

HEALTHY

Contributing to Healthy Lifestyles

- Food and beverage companies are enabling Canadians to lead healthier active lives through new and reformulated product offerings, providing consumer information programs on nutrition, and promoting active lifestyles. Industry efforts are in line with the World Health Organization's Global Strategy on Diet, Physical Activity and Health.
- By international standards Canada has an excellent food safety system. A comparative study done by the University of Regina in 2009 ranked the Canadian system as "superior".
- Consumer research shows that Canadians have a high level of confidence in our food safety system. Canadian food companies are continually striving to improve food and beverage safety performance.
- Consumers, both in Canada and globally, have an increasing interest in healthier and higher quality foods, environmental sustainability and local food production. The Canadian food and beverage industry have responded with a host of innovative products and menu items, including functional foods and nutraceuticals.
- The Canadian food and beverage industry supports consumer choice built on a foundation of consumer education. Nutrition labeling became mandatory in Canada in 2007 and is applied to all domestic and imported foods.
- Canadian food and beverage companies have made great strides in reducing trans fats and sodium in processed foods. The food industry is working closely with Health Canada on a number of initiatives, including targets for sodium reduction across all food product categories.

CARING

Caring for our Communities

- According to Food Banks Canada, in 2009 more than 4.8 million kgs of food and consumer products were donated by food companies through the National Food Sharing System. This represents a 50% increase over 2008!

Brought to you by:



Baking Association of Canada



Canadian Council of Food Processors



Canadian Horticultural Council



Canadian Meat Council



Canadian National Millers Association



Canadian Poultry and Egg Processors Council



Canadian Spice Association



Dairy Processors Association of Canada



Fisheries Council of Canada



Further Poultry Processors Association of Canada



Spirits Canada



Canadian
FOOD and BEVERAGE
Industry

*What we bring
to the table!*

CANADIANS

Feeding Canadians

- More than 70% of the food that Canadians buy is produced domestically, including 80% of meat and dairy products and 76% of breads and cereals. We also produce 60% of all fish, fruits and vegetables consumed in Canada.
- 98% of Canadian farms, whether incorporated or not, remain family-owned and operated.
- Canada is the third best country in the world for food affordability, ranking just behind the U.S. and U.K.
- On average, only 14% of Canadian household expenditure is on food and beverages.

Canadian food and beverage processors also feed the world - in 2008, 23% of production was exported.



ECONOMY

Sustaining the Economy

- With 222,300 employees as of November 2009, the food and beverage industry became the largest employer in the Canadian manufacturing sector according to Statistics Canada.
- The food and beverage industry accounts for about 15% of total manufacturing employment with jobs in every part of the country – urban, rural and coastal.
- In 2008, the food and beverage processing industry accounted for 18% of total manufacturing shipments. Its output was worth \$90.7 billion or 2% of the national GDP.
- In 2008, Canadian food and beverage processors purchased approximately \$19 billion worth of Canadian agricultural and fishery products supporting the livelihoods of thousands of Canadian farmers and fishermen from coast to coast.



ENVIRONMENT

Protecting the Environment

- Bringing healthy, fresh food to market is a complex business. The Canadian food and beverage industry are constantly introducing efficiencies to the entire supply chain while reducing energy consumption and waste. This generates both environmental and economic benefits.
- The food industry has responded to the growing demand for organic products in Canada – total annual retail sales are estimated to be \$2 billion.
- The reduction of packaging waste and the promotion of recycling are key environmental priorities for the industry.

The Food Industry Environmental Coalition has been formed to develop a best practices stewardship program.

ANIMALS

Caring for Animals

- Farmers and food producers, regardless of size or production methods, care about the well being of animals entrusted to their care - their livelihoods depend on it.
- A combination of government regulations, industry Codes of Practice and On-Farm Assessments, ensure best practices in animal care are followed.
- Everyone involved in the raising, transport and processing of animals, including farmers, truck drivers, and employees at processing plants, are required to adhere to good animal handling practices.
- The Canadian Food Inspection Agency oversees the handling of animals arriving at federal meat processing plants to ensure slaughter is done humanely and all regulations are followed.