

Add Value Through In-Store Education

What is Healthy Eating is in Store for You?

Healthy Eating is in Store for You™ / Faites provision de saine alimentation MC is a collaborative national health promotion project, funded by Health Canada's National Diabetes Strategy. The purpose of the project is to promote healthy food choices through in-store and community education on how to read and apply the nutrition information on packaged food labels. With the release of Canada Gazette 2 the label on packaged foods will now have standardized nutrition information and consumers will need assistance in interpreting these new food labeling regulations.

Healthy Eating is in Store for You™ is coordinated through a partnership of the Canadian Diabetes Association and Dietitians of Canada. It targets adult women with families, seniors, those on fixed, limited incomes, individuals with lower literacy and those at risk for diabetes.

Healthy Eating is in Store for You™ focuses on the importance of label reading within the context of a healthy diet and aims to reach consumers with these four key messages:

1. Learn to read the Nutrition Facts to get the information you need.
2. Use Nutrition Facts, list of ingredients and nutrition claims to make informed food choices.
3. Nutrition Facts are based on a specific amount of food. Compare this to the amount you eat.
4. Use % Daily Value to see if the food has a lot or a little of a nutrient.

Does this project have the endorsement of the retail food industry?

The Canadian Council of Grocery Distributors and the Food and Consumer Products Manufactures of Canada support this initiative and are part of the National Advisory Committee which is guiding this project.



Healthy Eating is in Store for You™
Faites provision de saine alimentation™

www.healthyeatingisinstore.ca



ADVISORY COMMITTEE:

- Canadian Council of Food & Nutrition
- Canadian Council of Grocery Distributors
- Canadian Home Economics Association
- Canadian Public Health Association
- Consumers' Association of Canada
- Food and Consumer Products of Canada
- Heart and Stroke Foundation of Canada - Health Check™ Program
- Kraft Canada Inc.
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