

Health



Promoting fruits and vegetables for the health and wellness of Canadians

Background

There are opportunities for the federal government to more actively promote fruits and vegetable consumption amongst Canadians.

In January 2011 the USDA and Health and Human Services released the new Dietary Guidelines for Americans. The key message is "Make half your plate fruits and vegetables". A compelling message indeed!

Opportunity

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Fruits and vegetables are proven to have many positive attributes that contribute to a healthy population and a healthy population places less demand on publicly funded systems including healthcare.

However, convincing people to consume the recommended daily amounts of fruits and vegetables is a major challenge. Canada's horticulture industry, in partnership with government, is committed to educating consumers on the importance of eating a healthy diet rich in fruits and vegetables and improving access to these products for all Canadians.

Action

That the federal government work with industry to develop and support policies and programs which encourage and lead to increased consumption of fruits and vegetables in order to improve the health of Canadians and mitigate diet related health illnesses.

CHC also urges Health Canada to include the potato in its health claim #4 under the Food and Drug Act. This inclusion will allow consumers to recognize potatoes as being part of a healthy diet, and will also positively impact the Canadian potato industry.