

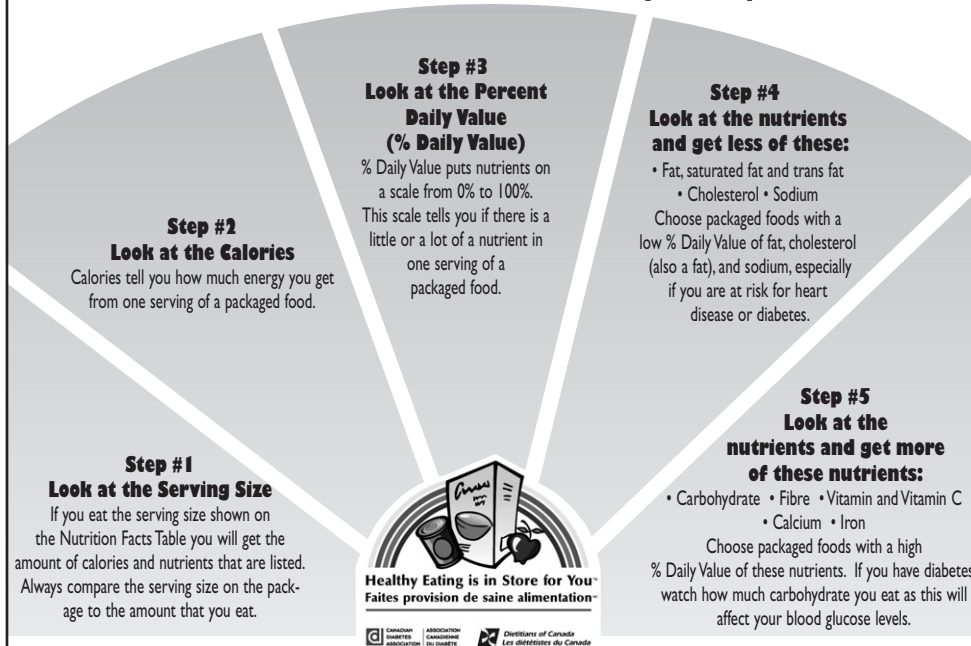
The New Food Labels Can Help YOU!

Healthy Eating is in Store for You™ (HESY) is an exciting project that will help you make healthy food choices using the nutrition information on the label of packaged foods. The Canadian Diabetes Association and Dietitians of Canada have joined forces to bring this program to you. This project is funded by Health Canada through the Canadian Diabetes Strategy Prevention and Promotion Contribution Program.

Have a look at the new label. Got five minutes? Take five to read the facts! *The Healthy Eating is in Store for You™* program uses a simple 5-step approach. To be sure you have a NEW food label check that the label says "Nutrition Facts".



Follow these five easy steps:



Want to have fun label reading? Try the interactive Virtual Grocery Store game at www.healthyeatingisinstore.ca/virtual_grocery.asp. *The Healthy Eating is in Store for You™* web site and resources has lots of help for you at www.healthyeatingisinstore.ca.

Making food choices that fit in a healthy diet is simpler than ever. Take five to read the label, play the Virtual Grocery Store game and learn which packaged food products are the healthiest choices for your family.