

# Kellogg Fact Sheet – Enhanced Nutritional Labelling

Kellogg Canada believes in empowering consumers to make informed food choices through enhanced nutrition labelling.

## Our Commitment to Enhance Nutrition Labelling

- In June 2007, Kellogg Canada committed to introducing a new front-of-pack labelling initiative to empower consumers to make informed food choices.
- This initiative's development was concurrent with the recommendations of the Standing Committee on Health's Report on Child Obesity released in March 2007.
- In October 2007, Kellogg unveiled the *Get the Facts* front-of-pack labelling tool, which helps consumers make informed food choices and augments the federal government's mandatory nutrition labelling.
- Today, all of Kellogg's ready-to-eat cereal products sold in Canada have the *Get the Facts* labelling system on the top right hand corner of the box.

## Kellogg's Enhanced Nutrition Labelling

- Kellogg's *Get the Facts* informs consumers of the amount of calories, total fat, sodium and sugar per serving. *Get the Facts* also identifies fibre, iron and/or thiamin, three nutrients that are found in cereal products.
- *Get the Facts* labelling now exists in various markets around the world, including Europe and Australia. Currently, Kellogg Canada is working to expand *Get the Facts* to other convenience foods.

## Other Health & Nutrition Initiatives

- Kellogg Canada recently developed a web site (<http://www.kelloggsnutrition.ca/>) to help parents understand food labelling, offer ideas for nutritious breakfasts and healthy snacks, as well as provide helpful tips and tools on how to live a healthier lifestyle. The site also offers educational resources for health care professionals.
- Kellogg Canada has also committed to responsible marketing practices by strengthening "what" and "how" it markets to children. This includes the use of the Kellogg Global Nutrient Criteria to determine what products can be advertised to children. (See Kellogg Fact Sheet – Responsible Marketing Practices.)
- In addition to responsible marketing and nutrition labelling commitments, Kellogg Canada is involved in other health and wellness initiatives including:
  - *Active Healthy Kids Canada Report Card on Physical Activity*: an annual comprehensive assessment of physical activity for children and youth.
  - *Mission Nutrition*: a nutrition education program for teachers and parents to promote healthy lifestyles for children.
  - *Kellogg Nutrition Symposium*: a half-day scientific program presented in conjunction with the Dietitians of Canada's Annual Conference.

For more information, visit [www.kelloggs.ca](http://www.kelloggs.ca) or [www.kelloggsnutrition.ca](http://www.kelloggsnutrition.ca)