



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

Winter 2005 – Issue #115

Marketing Food is Marketing Health

On December 7th, the Ontario Farm Products Marketing Commission focused its 13th annual Industry Seminar on the diet and health marketing trend. The following is an overview of the presentations and panel discussions which took place.

“The marketing campaign, *5 to 10 a Day... It All Adds Up!* connects with today’s consumers because it speaks to their concerns,” according to Ron Lemaire of the Canadian Produce Marketing Association (CPMA). The Association’s research also shows that nothing can be taken for granted when communicating about health with consumers. That includes the basic question: “What’s a serving?”

The success of CPMA’s marketing and awareness program owes a lot to the strategic partnership they built with the Canadian Cancer Society and the



“Thanks for taking the guessing game out of reading labels.”

Source: Consumer call to the Heart and Stroke Foundation

Heart & Stroke Foundation. Both organizations are highly visible in every message. Their logos are on everything the “5 to 10 a Day” campaign puts out. When a consumer calls the ad’s 1-800 number for more dietary information, a Canadian Cancer Society staff person or volunteer is on the line with them.

The strategic partnership qualifies the ads for status as public service announcements. That means the newspapers and TV stations run them at no cost to the organization. The results are impressive. Forty-one percent of consumers reported having seen or heard of the “5 to 10 a day” campaign. Canadian grocers are selling more fresh

produce too. They report a nine-percent increase over two years which equals two million tonnes of produce.

The bulk of middle-aged consumers are also a generation predisposed to scientific solutions for health and aging concerns.

If research shows food X can prevent disease Y, it’s headline grabbing.

The credibility of the science behind the headlines is

imperative to Dr. Bruce Holub, an Omega-3 expert from the University of Guelph and a sought after consultant on trans fats.



Dr. Holub foresees increasing the health merits of everyday foods through the addition of Omega-3 fatty acids. In one example he described transforming the much-loved breakfast sausage into a health food by adding Omega-3 under the casing. Among other things, Omega-3 fatty acids are valuable to brain development in children and the reduction of heart disease in adults. They occur naturally only in fish which makes a strong case for Omega-3 additives to other foods.

continued on page 4

In This Issue

Marketing Food is Marketing Health	1
OFPMC Business File	2
Leading and Interacting with the Board – Workshop Registration Form	3

OFPMC Business File

Dairy & Edible Oil Issues

In December 2004, the Ontario Farm Products Marketing Commission approved amendments to Regulations 753 and 761 under the Milk Act dealing with 'filled' milk and dairy-edible oil spreads.

The amendments, which came into effect on January 1, 2005, were made following a request from Dairy Farmers of Ontario and subsequent consultations with stakeholders in the dairy and edible oil industries. The Ontario Ministry of Agriculture and Food has simultaneously initiated the process to develop national standards for 'filled' milk and dairy-edible oil spreads.

To review these amendments, please refer to O. Reg 443/04 and O. Reg 442/04. All Ontario government regulations can be accessed at www.e-laws.gov.on.ca.

Grape Growers' Governance

Grape Growers of Ontario is pursuing changes to its governance structure in an attempt to ensure all grape growers

On January 10, OFPMC welcomed incoming GM, Arva Machan. She is replacing Aileen MacNeil who has been assigned to a team of OMAF staff working with the federal government to examine the country's meat inspection system over the next 12 months.



Aileen MacNeil



Arva Machan

in grape growing regions across the province are represented. This follows the decision by the Minister of Agriculture and Food in February 2004 to remove the winery-grower position from the Board.

Pepper Grower Vote

Members of the voluntary Greenhouse Pepper Growers' Association, together with representatives of Ontario Greenhouse Vegetable Growers met with the Commission to discuss the possibility of greenhouse pepper growers joining the marketing board. The two parties believe there is interest among producers for such a move. Making this change will require an

Expression of Opinion Vote of greenhouse pepper producers which will be conducted by the Commission in February 2005. If the vote shows sufficient support among greenhouse pepper growers, then the producers' request to be included in the Greenhouse Vegetable Marketing Plan will be considered by the Ontario Farm Products Marketing Commission and must ultimately be approved by the Minister of Agriculture and Food and Cabinet.

Board Review Meetings

The Commission held review meetings with two marketing boards in December. The reviews involved Dairy Farmers of Ontario and the Ontario Potato Board.

As part of its supervisory mandate, the Commission conducts review meetings with marketing boards and representative associations to examine and discuss financial management, governance, producer relations, board operations and strategic planning.

Strategic Business Planning

In December, the Commission reviewed its strategic plan for 2005. ■

SEMINAR CALENDAR

Communications Workshop

Develop a better understanding and practical skills for effective communications with media and members.

Friday, April 15, 2005 Guelph, ON Cost: \$95

Contact Graham Howe at (519) 826-3404 for details.

Leading & Interacting with the Board

A workshop designed specifically for Chairs, Vice-Chairs and GM/CEOs. See page 3 for details and registration form.

Leading and Interacting with the Board

A W O R K S H O P F O R C H A I R S , V I C E - C H A I R S A N D G M / C E O S

Tuesday, April 26, 2005

9:00 a.m. to 4:00 p.m.,
OMAF Conference Centre, 1 Stone Road West, Guelph

PRESENTED FOR Chairs, Vice-Chairs and GM/CEOs

FEE: \$600 per person

SPONSORED BY the Ontario Farm Products Marketing Commission

REGISTRATION: No more than 25 participants can be accommodated in the workshop. At least 15 registrations are necessary to ensure the workshop proceeds. *The deadline for registration is March 11, 2005.*

ABOUT THE WORKSHOP:

"Leading & Interacting with the Board" focuses on the special and interdependent roles of the Chair, Vice-Chair and GM/CEO in a marketing board or association.

The workshop will be designed and led by **Mr. Jacques Levesque** who many of you already know through the *Governance Best Practices* workshops the Commission has delivered in recent years. Mr. Levesque has significant, first-hand experience as a Chair, Vice-Chair, President and CEO.

The workshop will address topics such as: working more effectively with your board, management and stakeholders; techniques for planning and running board meetings; skills for dealing with difficult issues; and clearly understanding your duties and responsibilities.

Ideally, a board will enroll a team consisting of its Chair, Vice-Chair and GM/CEO so the interactive skills and knowledge from the workshop are commonly understood and ready to be put into action to benefit the whole board.

Marketing Board/Association

Address

Registration Contact Person

Telephone # ()

Participant's Name	Chair	Vice-Chair	GM/CEO	Home Phone #	Home Fax #	Home E-mail
	☐	☐	☐			
	☐	☐	☐			
	☐	☐	☐			
	☐	☐	☐			
	☐	☐	☐			

Please make your cheque payable to the Minister of Finance.

Forward registration and payment no later than Friday, March 11, 2005 to:

Graham Howe, Ontario Farm Products Marketing Commission,

1 Stone Road West, 5th Floor SE, Guelph, Ontario N1G 4Y2 Phone: (519) 826-3404 Fax: (519) 826-3400

Ontario Farm Products Marketing Commission

Marketing Food is Marketing Health *continued from cover*

In Dr. Holub's opinion, "agri-foods need to become functional/wellness/medicinal foods for human health." His research can prove that adding fish oil, rich in Omega-3, to existing foods can treat heart disease for thirty cents a day compared with \$1.70 to treat the same condition with pharmaceuticals.

How the public receives nutrition information was another focus of the industry seminar.

The Heart & Stroke Foundation's food information program was outlined by Mr. Terry Dean. Called *Health Check™* the program's insignia is licensed to 85 companies or brands in Canada and appears on over 400 products. The program tries to help consumers identify healthy food choices. The Foundation has logged feedback from consumers thanking them for "taking the guessing game out of reading and trying to interpret food labels."

The *Health Check™* program has hard buyer statistics to back its claim that the logo does influence purchasing behavior. In 2004, four products were tracked through an eight-week promotional campaign that consisted of *Health Check™* grocery shelf cards and shopping cart signage. Sales of the four products increased by \$2,545,000 through 2800 stores.

According to Mr. Dean, "in addition to helping consumers identify healthy choices, the *Health Check™* program

also aims to encourage food manufacturers to offer more healthy food choices."

In the 6 weeks following Mr. Dean's remarks, it's noteworthy that three major food companies have announced new, healthy-choice, food lines. President's Choice unveiled 80

others won't and the story they tell may not be accurate." In 2004, the Ontario Sheep Marketing Agency launched a food writers' familiarization tour that included visiting farms and tasting new lamb recipes. It was exactly the kind of effort Ms. Hiebert was talking about.

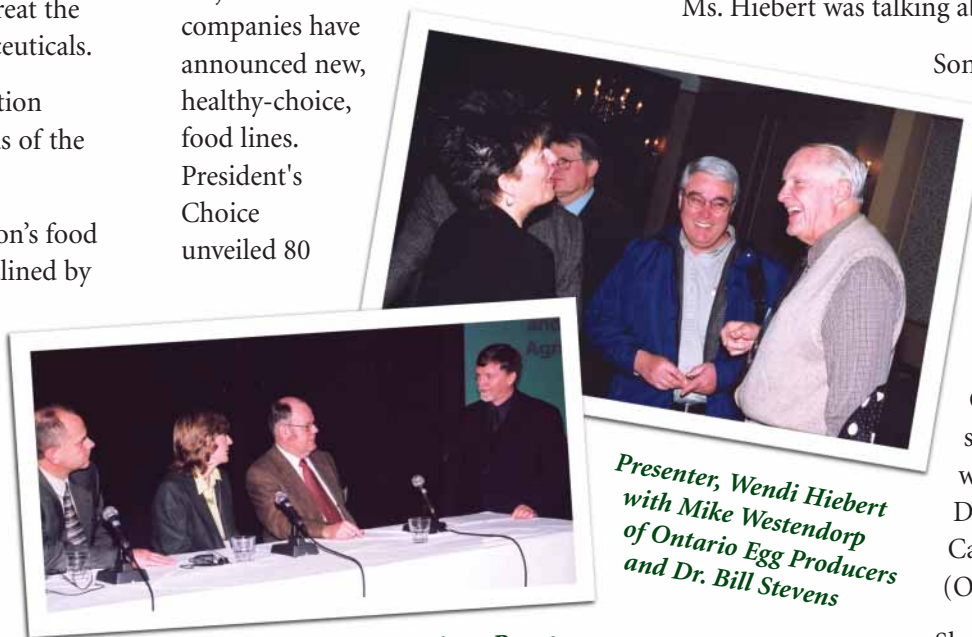
Some larger marketing boards are able to have staff dedicated to consumer education. Ms. Joanne Gallagher is just such a person working for the Dairy Farmers of Canada (Ontario).

She presented a

program for educating consumers in various age brackets which is a role model for food education. She outlined the school programs, the *penalty-free* program aimed at hockey teams, support for teachers, the famous milk calendar, and an advertising campaign with new graphics communicating milk's benefit to healthy bones and muscles.

Feedback from participants at the industry seminar was overwhelmingly positive and the Commission looks forward to putting on its 14th annual Industry Seminar in December 2005.

If you would like to receive a copy of any of the presentations from the industry seminar, please contact Graham Howe by e-mail at graham.howe@omaf.gov.on.ca. ■



Presenter, Wendi Hiebert with Mike Westendorp of Ontario Egg Producers and Dr. Bill Stevens

Terry Dean, Carolyn O'Brien and Dr. Bruce Holub with Commission Chair, Dave Hope

new products under the *Blue Menu* logo. Kraft launched its *Sensible Solution* line and PepsiCo Inc introduced its *Smart Spot* line.

Media has a significant role in the public's heightened awareness about diet & health concerns. Who had heard about trans fats or the Atkins diet prior to 2004 although both were in use for years prior to the headlines?

Food writer, Wendi Hiebert, discussed the role of media and outlined how agricultural groups should approach telling their story with the help of food writers. As Ms. Hiebert stresses, "if you don't tell your story, that doesn't mean

Ontario Farm Products Marketing Commission

1 Stone Rd. W., 5th Floor, Guelph, Ontario, N1G 4Y2 Tel: (519) 826-3404

For more information about this newsletter please email us at graham.howe@omaf.gov.on.ca

This newsletter is available on our website <www.gov.on.ca/OMAF/english/farmproducts/index.html>

