

Learn how to explain fats simply

February 22, 2008 – Toronto - A recent survey done by The Canadian Council of Food and Nutrition (CCFN) show consumers still lack clarity and understanding about fat and its health implications.

You are invited to participate in a web-cast on February 28, 2008 to learn how to simply explain fats and trans fats to consumers.

Speakers will present the latest data on trans fat and other dietary fats based on CCFN's two new consumer fact sheets: "Current Perspective on Trans Fat" and "Current Perspective on Understanding Fat." These simplified fact sheets are based on Watching Briefs authored by the speakers that provide more in-depth information for health professionals.

Media interviews are available with web-cast speakers:

* Catherine J. Field, PhD, RD, Professor of Nutrition, Alberta Institute for Human Nutrition, University of Alberta

* Bruce E. McDonald, PhD, FCIFST, Professor Emeritus, Department of Human Nutritional Sciences, University of Manitoba

Web-cast details:

When: Thursday, February 28, 2008 at 1:00 p.m. – 2:30 p.m. EST

Where: Register at www.ccfn.ca and click web-cast icon (free of charge)

About The Canadian Council of Food and Nutrition

The Canadian Council of Food and Nutrition is a multi-sectoral, science and evidence-based organization on food and nutrition policy and information. We are a catalyst in advancing nutritional health and well-being of Canadians. Our key priorities and activities serve to influence nutritional health based on solid scientific evidence. The CCFN has consulted the government on key nutrition issues and advocates for evidence-based nutrition policy in Canada. The CCFN is a leading, national non-profit organization that promotes public understanding of food and nutrition issues including dietary fat, food labelling, nutrition trends, childhood obesity, sodium, and vitamin D. For more information, visit www.ccfn.ca

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