

FOR IMMEDIATE RELEASE**FOOD INDUSTRY CONGRATULATES TRANS FAT TASK FORCE ON REPORT**

Toronto, June 28, 2006 – Food & Consumer Products of Canada (FCPC) congratulates the Trans Fat Task Force on the release of its final report of recommendations for reducing processed trans fat in food.

“We know Canadians are concerned about trans fat in their foods and what it means to their health, and providing healthy choices for consumers is a top priority for the food industry,” said Gemma Zecchini, Senior Vice President of Public Policy at Food & Consumer Products of Canada. “We commend the task force for its report, and are committed to continuing to reduce and eliminate processed trans fat in the safest and most efficient manner possible.”

Considerations When Reducing or Eliminating Trans Fat

“While many gains have been made in the development of healthy alternative oils, a lack of adequate and affordable supply to meet food manufacturers’ needs remains a challenge. There is an opportunity for Canadian oilseed producers to meet the supply needs of food manufacturers for healthy alternative oils, but this will take time to develop,” said Zecchini.

Product reformulation is a complex process. Companies have and continue to invest significant resources in research and development to ensure that any reformulated and/or new product meets consumer demands for high quality, nutritious products.

For some food products it is particularly challenging to eliminate trans fat without seriously affecting quality. Access to an adequate supply of healthy alternative oils and time to properly reformulate are key for these products.

Industry Making Strides in Offering Healthier Food Choices to Canadians

Food companies have been working on reformulating products to eliminate trans fat for several years and many have already launched new trans fat-free products. A recent industry-wide survey found that 62% of companies had reformulated their products to be healthier. Of these, 47% had reformulated their products to reduce trans fat. Complete survey results can be found in [The Canadian Food and Beverage Industry: Committed to Healthy Active Living](#) report, which is available online at <http://www.fcpc.ca/issues/hal/index.html>

The food industry supports empowering Canadians to make healthier food choices by providing consumer information on packages and through other channels such as websites. For example, industry supports *Healthy Eating is in Store For You*, a nutritional labeling education program developed by Dietitians of Canada and the Canadian Diabetes Association. The program helps educate consumers on how to use the new Nutritional Facts information to make healthy food choices. All companies that sell pre-packaged food in Canada have been displaying a Nutrition Facts table that includes information on trans fat. Consumers can visit www.healthyeatingisinstore.ca for more information.

About FCPC

Food & Consumer Products of Canada (FCPC) is the largest industry association representing Canadian-operated food and consumer product companies that make and market retailer and national brands sold through retail and foodservice outlets. In 2004, the industry employed 350,000 Canadians across the country, making it the largest employer in the Canadian manufacturing sector, and generated \$22.5 billion annually in GDP (12.4% of the Manufacturing Gross Domestic Product). On an annual basis, the industry donates an estimated \$33 million to charitable causes and over 5 million bags of groceries to food banks in Canada. The industry has a record of embracing world-class regulatory standards and is governed by 442 federal and provincial pieces of legislation, as well as thousands of regulations and self-imposed standards.

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For further information, please contact:

Toni Amato
Communications, FCPC
Tel: 416-510-8024 ext. 2238
email: tonia@fcpc.ca

Ana-Maria Critchley
Communications, FCPC
Tel: 416-510-8024, ext. 2253
email: anamariac@fcpc.ca