

Watch for this Logo to Help Consumers Make Healthy Food Choices

Health Canada has a nutrition labelling system that includes an expanded list of core nutrients on all food labels, as well as the introduction of diet-related messages about the relationship between diet and disease. Dietitians of Canada and the Canadian Diabetes Association have embarked on a dynamic partnership, along with 9 supporting organizations[©], designed to teach consumers how to interpret and apply the new nutrition information on packaged foods. The project, known as Healthy Eating is in Store for You™ is funded by Health Canada through the Canadian Diabetes Strategy. It is readily identified by its colorful logo used on all materials and resources associated with the project.

The elements in the new logo each represent different aspects of the *Healthy Eating is in Store for You™* project:

- The *box and tin* represent the goal of this project, which is to promote healthy food choices through better use of the nutrition information panel on packaged foods.
- The *label* shown on the box represents the focus on a new *nutrition information panel*.
- The *apple* represents a universal symbol that many consumers associate with health and healthy eating. The apple also depicts the nutritious ingredients that go into packaged foods. And, the apple helps to clearly define that this project is about food and not just



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

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Dietitians of Canada
Les diététistes du Canada

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. • Shop Smart Tours Inc.

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about packages.

- The rainbow is a visual reminder of "Eating Well With Canada's Food Guide" which promotes the variety of healthy food choices that are "in store for you."

All the educational materials display the logo. Each resource has been tested with the intended target audiences - those on limited income, women, seniors and those with lower literacy. The kinds of materials that will help to make consumers nutrition label-savvy include a web-based Virtual Grocery Store, fact sheets, Frequently Asked Questions, an interactive online inventory of resource materials...and much more!

Healthy Eating is in Store for You™ resource materials were made available to coincide with the final federal nutrition labelling regulations published January 2003. Dietitians and home economists have been positioned with the resource materials in grocery retail settings where consumers make food purchasing decisions. Community health educators working in other community-based settings, such as diabetes education centres, seniors' drop-in centres and recreation sites are also using these resource materials with their clients when teaching label reading skills.

For more information on this project contact:

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Dietitians of Canada Email: centralinfo@dietitians.ca

Canadian Diabetes Association Web Site: www.diabetes.ca

Dietitians of Canada Web Site: www.dietitians.ca

Check the web site: www.healthyeatingisinstore.ca



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