

## For Immediate Release

### A New Council on Food and Nutrition Launched to Advance the Nutritional Health of Canadians

**TORONTO, November 22, 2004** – Today marks the beginning of the Canadian Council of Food and Nutrition (CCFN) which emerges from a union of the National Institute of Nutrition (NIN) and the Canadian Food Information Council (CFIC). This new Council combines the expertise of both public and private sectors in the area of food and nutrition to become the trusted voice of Canadians in *advocacy* on nutrition policy matters and *communication* on critical food and nutrition issues within Canada.

“People are more confused now than ever in the realm of nutrition”, says Dr. Rena Mendelson, Professor of Nutrition at Ryerson University and Chair of the Board. “Statistics show that our nutritional health problems are growing, obesity is on the rise across all age-groups, heart disease numbers and diabetes rates are staggering”. The new Council will clarify nutrition issues and promote science-based food and nutrition policy to better promote the health of all Canadians.

“The Canadian Council of Food and Nutrition (CCFN) is also proud to announce the launch of a dynamic strategic plan and a new visual identity”, states Francy Pillo-Blocka, the recently appointed President of the CCFN. “Our goal is to act as a resource in the field of nutrition advocacy and to communicate information to reduce confusion and make the eating experience a positive one.” Obesity is one of the hot topics we will be addressing this year, so stay tuned for planned activities.

Francy brings leadership and expertise from the 16 years she worked at The Hospital for Sick Children in clinical dietetics, research, successful business development and media relations. During the past six years she served as Director, Corporate Development for the Hospital.

The Canadian Council of Food and Nutrition’s past history touts the combined, vast accomplishments of NIN and CFIC for over twenty years. Of note in May, 2004, “Tracking Nutrition Trends V” was published which zeroed in on Canadian’s knowledge, attitudes and behaviours with respect to food and nutrition. This is the fifth study in a series designed to glean important information for policy makers, professionals and food corporations with the public’s interest in mind. The majority of the Board members are appointed from the public sector including Dr. Susan Barr (UBC), Dr. John Kennelly (U of Alberta), Dr. Peter Purslow (U of Guelph) Dr. Harvey Anderson (U of T), Rejeanne Gougeon (McGill), Dr. Lynn McIntyre (Dalhousie). In addition, the Council seeks expertise from members of the academic and health community to serve on committees of the Board. This provides the knowledge and integrity for CCFN to emerge as “the trusted voice” in nutrition in Canada.

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