

Challenges to the Canadian Milling Industry 2017

IAOM Sept 21, 2017

Instilling Public Confidence in the products that we produce

- The Canadian Centre for Food Integrity found in a study in 2016 that the industry needs to focus on building public trust
- Research Showed that consumers trust farmers because they believe that farmers share consumer values.
- But unfortunately consumers aren't sure that today's agriculture qualifies as farming

Is the Food System Headed in the right direction or the wrong track

- In 2015 in the US
- 40% Right Direction / 33% Unsure / 27% wrong track
- In 2016 in Canada
- 30% Right Direction / 50% Unsure / 20% wrong Track

Biggest Concerns for the Public

- 69% Rising Cost of Food
- 66% Keeping Healthy Foods Affordable
- 58% Rising Health Care Costs
- 57% Rising Energy Costs
- 56% The Canadian Economy

Other Food System Concerns

- Food Safety 54% (women more concerned than Men)
- Humane Treatment of Farm Animals 43%
- Having enough Food to Feed Canada 42%
- Moms and Millennials were the most concerned about the Rising Cost of Food
- 2nd Major concern was Keeping Healthy Food Affordable

Public Attitudes 2016

- 53% said more concerned about affordability of healthy food vs. 1 year ago
- 46% said personally concerned about the use of pesticides in crop production
- 41% said that they are concerned about eating food that comes from GM crops
- 23% said that they trust that government food inspection ensures the safety of our food

Top 5 information Sources on Food

- 10% Local TV
- 12% Friends (not online)
- 12% Family (not online)
- 12% Google
- 15% Websites

Favourable Impressions of Food and Farming Sources

- Farmers 69%
- Doctors / Nurses Medical Profession 65%
- Friends / Family 62%
- Dieticians 57%
- Less Warm and Favourable
- Grocery Stores and food retailers 39%
- Government and Government agencies 35%
- Food Industry Associations 30%

Food Safety in Canada

- In 2015 Public Health Canada revised its estimate of food-borne illness in Canada to 4 million cases out of a population of approximately 35 million (revised downward from 11 million cases in 2009 because of revisions in the US CDC)
- The US CDC estimate was 48 million cases with 128,000 hospitalizations and 3,000 deaths

Causal Organisms

- 40% of food borne illness is attributed to 30 known pathogens - 1.6 million cases were attributed to the top ten pathogens
- 60% of food borne illness is attributed to “unspecified agents” or roughly 2.4 million cases

2012 data on National Incidence Rates of Enteric Disease

- Viruses 4,516 cases 27%
- Salmonella 6,975 cases 41%
- Parasites 1,323 cases 8%
- Campylobacter 1,996 cases 12%
- Shigella 987 cases 6%
- E-Coli 0157 485 cases 3%

University of Florida Study 2011

- 8.9 million cases of food borne illness
- 54,000 hospitalizations of which 1,833 were attributed to “baked goods”
- 1,322 deaths of which 25 were attributed to “baked goods”
- No attribution to milled grain products were identified

Unfortunately E-Coli started showing

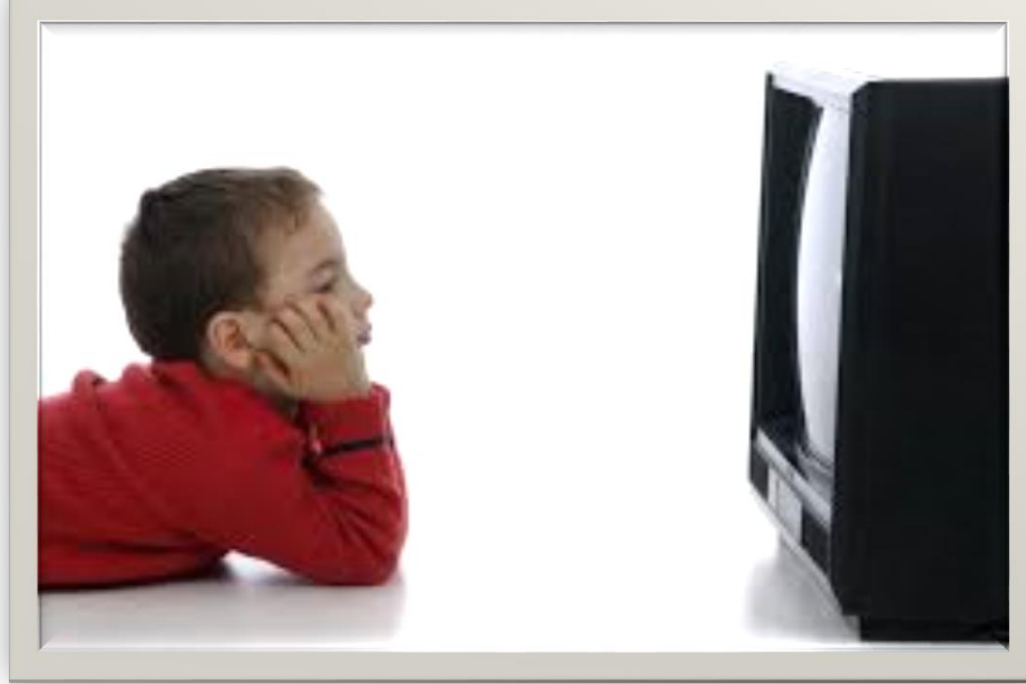
- 2009 E-Coli 0157 outbreak in 2009 in the US with 72 cases / 34 hospitalized / no deaths
- 2016 E-Coli 0121 and 0126 outbreak in 2016 in the US with 63 cases , 17 hospitalized / no deaths
- 2017 E-Coli outbreak in Canada with 35 cases 13 hospitalized / no deaths
- The industry in the US and Canada have proposed a harvest sample survey to test for e-coli in wheat samples

Revising the Food Guide:

Draft Dietary Guidance Policy



Guiding Principles	Recommendations
<p>Guiding Principle 1 A variety of nutritious foods and beverages are the foundation for healthy eating.</p>	<ul style="list-style-type: none">• Regular intake of vegetables, fruit, whole grains and protein-rich foods, especially plant-based sources of protein.• Inclusion of foods that contain mostly unsaturated fat, instead of foods that contain mostly saturated fat.• Regular intake of water.
<p>Guiding Principle 2 Processed or prepared foods and beverages high in sodium, sugars or saturated fat undermine healthy eating.</p>	<ul style="list-style-type: none">• Limited intake of processed or prepared foods high in sodium, sugars or saturated fat.• Avoidance of processed or prepared beverages high in sugars.
<p>Guiding Principle 3 Knowledge and skills are needed to navigate the complex food environment and support healthy eating.</p>	<ul style="list-style-type: none">• Selecting nutritious foods when shopping or eating out.• Planning and preparing healthy meals and snacks.• Sharing meals with family and friends whenever possible.
Considerations	
<ul style="list-style-type: none">• Determinants of health• Cultural diversity• Environment	



In the consultation “child-directed” is defined by the “time-of-day” approach in order to ensure the capture of high volume of children viewers:

- All unhealthy food and beverage marketing, aired on weekdays from 6:00 a.m. to 9:00 a.m. and from 3:00 p.m. to 9:00 p.m., and on weekends between 6:00 a.m. and 9:00 p.m.
- Marketing restrictions would also apply to all children's specialty channels and all children's programming, regardless of the time the programs air.
- Considerations to be addressed include: time zones; seasonality; holidays, etc.