

Think Tank: Are Nutrition Claims the Answer to Point-of-Purchase Programs?

AGENDA

October 26, 2007

9:30am EDT CCFN Annual General Meeting

BREAKFAST SPONSORED BY THE CANADIAN EGG MARKETING AGENCY

N. Theresa Glanville, PhD, PDt, Professor, Applied Human Nutrition
Mount Saint Vincent University, Chair, CCFN Board of Trustees

10:00am The Power of the Food Product Label

Web-cast Begins at 10:00am EDT

Francy Pillo-Blocka, RD, FDC, President and CEO, Canadian Council of Food and Nutrition

10:05am Food Labels in Canada – An Overview

Mary L'Abbé, Ph.D., Director

Bureau of Nutritional Sciences Food Directorate, Health Protection Food Branch, Health Canada

10:10am Consumer Response to Nutrition Info on Food Labels – The European Experience

Josephine Wills, BVetMed, PhD, MRCVS, Director General, European Food Information Council (EUFIC)

10:25am US Consumers' Perception of Nutrition, Health and the Food Label

Susan T. Borra, RD, President, International Food Information Council Foundation (IFIC)

10: 40am Are Nutrition Claims the Answer to Point-of-Purchase Nutrition Programs?

Stephen Samis, Director, Department of Health Policy
Heart and Stroke Foundation of Canada

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10:55am Food Packaging Appeals & Children's Perception of Information on the Food Label

Charlene Elliott PhD, Assistant Professor of Communication,
School of Journalism and Communication, Carleton University

11:10am Panel Discussion

Mary L'Abbé, Panel Moderator

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Web-cast Ends ~ 11:30-11:45am

11:45am Networking Lunch

LUNCH SPONSORED BY THE CANOLA COUNCIL OF CANADA

12:30pm Think Tank Closed Door Discussions

For CCFN Members, Public Sector Representatives and Guests

2:00pm Table Reports

2:25pm Closing Remarks

