included as part of the wording in healthy eating messages.

| | Column A | Column B |
|-----------------------|--|--|
| Food Group | Healthy Eating Messages from <i>Canada’s Food Guide</i> | Other Messages of Interest to Consumers |
| Vegetables and Fruit | <ul style="list-style-type: none"> • Eat at least one dark green and one orange vegetable each day • Have vegetables and fruit more often than juice • Choose 100% vegetable or fruit juices • Choose vegetables and fruit prepared with little or no added fat, sugar or salt <p>Also:</p> <ul style="list-style-type: none"> • Provide examples of serving sizes for your target market | <ul style="list-style-type: none"> • Pre-washed and ready-to-eat • Includes fresh, frozen, canned and dried vegetables and fruit • Eat vegetables and fruit at all meals and snacks to help meet daily requirements |
| Grain Products | <ul style="list-style-type: none"> • Make at least half of your grain products whole grain each day • Choose grain products that are lower in fat, sugar or salt <p>Also:</p> <ul style="list-style-type: none"> • Provide examples of serving sizes for your target market | <ul style="list-style-type: none"> • Whole grain content is identified <ul style="list-style-type: none"> - amaranth, brown rice, buckwheat, bulgur, millet, pot barley, quinoa, spelt, triticale, whole oats or oatmeal, whole rye, whole grain wheat and wild rice - use the word “whole” or “whole grain” followed by the name of the grain to show it is a whole grain |
| Milk and Alternatives | <ul style="list-style-type: none"> • Drink skim, 1% or 2% milk each day • Select lower fat milk alternatives <p>Also:</p> <ul style="list-style-type: none"> • Provide examples of serving sizes for your target market | <ul style="list-style-type: none"> • Other dairy options that are equivalent to a milk (e.g., yogurt) serving |
| Meat and Alternatives | <ul style="list-style-type: none"> • Have meat alternatives such as beans, lentils and tofu often • Eat at least two <i>Food Guide</i> servings of fish each week • Select lean meat and alternatives prepared with little or no added fat or salt <p>Also:</p> <ul style="list-style-type: none"> • Provide examples of serving sizes for your target market | <ul style="list-style-type: none"> • Lean or extra-lean cuts of meat and skinless poultry are lower in saturated fat • Meat alternatives can be low in fat and high in fibre and protein |
| Other Oils and Fat | <ul style="list-style-type: none"> • Include a small amount of unsaturated fat each day | <ul style="list-style-type: none"> • Use vegetable oils such as canola, olive & soybean • Choose soft margarines that are low in saturated and trans fats • Limit butter, hard margarine, lard and shortening • Limit trans fat |
| Other Beverages | <ul style="list-style-type: none"> • Satisfy your thirst with water | <ul style="list-style-type: none"> • Satisfy thirst without the added calories |
| Other-General | <ul style="list-style-type: none"> • Limit foods and beverages high in calories, fat, sugar or salt • Prepare foods with little or no added fat, sugar or salt | <ul style="list-style-type: none"> • Recipe and serving ideas that recommend the healthiest and quickest method of preparation • Indicate that there is no added sugar or fat • Highlight calories per serving |

Reference: *Eating Well With Canada’s Food Guide – A Resource for Educators and Communicators*, Health Canada 2007



Tips on Communicating Your Message

Use clear and simple communication to show consumers how and where your food product fits within a healthy diet. It is important to choose the correct words, tone and language. Consider the following tips.

Keep it Simple

Use fewer, simplified words that are meaningful instead of ones that are long and formal.

Example: Simple Words

Instead of, “Increase consumption of vegetables,” try, “Eat more vegetables.”

Use “You” and “We”

Use “you” and “we” instead of a less personal word.

Example: Personal Pronouns

Instead of, “Individuals can meet *Canada’s Food Guide* by eating 2-3 servings of meat and alternatives,” try, “You need to eat 2-3 servings of meat and alternatives to meet *Canada’s Food Guide*.”

Use Suitable Tone and Language

Be engaging without telling the consumer what to do. Consider your target markets and how you would talk to them, especially if they are children or those with a limited understanding of the language.

Example: Target Language

Instead of, “Children should drink 2-4 cups of milk each day,” try, “Healthy kids drink 2-4 cups of milk a day.”



Keep Messages Positive and Realistic

People respond better to positive messages.

Example: Positive Messages

Instead of, “Avoid high fat foods,” try, “Choose lower fat foods more often.”

Three Levels of Messaging

When you develop a General Health Claim or other promotional information, consider how much information you need to provide, the amount of space available and your target market. Messaging can be broken down into three levels:

- Level 1: Basic, top of line message that is short and meaningful
- Level 2: An expanded message that has a little more detail
- Level 3: Additional information to enable and encourage consumers to achieve the aims (“How?” and/or “Why?”) of the message.

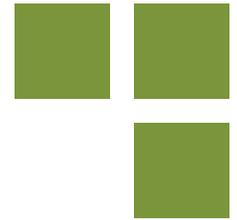
Example: General Health Claim for Lentils

Here is how a *Canada’s Food Guide (CFG)* healthy eating message becomes a General Health Claim for lentils at three different levels.

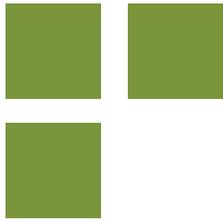
CFG Healthy Eating Message:

“Have meat alternatives such as beans, lentils and tofu often.”

- Level 1: Choose meat alternatives often.
- Level 2: Regularly include meat alternatives like lentils in your diet.
- Level 3: Choose meat alternatives like lentils more often and you can reduce your intake of saturated fat.



As you start to create a General Health Claim, consider your target market, the amount of space available and the amount of information you need to provide.



Example: Messaging for Carrots

Here is how a *Canada's Food Guide* healthy eating message becomes a General Health Claim for carrots at three different levels, with a target market being school age children (6-12 years).

CFG Healthy Eating Message:

“Have vegetables and fruit more often than juice.”

- Level 1: 5-6 a day
- Level 2: Eat 5-6 servings of vegetables and fruit every day.
1 serving of carrots= ½ cup, or the size of a hockey puck.
- Level 3: *Canada's Food Guide* says that eating 5-6 vegetables and fruit a day will help your body feel great! Add carrots into your lunch more often.

See Appendix 4.1 for examples of serving sizes from the Alberta Nutrition Guidelines for Children and Youth (ANGCY).

Children and youth often relate better to simple, fun language. It is helpful to describe *Canada's Food Guide* serving sizes in items that they can visualize (such as a hockey puck) instead of measurements.



Putting It Into Practice

The Olsens reflect upon the General Health Claims that they have already written for their oat product label (see Module 2). They want to include *Canada's Food Guide* healthy eating messages but realize they may have space limitations on the label. They decide that a shorter message on the front of the package and a more detailed one on the back of the package would be workable. Below, they have written three levels of messaging, based on *Canada's Food Guide's* grain products food group:

“Make at least half of your grain products whole grain each day.”

- Level 1: Choose whole grains more often.
- Level 2: Make at least half of your grain choices as whole grain each day.
- Level 3: *Canada's Food Guide* recommends that at least half of your grain servings should be whole grain each day since it is a source of fibre and typically low in fat.

The Olsens also consider more specific messaging in regards to educating the consumer on the grain products food group and food servings that are needed each day for adults as well as children and youth. A Level 1 or 2 message could be targeted to one specific market, or to two markets, if space permits. This kind of information can be added to the back of the label or through other promotional materials:

- Level 1: Adults need 6-8 servings of grains each day.
- Level 2: Adults need 6-8 servings of grains each day. $\frac{3}{4}$ cup of prepared Olsen Oats is one serving.

or

- Level 1: Kids need 4-6 servings (ages 4-13) of grains each day.
- Level 2: You need 4-6 servings of grain products each day. A serving of hot cereal is about the size of a tennis ball.



For Your Product



Craft Your Messages

Think about your food product and its ingredients that fit into *Canada's Food Guide*.

What food group (or groups) does your food product fall under

(see Module 1, page 4-3)? _____

What healthy eating messages can you use (see Table 1, page 4-3)?

Create three levels of messaging for your product (consider the language you use to clearly communicate).

Level 1: _____

Level 2: _____

Level 3: _____

Conclusion

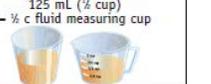
In this module, you have learned about how and what to say when writing various levels of healthy eating messages that could be used for promotions or as a General Health Claim.

In Module 5, you will take this one step further and look at what communication channels and tactics are available to help market your food product with these messages.

Appendix 4.1 – ANGCY Measurements for Food Servings for Children and Youth – Some Examples

Food Guide Serving Sizes for 6-12 Years

As children grow and become more active, the quantity of food they eat will increase. Offer a variety of nutritious foods from all food groups and encourage your child to eat until comfortably full. Parents and caregivers should be role models of healthy eating.

| RECOMMENDED NUMBER OF SERVINGS EACH DAY | | FOOD GROUP | THIS IS WHAT ONE FOOD GUIDE SERVING LOOKS LIKE | | |
|---|-------------------------|---|---|--|--|
| Girls & Boys 6-8 years | Girls & Boys 9-12 years | | | | |
| 5 | 6 | Vegetables and Fruit • Eat at least one dark green & one orange vegetable per day. • Fresh, frozen or canned are all good choices. • Choose vegetables & fruit prepared with little or no added fat, sugar or salt. • Choose vegetables & fruit more often than juice. • Limit juice to one food guide serving a day 125 mL / ½ cup | Cooked vegetables 125 mL (½ cup) – 1 hockey puck  | Fresh or soft cooked vegetable slices 125 mL (½ cup) – 1 hockey puck  | Leafy salad vegetables 250 mL (1 cup) – 1 baseball  |
| | | | 1 medium fresh fruit – 1 tennis ball  | Diced fresh, frozen or canned fruit 125 mL (½ cup) – 1 hockey puck mouse  | 100% unsweetened juice 125 mL (½ cup) – ½ c fluid measuring cup  |
| 4 | 6 | Grain Products • Choose whole grains at least half of the time. • Choose grains that are lower in fat, sugar or salt. | Bread 1 slice (35 g)  | Rice or pasta 125 mL (½ cup) – 1 hockey puck  | Bannock (2.5" x 2.5" x 75") (6 cm x 6 cm x 2 cm) – 1 serving  |
| | | | Pita or tortilla wrap ½ small (35 g) – 1 serving  | Hot cereal 175 mL (¾ cup) – 1 tennis ball  | Cold flaked cereal 30 g, 250 mL (1 cup) – 1 baseball  |
| 2 | 3-4 | Milk and Alternatives • Depending on age, 2 to 4 servings of milk or fortified soy beverage help meet vitamin D requirements. • Select lower-fat milk alternatives. | Milk or fortified soy beverage 250 mL (1 cup) – 1 cup fluid measuring cup  | Cheese 50 g (1½ oz) (9 cm x 2.5 cm x 1.5 cm) (3.5" x 1" x .5") – 2 white pencil erasers  | Yogurt 175 g (¾ cup) – 1 tennis ball  |



Food Guide Serving Sizes for 13 to 18 Years

| NUMBER OF SERVINGS EACH DAY | | FOOD GROUP | WHAT ONE FOOD GUIDE SERVING LOOKS LIKE | | |
|-----------------------------|------------------|------------------------------|--|--|---|
| Female 13-18 years | Male 13-18 years | | | | |
| 6 to 7 servings | 6 to 8 servings | Vegetables and Fruit | Cooked vegetables 125 mL (½ c) – 1 small computer mouse  | Fresh vegetable slices 125 mL (½ c) – 1 small computer mouse  | Leafy salad vegetables 250 mL (1 c) – 1 baseball  |
| | | | 1 medium fresh fruit – 1 tennis ball  | Diced fresh, frozen or canned fruit 125 mL (½ c) – 1 small computer mouse  | Juice 125 mL (½ c) – ½ c fluid measuring cup  |
| 6 servings | 6 to 7 servings | Grain Products | Bread 1 slice (35 g)  | Rice or pasta 125 mL (½ c) – 1 small computer mouse  | Bannock (2.5" x 2.5" x 2.5") – 1 hockey puck  |
| | | | Pita or tortilla wrap 1/2 small – 1 CD  | Bagel 1/2 (45g) large – 1 hockey puck  | Cold flaked cereal 250 mL (1 c) – 1 baseball  |
| 3 to 4 servings | 3 to 4 servings | Milk and Alternatives | Milk 250 mL (1 c) – 1 c fluid measuring cup  | Cheese 50 g (1 1/2oz) – 4 AA batteries  | Yogurt 175 g (¾ c) – 1 tennis ball  |



Are you very active? You may need more servings from all food groups.



| NUMBER OF SERVINGS EACH DAY | | FOOD GROUP | WHAT ONE FOOD GUIDE SERVING LOOKS LIKE | | |
|---|------------------|--|---|--|---|
| Female 13-18 years | Male 13-18 years | | | | |
| 2 servings | 2 to 3 servings | Meats and Alternatives | Cooked fish, poultry, lean meat, wild meat 75 g (2.5 oz) – 1 hockey puck  | Cooked fish, poultry, lean meat, wild meat, diced 125 mL (1/2c) – 1 hockey puck  | Cooked legumes such as beans or lentils 175 mL (3/4 c) – 1 tennis ball  |
| | | | Tofu 175 mL (3/4 c) – 1 deck of cards  | Peanut butter 30 mL (2 Tbsp) – 2 AA batteries  | Nuts and seeds 60 mL (1/4 c) – 2 ping pong balls  |
| Limit fat intake to 30-45 mL 2 to 3 Tbsp unsaturated fat a day from all food sources 3 tsp = 1 Tbsp | | 1 serving is: Non-hydrogenated margarine/oil 5 mL (1 tsp) – 1 quarter  | 1 serving is: Salad dressing 25 mL (1 1/2 Tbsp) – 1 1/2 AA battery  | Nutrition Facts: 4 g fat – 1 tsp fat | |

How do I count Food Guide serving sizes in a meal?

Food Guide Servings in a 12-inch Sandwich

- 2 servings of Vegetables and Fruit
- 5 servings of Grain Products
- 0.5 servings of Milk and Alternatives
- 2 servings of Meat and Alternatives
- 30 mL (2 Tbsp) mayonnaise (a fat)



CHECK IT OUT

Restaurant and Take-Out food serving sizes usually contain more food than we need at one meal. Learning to eat appropriate portion sizes and getting in touch with your body's signals for "on empty" and "I'm full" are key to healthy eating.

July 2007 NT 0056

Delivering Healthy Eating Messages

5

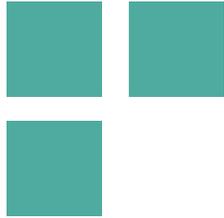
“When there is no concrete marketing plan, emotional decisions are made and this inevitably wastes time and money.”

Lori Colburne, LSL Consulting

Learning Objectives

After completing this module, you will be able to:

- Identify communication channels and tactics to market your food product
- Select which communication channels are suitable to promote your food product’s General Health Claim
- Expand your basic marketing activities to reach your target markets and those that influence consumer purchases.



Canadian Council of Food and Nutrition's 2006 Tracking Nutrition Trends (TNT) survey found that 80 percent of Canadians want food packages to clearly indicate products that are "healthier."



To reach a large audience, consider creating a website to provide information about your food product.

As a food processor, you may be able to gain market advantage through appropriately directed communication activities that include nutrition and health information. This can help create better awareness of your food product and how it is aligned with healthy eating messages; in turn, this can influence your consumer to purchase your product.

In Modules 2 and 4, you learned about a General Health Claim and how you could include healthy eating messages on your food product label or in other promotions. In Module 3, you defined your target market by addressing the influences that can play a role in the consumer's purchasing decision. In this module, you learn about various marketing activities that can be used to convey healthy eating messages to those that purchase, or influence the purchase of, your food product.

Health Communication Channels and Tactics

You can deliver your healthy eating messages and food product information through a variety of communication channels. These channels might include labels, the internet, the media and special events such as trade shows and workshops.

Questions to Answer When You Select a Communication Channel

- Does the cost fit within my budget?
- How well will it reach the target market?
- What are appropriate tactics for the target market?
- How will the information be kept current and relevant?

To reach a large audience, one key communication channel you might consider is an internet website. You can use your website to provide information about your food product that can be tailored to your target market.

"As a dietitian that works with seniors and the facilities in which they live, I am always looking for new food idea options for senior-friendly menus. Having access to food product nutrition information from a company's website is an invaluable resource to me when planning and analyzing these menus." Debra McLennan, Registered Dietitian

Other communication channels you might consider are social networking sites such as Facebook, Twitter and YouTube, to name a few. These online communities are growing and affecting the way consumers make purchasing decisions. According to the Canadian Business Network (Government of Canada), social influence marketing focuses on appealing to the individuals who influence the buying habits of others. If you can get social influencers to recommend your food product, you can build credibility and increase sales. Social marketing routes can also get potential consumers to try your food product and give you feedback online.

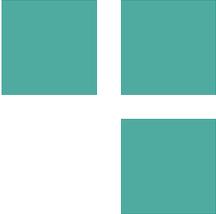
What are Social Networking Sites?

These are online communities where people can interact with friends, family and others with similar interests. Most social networking sites have different ways for their users to connect such as chat, e-mail, video, voice chat, blogging and discussion groups. According to a 2011 Pew Internet survey, nearly 50 percent of adults or 59 percent of internet users use at least one social networking site.

In **Table 1 Communication Channels and Tactics**, different types of communication channels and tactics are identified that you can use to more effectively reach your target market with food product claims and related information.

Example: General Health Claim as a Tactic

One of your tactics might be to use a General Health Claim such as “Include this low-fat product as part of healthy eating.” In order to communicate this, you could place it on the label, a brochure and your website.

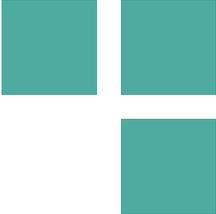


Visit the *Canada Business Network* website for more information on reaching social influencers:
www.canadabusiness.ca

Table 1 Communication Channels and Tactics

| <i>Tactics</i> | <i>Communication Channels</i> | | | | | | | | |
|---|--------------------------------------|--|--------------------------------------|--------------------------|-------------------------|-------------------|--------------|---|---|
| | <i>On/with product</i> | | <i>Internet</i> | | | <i>Media</i> | | | <i>Other</i> |
| | <i>Label</i> | <i>Brochure/ Fact Sheet/ Signage</i> | <i>Website/ Online Store</i> | <i>E-mail Alerts</i> | <i>Social Media</i> | <i>Television</i> | <i>Radio</i> | <i>Newspaper/ Magazine/ Flyer</i> | <i>Events/Farmers' Markets/In-Store Promotions/ Specialty Trade Shows/Educational Workshops</i> |
| Nutrition Facts Table | ✓ | ✓ | ✓ | ✓ | | | | ✓ | ✓ |
| Serving Size (as per CFG) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Claims for Food Products | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Healthy Eating Suggestions (CFG) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Info on Ingredients, History of Product, etc. | ? | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recipes | ? | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| Serving Suggestions | ? | ✓ | ✓ | ✓ | ✓ | ? | | ✓ | ✓ |
| Coupons | ? | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ |
| Promotions, Contests & Challenges | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Educational Materials for Parents, Educators | | | ✓ | ✓ | ✓ | | | ? | ? |
| Press Releases | | | ✓ | ✓ | ✓ | | ✓ | ✓ | ? |
| Product/Recipe Demo | | | | | | ✓ | | ✓ | ✓ |
| QR Code | ✓ | ✓ | | | | | | ✓ | ✓ |

? = if space/ time permits
 CFG = Canada's Food Guide



Example: Targeting Influencers

A food processor has identified dietitians and food writers as those who have influence over his target market. As part of his marketing activities, one of the tactics is to host a special event where his food product can be launched and demonstrated. The processor chooses to communicate to this group via targeted e-mail alerts which will include an invitation to this special event.

Even if you have a limited budget, effective nutrition communication activities can be successful if you keep the following in mind:

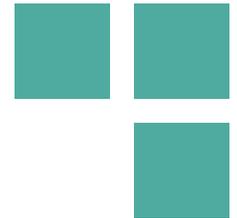
- Develop the activity/resource by working **with** the target market – get feedback from them on suitability.
- Select one key channel, such as a website, that has broad reach. Use time and resources wisely to develop it well.
- Develop messages that resonate with the target market.
- Provide credible information.
- Provide value-added resources/information (i.e., “how to” items such as recipe booklets).
- Work with a credible health expert.

Adapted from, *Best Practices in Promoting Food Health Benefits*, Agriculture and Agri-Food Canada, 2010

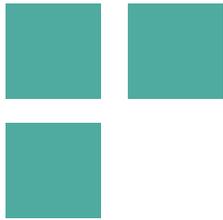
Use Appendix 5.1 for ideas on how you can connect with those who influence your target market.

Table 2 Marketing Your Product to Influencers

| Have you thought about? | Did you know that they: | To market your product try this: |
|--------------------------------------|---|---|
| Employers/Human Resource Departments | May offer “workplace wellness” programs to their employees; healthier employees tend to have less sick time and more productivity. | <p>“Lunch and learn” sessions – showcase or demo your product and healthy eating info</p> <p>Include your product info in company wellness newsletters</p> |
| Dietitians | <p>Provide recommendations regarding healthy eating in a variety of settings:</p> <ul style="list-style-type: none"> • Hospitals • Community health centres • Outpatient clinics • Primary care clinics • Private practice | <p>Provide food product info, tear sheets, posters, coupons, and samples that can be used in nutrition counseling</p> <p>Educate and encourage the support and use of ANGCY in daycares and schools</p> <p>Align your food product with healthy eating messages (CFG, ANGA & ANGCY)</p> |
| Teachers | <p>Are sources of education and can be role models that encourage and support healthy eating.</p> <p>May coordinate hot breakfast and lunch programs for students</p> | <p>Educate about and encourage the support and use of ANGCY in daycares and schools</p> <p>Align your food product with healthy eating messages</p> <p>Promote/align your product with existing Alberta Health Services teaching materials on healthy eating and how your product may fit in: www.albertahealthservices.ca/2918.asp</p> <p>Give samples of your food product for use in cooking/foods classes or for use in daycares to try at a meal.</p> <p>Donate food product for school hot breakfast and/or lunch programs</p> |
| School Administrators | Can communicate to staff, parents and students that healthy eating matters and can make a difference in learning, growth and development. | <p>Educate and encourage the support and use of ANGCY in daycares and schools</p> <p>Align your food product with healthy eating messages</p> <p>Donate food product for school hot breakfast and/or lunch programs</p> |



| | | |
|---|--|--|
| Parent Advisory and Fundraising Committees | <p><i>Can lobby for healthy eating environments and policies in schools.</i></p> | <p><i>Educate and encourage the support and use of ANGCY in daycares and schools</i></p> <p><i>Align your food product with healthy eating messages</i></p> <p><i>Donate food product for school hot breakfast and/or lunch programs</i></p> <p><i>Advertise in their newsletter</i> www.albertaschoolcouncils.ca/</p> <p><i>Promote at annual conference</i></p> |
| Students | <p><i>Can learn about healthy eating and influence their peers to make healthier choices.</i></p> <p><i>May also be able to educate and can influence their family members or guardians.</i></p> | <p><i>Provide teaching materials to teachers on healthy eating and how your product may fit in</i></p> <p><i>Provide samples of your food product for use in cooking/foods classes</i></p> <p><i>Have healthy eating messages and food product information and promotions via internet, social media and text messaging targeted to appropriate ages</i></p> <p><i>Get feedback on your food product via internet and social media</i></p> |
| Foodservice Providers <ul style="list-style-type: none"> • Schools • Recreation Facilities • Workplace | <p><i>Can work with the school/facility/workplace and choose to implement ANGCY and/or ANGA guidelines.</i></p> <p><i>Opt to provide healthy foods and healthy eating messages.</i></p> | <p><i>Attractively package your food product, particularly for children and youth, for resale in cafeterias, canteens, vending machines and recreation facilities</i></p> <p><i>Price your food product so that it is affordable compared to less healthy food products for sale</i></p> <p><i>Promote/advertise how much nutrition your consumer gets for the price of your food product compared to less healthy options</i></p> <p><i>Promote your food product's healthy eating messages</i></p> |
| Commodity Groups and Associations (e.g., Pulse Growers, Greenhouse Growers Association, Alberta Milk, Alberta Livestock and Meat Agency, Diabetes Association) | <p><i>Many have a mandate to actively promote and market Alberta products. They represent industry to media and consumers. They distribute consumer and industry resources.</i></p> | <p><i>Provide food samples for industry events</i></p> <p><i>Network with staff of industry associations</i></p> <p><i>Explore opportunities for cross promotions and educational activities</i></p> |



For more information on the difference between a dietitian and a nutritionist, go to: www.dietitians.ca/Find-A-Dietitian/Difference-Between-Dietitian-and-Nutritionist.aspx

Seeking Credible Advice

What's the difference between a dietitian and a nutritionist?

Registered dietitians are health care professionals who have earned a Bachelor's degree specializing in food and nutrition and have completed supervised practical training through a university program or an approved hospital or community setting. They are registered and accountable to a regulatory body.

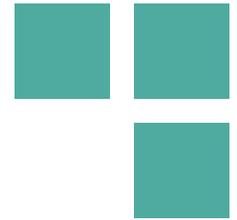
The term **Nutritionist** is not protected by law in all provinces so people with different levels of training and knowledge can call themselves a "Nutritionist".

Putting it into Practice

As part of their marketing activities, the makers of Olsen Oats want to promote their product using dietitians to help influence the purchases of their target market. The goal is for dietitians to become familiar with Olsen Oats, try it for themselves and ultimately recommend it to their patients/clients and include it as part of a healthy diet.

To put this plan into action, Olsen Oats delivers a package of educational information and promotional materials to dietitians. The package includes the following:

- Educational information that highlights the health benefits of oats, alignment with *CFG* (i.e., serving size, whole grain choice, etc.) and *ANGCY/ANGA* ("Choose Most Often" category) and availability in single servings for busy lifestyles
- One free coupon to try the product
- Patients/clients product information tear sheet that includes recipes and coupons.



For Your Product

Where Does Your Product Fit Within Your Marketing Activities?

Look at **Table 3 *Communication Channels and Tactics Worksheet*** on the next page and identify which tactics and communication channels are appropriate for your food product. Write down these tactics and channels (plus others that are not listed) in the chart.

Look at **Table 2 *Marketing Your Product to Influencers*** and identify who might influence others to purchase your product. Write down these influencers and how you might market your product to this group.

| Influencers | Ways to Market Your Product |
|-------------|-----------------------------|
| | |
| | |
| | |

Conclusion

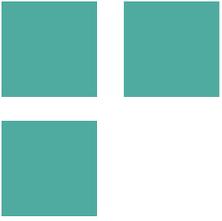
In this module, you have learned about a variety of communication channels and tactics that can be used to market your food product to both your target market and those who influence the purchase of your food product.

In Module 6 you start to consolidate what you have learned from the first five modules and create an action plan. You will also assess and strengthen your healthy eating messages, target market, communication channels and marketing tactics.

Appendix 5.1 – How to Connect with the Influencers and Promote Your Food Product

| Who? | What info should I provide? | How & where? |
|-------------------------------------|--|---|
| Schools, Canteens, Vending Machines | Food product information and how it fits into CFG and ANGCY | <ul style="list-style-type: none"> • Access all the school districts online • <i>Alberta Health Services—School Nutrition Information:</i> www.albertahealthservices.ca/2925.asp • <i>Alberta Coalition for Healthy School Communities:</i> www.achsc.org |
| Teachers | Food product information and how it fits into CFG and ANGCY | <ul style="list-style-type: none"> • Connect online • Members’ mail/email lists • Attend Teachers’ Conventions (booth) • Alberta Teachers’ Association: www.teachers.ab.ca |
| Alberta Parents’ Association | Food product information and how it fits into CFG and ANGCY; affordability | <ul style="list-style-type: none"> • Alberta School Councils’ Association: www.albertaschoolcouncils.ca • Hold a conference, create a newsletter and offer resources for parent advisory councils |
| Dietitians | Food product information and how it fits into CFG and ANGCY; affordability; access | <ul style="list-style-type: none"> • Attend meetings and conferences with a booth • Locate/hire a dietitian to assist with nutrition education and information for healthy eating • Links: <ul style="list-style-type: none"> ○ Dietitians of Canada <ul style="list-style-type: none"> ▪ www.dietitians.ca ○ College of Dietitians of Alberta <ul style="list-style-type: none"> ▪ www.collegeofdietitians.ab.ca |
| Media | Food product information and how it fits into CFG and ANGCY; affordability; access; recipes; company information | <ul style="list-style-type: none"> • TV - contact the local news and ask to be on morning or noon news shows to do a food demo • Newspaper or magazine – contact the Food Section editor (or general editor for smaller newspapers) and ask for interest in profiling your Alberta food product • Radio – contact your local radio station and ask for interest in profiling Alberta food products • Create a press release for the media to use |

See Resource Section for people who can help you get started and stay on track with your business plan.



Taking It Home

6

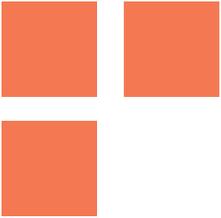
“My healthy food product development has been totally consumer driven. Customers come and ask us for products that are allergen-free, sodium and fat reduced. Our sales keep increasing. In this market it’s all about educating our customers.”

Nicloa Irving, Irvings Farm Fresh

Learning Objectives

After completing this module, you will be able to:

- Consolidate key learnings from previous modules and align your product promotion with credible healthy eating messages and consumer interest
- Assess and strengthen your food product’s healthy eating messages to your target market and influencers by applying a beneficial marketing practices checklist
- Develop an action plan to reach your goals.



Ready, Set, Market

As a food processor, you can enhance consumer awareness by ensuring that you are successfully communicating the health benefits of your food product.

In Module 5, you learned about marketing tactics for promoting your food product through various communication channels. In this module you develop healthy eating messages that may be used within your marketing activities. In addition, you will evaluate the concepts and activities you have built upon, against benchmarks for high impact marketing. Lastly, you will create a goal for your food product that is achievable.

Effectively Marketing Your Healthy Food Product



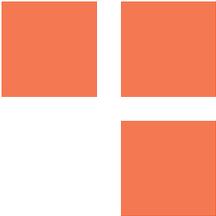
Building Blocks for Your Marketing Activities

Briefly describe your healthy food product.

Module 1

Describe how your food product fits within *Canada's Food Guide* and which of the core nutrients are most desirable, according to % Daily Values.

Outline how your food product fits with *Alberta Nutrition Guidelines for Adults* and *Alberta Nutrition Guidelines for Children and Youth*.



Module 2

What claim for a food product will you use (e.g., General Health Claim, Food Claim)?

Which resources and contacts would you use to ensure your claim meets regulatory requirements?

Module 3

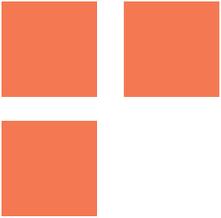
Identify and define your target market. Who is most likely to buy your product? (Start by working with just one target market.)

What information does your target market need?

What influences your target market?

Where does your target market obtain food nutrition and health information?

Visit the Canada Business Network website for more information on reaching social influencers:
www.canadabusiness.ca



Modules 1, 2 and 4

Draft a General Health Claim for your product.

Module 4

If applicable, draft three levels of messaging for your product

- i. _____
- ii. _____
- iii. _____

Module 5

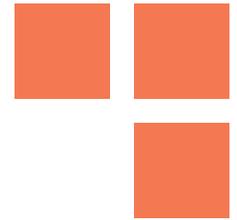
What communication tactics would you use? See Module 5, page 5-4.

Modules 4 and 5

List what you consider to be the most appropriate communication channel(s) to connect with those that influence your target market.

Putting It All Together – Evaluate Your Messages

My Healthy Food Product:



| Target Market | Their Needs/Interests | Communication Tactics | Communication Channels | Additional Thoughts |
|---------------|-----------------------|-----------------------|------------------------|---------------------|
| | | | | |

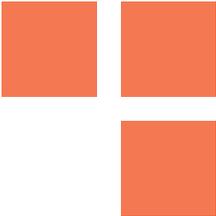
As a food processor, evaluating your food product’s healthy eating messages is an essential final step to ensure alignment with consumer interests. Evaluation helps you maximize the impact of your marketing activities and ensure that you deliver useful information in a format designed for your consumer or influencer. Evaluation also helps you manage your time and budget wisely.

Table 1 *Beneficial Marketing Practices* includes a checklist of beneficial marketing practices. The checklist helps you assess your marketing efforts and what you need to do to strengthen your investment of time and resources.



Assess Your Marketing Activities

Assess your current or planned healthy eating messages activities against beneficial marketing practices in the table that follows.



Invite Feedback

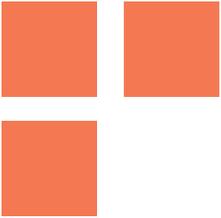
Test your nutrition and promotional messages with a sample of your target audiences to ensure that they are received in the manner you intended. Testing can also provide valuable feedback to help you improve your messages and materials.

Putting it Into Practice

In Module 5, you saw that Olsen Oats wanted to increase promotion of their food product through dietitians. With the assistance of a graphic designer, they prepared a draft of the information they want to provide to dietitians and their patients/clients. The content also considers the market research that they had previously done (see Module 3) which identified that their target market wants and needs a food product that is quick, easy to use, healthy and affordable.

After completing **Table 1 Beneficial Marketing Practices**, they find the following:

- **Healthy Eating Messages:** The content is adequate, as it contains the “need to know” information in short, specific sentences. The General Health Claim and messaging is clear (using the claim that they developed in Module 2, with a focus on whole grains).
 - Since space permits, the Olsens also included how their oats fit into *ANGA* and *ANGCY*
 - Consumers are shown how they can better meet *CFG*, *ANGA* and *ANGCY* by eating a specific serving size of the prepared oats
 - The Olsens see that it may be beneficial to consult with a dietitian to confirm that the information is suitable for dietitians to use in their practice. From the reference list in Module 5, the Olsens find a private practice dietitian who can help them.
 - The Olsens are prepared to answer any questions about pricing of their product, as they know that dietitians and consumers want a food product that is affordable and in line with competitive products.
- **Accuracy and Credibility:** The General Health Claim has been reviewed and found to be acceptable by a CFIA representative. Even though this type of claim does not require pre-market approval, the Olsens want to be sure their claim is accurate.
 - Their website also has links to *CFG*, *ANGA* and *ANGCY* to show how their product fits into these guidelines, which supports their food product’s healthy image.
- **Practical Information:** The food product’s label is displayed in the educational information and includes the Nutrition Facts table, how to store and prepare the oats and the recently adjusted prepared serving size that fits into *CFG*, *ANGA* and *ANGCY*.
 - **Recipe:** A quick, simple and healthy muffin recipe is provided on the back of the tear sheet for patients/clients.
 - **Website:** The website contains all required information; however, the Nutrition Facts information, and serving size in accordance with *CFG*, needs to be added. The Olsens also need to promote their food product as made from “whole grain rolled oats”.
- **Enhanced Promotions:** At this time, they do not have the budget to add much more to their marketing activities; however, they plan to set up a Facebook page to interact with, and get feedback from, their consumers.



Goal + Action = Marketing Results

Now that you have the building blocks for your marketing activities related to health messages, it is important to develop a plan to put them into action. Without action, there are no results. In order to move forward, goals help provide guidance and direction to help you achieve results. They are like using a map when you are taking a trip to a new destination.

S.M.A.R.T. goals help put more detail into your plan of action.

S = Specific

M = Measurable

A = Achievable

R = Realistic

T = Time based

A simple way a goal statement can be worded is:

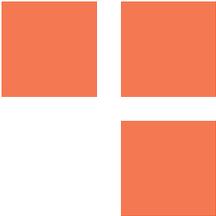
My food product goal: I will [your goal here] by [how you do the goal].
I will know I am making progress because [how you measure the goal]
[timeline].

You may have one or more goals, so it is helpful to come up with statements for each goal.

Example: Goal Statement

For Olsen Oats, one of their goal statements is:

Olsen Oats will increase sales by 15 percent compared to last year by providing product information and coupons to health professionals and consumers. We will know we are making progress because we will have a minimum of a 10 percent return rate on coupons and have increased our sales by 15 percent in one year.



Your Goal

Write a **S.M.A.R.T.** goal and the specific actions required to make it possible to achieve.
Use the following worksheet:

Today's Date: _____ Target Date: _____

Start Date: _____ Date Achieved: _____

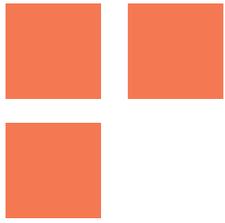
My food product goal:

Verify if your goal is S.M.A.R.T.:

Specific: What do you want to accomplish? The goal is well-defined and clear.

Measurable: How will you know when you have reached the goal?

Achievable: Is the goal realistic to achieve with time and effort? Do you have the resources needed?
If not, how will you get them?



Realistic: Do you have the appropriate resources, knowledge and time? If not, what is required for support?

Time-bound: By what date do you want the goal accomplished? _____

Finish the following sentence to finalize your goal:

My first goal for my food product is _____

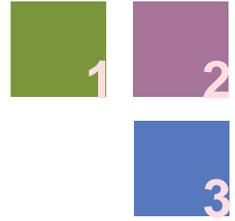
and I will do it by (in the following manner) _____

I will know I am making progress because it will be measured by _____

and accomplished by this date or timeline _____

Conclusion

In this module, you have combined all of the concepts that you have learned from the previous modules in order to convey your health communications in a user-friendly manner. You should now be able to effectively set goals and promote your food product to the appropriate audience to maximize consumer interest and gain market advantage.



Resource Section

Alberta Agriculture and Rural Development Expertise

Food and Health Unit

The Food and Health initiative connects food and agriculture to health in response to increasing consumer demand for healthier and more locally grown/produced food and food products.

To connect with staff who lead projects in the Unit or to better understand how ARD is working to support the food, health and agriculture connection, go to:

www.agriculture.alberta.ca/foodandhealth

Rural Extension and Industry Development Division

The Rural Extension and Industry Development Division is a team of specialists who focus on sustaining growth and diversity within Alberta's agri-processing industry. The specialists are located throughout Alberta but can be contacted by associations, processors, companies or anyone looking for information regarding growing agri-processing in Alberta.

For a list of specialists go to:

[www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agp8041](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agp8041)

Health Claims and Food Labelling

Shirzad Chunara can help you determine whether your product qualifies for health or nutritional claims and will find the answers to your food regulation questions.

780 422 2550

shirzad.chunara@gov.ab.ca

#200, 7000 - 113 Street, Edmonton AB T6H 5T6

Food Formulation Team

Troy Sturzenegger is a Food Scientist at the Leduc Food Processing Development Centre who welcomes the challenge of making healthy foods as tasty as they can be.

780 980 4362

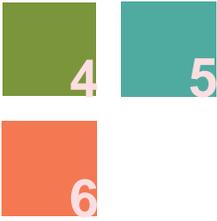
troy.sturzenegger@gov.ab.ca

Food Processing Development Centre

6309 - 45 Street, Leduc AB T9E 7C5

Call the **Formulation Team** if you are a:

- Small- to medium-sized, Alberta based, food processor or producer **interested in healthy food development**
- Processor who wants to work in **healthy food production**.



Other Resources

Agriculture and Agri-Food Canada (AAFC)

www.agr.gc.ca

Revised Factsheet: *Canada's Regulatory System for Foods with Health Benefits*

This is a great resource for anyone wanting to know anything about labelling for the “health market”.

This factsheet has been revised to reflect changes to Canada’s regulatory system for foods with health benefits. The resource is a starting point for companies wanting to promote the health benefits of their products. It will help you better understand and navigate Canada’s food regulatory system and point you to important resources.

Visit: www.agr.gc.ca/food-regulatory-issues and follow the link under “Features”.

Alberta Agriculture and Rural Development

Market Guide for Alberta Food Processors

[www.1agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agp4949](http://www.1agric.gov.ab.ca/$department/deptdocs.nsf/all/agp4949)

Alberta Coalition for Healthy School Communities

(promoting and fostering healthy school communities)

www.achsc.org

Alberta Education

For current figures on number of students in Alberta:

www.education.alberta.ca/department/stats/students.aspx

Alberta Health and Wellness

Links to

Alberta Nutrition Guidelines for Children and Youth (includes Alberta’s Food Rating System)

www.healthyalberta.com/HealthyEating/ANGCY.htm

Alberta Nutrition Guidelines for Adults (includes Alberta’s Food Rating System)

www.healthyalberta.com/Documents/Nutrition-Guidelines-Adults-AB-2011.pdf

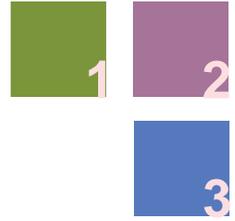
Alberta Health Services

(teaching materials on healthy eating)

www.albertahealthservices.ca

(school nutrition information)

www.albertahealthservices.ca/2925.asp



Alberta School Councils' Association

www.albertaschoolcouncils.ca

Alberta Teachers Association

www.teachers.ab.ca

Canadian Food Inspection Agency (CFIA)

For information on labelling guidelines and regulations (*Guide to Food Labelling and Advertising*):
www.inspection.gc.ca

Canada Business Network

(business planning, marketing, social network marketing)
www.canadabusiness.ca

Canadian Council of Food and Nutrition (CCFN)

www.ccfm.ca

“Tracking Nutrition Trends” Survey 2006 (initiative of CCFN)
www.ccfm.ca/pdfs/TNT_VI_Report__2006.pdf

Dietitians of Canada

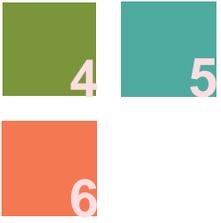
(provides resources for consumers and health professionals)
www.dietitians.ca

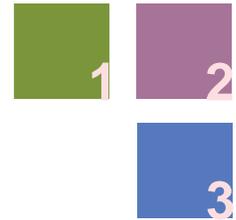
Dietitians of Alberta

www.collegeofdietitians.ab.ca

Health Canada (to find *Canada's Food Guide* and other resources)

www.hc-sc.gc.ca





Glossary

Alberta Nutrition Guidelines for Adults (ANGA): are based on *Canada's Food Guide* and provide further information to help adults with food and beverage selection. The guidelines also describe how Albertans can help their families, co-workers and communities make healthy food choices.

Alberta Nutrition Guidelines for Children and Youth (ANGCY): help Albertans to create an environment that provides healthy food choices and promotes healthy eating habits. These guidelines can be used wherever food is offered to children and youth in childcare facilities, schools and recreation/community centres.

Canada's Food Guide (CFG): a nutrition guide produced by Health Canada. It identifies and promotes a pattern of eating that meets nutrient needs and reduces the risk of nutrition-related chronic diseases such as obesity, diabetes, cancer and cardiovascular disease. It includes guidelines for eating the right food groups, specified by age and gender. The guide indicates which foods to choose, serving sizes and the best cooking methods.

Calorie: the number of calories in a food is a measure of stored energy. When the food is eaten, this energy is used for daily activities, breathing and other body functions. Too many stored calories in the body lead to excess body fat and contributes to obesity.

Canadian Food Health Claim Roadmap: a business management tool for food processors that helps identify the knowledge required to function in Canada's regulatory environment and to take advantage of market opportunities.

Canadian Food Inspection Agency (CFIA): responsible for enforcement of the *Food and Drugs Act* and administers non-health and safety regulations such as food packaging, labelling and advertising.

Cholesterol: dietary cholesterol is found in high levels in foods such as egg yolks, organ meats, shrimp, squid and fatty meats. Dietary cholesterol only has an effect in some people; therefore, limiting saturated and trans fats has a much better protective effect on heart attack and stroke.

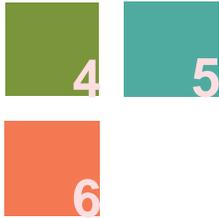
Chronic disease: a health condition that is long lasting and persistent in nature. Some examples are diabetes, cancer and cardiovascular disease (heart attack and stroke).

Claims for Food Products: in Canada, a food product can have the following categories of claims made: Food Claims, Nutrition (Nutrient Content) Claims, and Health Claims.

Communication channel: a medium through which a message is communicated to the intended audience, such as through your food product information or the internet and media.

Consumer influences: the factors that affect how and why consumers decide upon their purchases.

Core nutrients (13): include and must be listed on the Nutrition Facts table: total fat, saturated fat, trans fat, cholesterol, sodium (salt), carbohydrate, fibre, sugars, protein, vitamin A, vitamin C, calcium and iron.



% Daily value (% DV): are values based on the percentage of the daily amount of a particular nutrient that is provided in the food serving.

Disease risk reduction claims: describe the link between the characteristics of a diet, a food or ingredient and reducing the risk of developing a diet-related disease or condition. This kind of claim must be supported by scientific evidence and requires pre-market assessment and approval by Health Canada.

Food and Drug Act (FDA): is the primary legislation governing the safety and nutritional quality of food sold in Canada. Its scope includes food labelling, advertising and claims, to name a few. The role of the *FDA* is to protect the public against health hazards and fraud. CFIA is responsible for enforcing the food aspect of this Act.

Food and Drug Regulations: are specific regulations that further define the *Food and Drug Act*. These have been set by Health Canada and are enforced by CFIA.

Food Claims: express the composition, quality, quantity or origin of a food product.

Food Rating System: found in *ANGA* and *ANGCY*, this food rating system is a simple way to separate healthy foods from less healthy foods. The rating system puts all foods into three categories, based on specific nutrition criteria. The three categories are: Choose Most Often, Choose Sometimes and Choose Least Often.

Function Claims: describe the beneficial effects of foods or food ingredients that are associated with health or performance when consumed as part of a normal dietary pattern. Pre-market approval is not required, but it is strongly recommended.

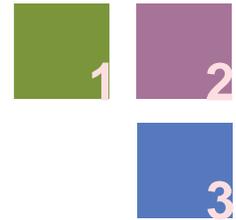
General Health Claims: are the broadest in nature of health claims and do not normally require a pre-market approval. They promote health through healthy eating or give dietary guidance and do not refer to a health benefit. This may also include front of package logos and symbols which may first need to be approved by the appropriate third party.

Health Claim: any representation that states, suggests or implies that a relationship exists between consuming a food and health. This can be done through words, symbols, graphics, logos or trademarks.

Healthy eating pattern: includes food from each of the four food groups found in *Canada's Food Guide*, plus a certain amount of added fats and oils.

Influencers: others who may be involved in ultimately influencing the actual buyer's purchasing decision.

Ingredient list: is found on the food label and includes all of the ingredients, in descending order by weight, that make up the food product. The exceptions are spices, seasonings and herbs (except salt), natural and artificial flavours, flavour enhancers, food additives, and vitamin and mineral nutrients and their derivatives or salts, which may be shown at the end of the ingredient list in any order. The list must also be shown in both English and French.



Levels of messaging (3): begin with a basic, short and meaningful message (Level 1); expand to a message with a little more detail (Level 2); and increase to a larger message with more information to encourage the consumer to take action (Level 3). The level of the message used depends on space availability and the audience.

Marketing: the management process through which a product or service moves from concept to the consumer.

Marketing activities: actionable items that help market your product successfully; however, first the business must have a sound understanding of the target market and have developed a business and marketing plan.

Novel foods: products that have never been used as a food; foods which result from a process that has not previously been used for food; or genetically modified foods.

Nutrition (Nutrient Content) Claims: highlight to the consumer if a product has more or less of nutrients listed on the Nutrition Facts table. These claims cannot be linked to any health benefit. Pre-market approval is not necessary, but there are specific criteria that must be followed along with the claim.

Nutrition Facts table: provides information on calories, 13 core nutrients and the % Daily Value (% DV), calculated from the serving size.

Nutritional needs: include nutrients like vitamins, minerals, carbohydrate, protein, fat, water and fibre that are essential for growth and the maintenance of health.

Obesity: when excess body fat has accumulated to the extent that it may have an adverse effect on health.

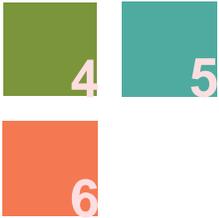
Organic: an agricultural product that has been certified as organic in accordance with the CFIA Organic Product Regulations.

Point of Purchase (POP) Programs: aim to help consumers choose healthier foods in places like grocery stores, cafeterias and vending machines. These programs have specific nutrition criteria and are developed by industry or third party programs. They have symbols to represent the program for easy identification.

Pre-market approval: some health claims require pre-market assessment and approval by Health Canada's Food Directorate before the claim is allowed to be made on the food label or in advertising. An Industry Development Officer or representative from Health Canada can help food processors get started.

Promotional tools: include healthy eating messages, your food product information and other promotions to help draw attention to and interest in your food product.

Saturated fats: found mostly in animal products and some plants, these fats cause high LDL cholesterol ("bad") which can increase the risk for heart attack and stroke. Sources include animal and dairy fat, coconut oil and palm/palm kernel oil.



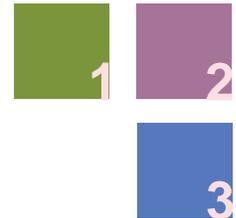
Social networking: online communities where people can interact with friends, family and others, usually by chat, e-mail, video, voice chat, blogging and discussion groups. Facebook and Twitter are two examples of social networking sites.

Target market: a group of consumers who will most likely be interested in your food product and are the focus of your marketing efforts.

Therapeutic claims: describe the food or ingredient as having a drug-like benefit on health, such as “lowers cholesterol levels”. This kind of claim must be supported by scientific evidence and requires pre-market assessment and approval by Health Canada.

Trans fats: unhealthy fat made through the process of “hydrogenation”, which helps solidify liquid oils. Hydrogenation increases the shelf life of oils and foods that contain them. Trans fats increase the LDL cholesterol (“bad”) in blood and lower HDL cholesterol (“good”), which can increase the risk of heart attack and stroke. These fats are found in some margarine, fast foods and many snack foods and baked goods.

Unsaturated fats: healthy fats that are made from plants and lower LDL (“bad”) cholesterol and raise HDL (“good”) cholesterol. They are found in foods such as nuts and olives.



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Canada's Food Guide illustrations:

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Source: Health Canada

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Source: Alberta Health Services

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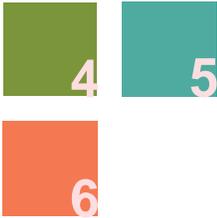
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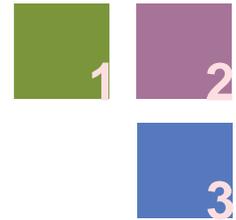
Alberta Nutrition Guidelines for Children and Youth illustrations:

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Source: Alberta Health Services

Module 6

Cover page quote: Nicola Irving, Irvings Farm Fresh



Marketing Nutrition Workbook Evaluation

We need your feedback to improve the *Marketing Nutrition* Workbook.

Please fill in the following survey when you have completed, or done as much as you intend to of, the Workbook.

1. How did you first hear about the *Marketing Nutrition* Workbook?

- Alberta Agriculture and Rural Development staff person
- A dietitian
- Food News*
- Ropin' the Web
- Explore Local's *Field Notes*
- Alberta Health and Wellness
- At an Alberta Agriculture and Rural Development presentation/workshop
- Other (please describe) _____

2. How did you obtain a copy?

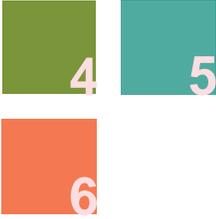
- At a presentation/workshop
- Alberta Agriculture and Rural Development staff person
- Saw it advertised and ordered it
- Other (please describe) _____

3. Please rate the usefulness of each of the Modules and features of the Workbook.

| | | | | |
|---|-------------|-----------------|------------|----------------|
| <i>Module 1: Healthy Eating Guidelines</i> | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| <i>Module 2: Claims for Food Products</i> | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| <i>Module 3: Understanding Your Target Market</i> | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| <i>Module 4: Crafting Your Message</i> | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| <i>Module 5: Delivering Healthy Eating Messages</i> | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| <i>Module 6: Taking it Home</i> | Very Useful | Somewhat Useful | Not Useful | Did Not Review |

Features:

| | | | | |
|------------------|-------------|-----------------|------------|----------------|
| Resource Section | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| Glossary | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| References | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| Examples | Very Useful | Somewhat Useful | Not Useful | Did Not Review |
| Exercises | Very Useful | Somewhat Useful | Not Useful | Did Not Review |



Comments:

4. As a result of the Workbook, I was able to (check all that apply):

- Align my product with healthy eating messages from *Canada's Food Guide* and *Alberta's Food Rating System* (and connect these to *Alberta Nutrition Guidelines for Children and Youth* and *Alberta Nutrition Guidelines for Adults*)
- Determine the type of claim for a food product I could make for my product
- Define a target market for my healthy eating message
- Create three levels of healthy eating messages that align with *Canada's Food Guide*
- Develop some marketing activities to reach my target markets
- Identify communication channels and tactics to supplement my marketing strategy
- Access Alberta Agriculture and Rural Development resources and expertise
- Other (please describe): _____

5. The following information would provide us with some useful statistical data.

Are you:

- A food processor
- Health professional
- Specialist who works with food processors and food service establishments
- Other (please describe) _____

6. Does the information provided in this Workbook fill a gap for food processors in Alberta?

- Yes No

Please explain your response:

7. Additional Comments

Thank you. Please send the completed survey to:

Kerry Engel, Food and Health Manager, Crop Business Development Branch, Alberta Agriculture and Rural Development, 17507 Fort Road. NW, Edmonton, Alberta T5Y 6H3

