



Canola Oil. Good for Every Body!

Canola *Info* Program Overview





canolainfo.org

- North American Marketing arm of the CCC
- Funding provided by MCGA, SCDC, ACPC, NCGA, CCC and Government of Canada
- 7 consultants across Canada and US

Canola *Info* Objectives

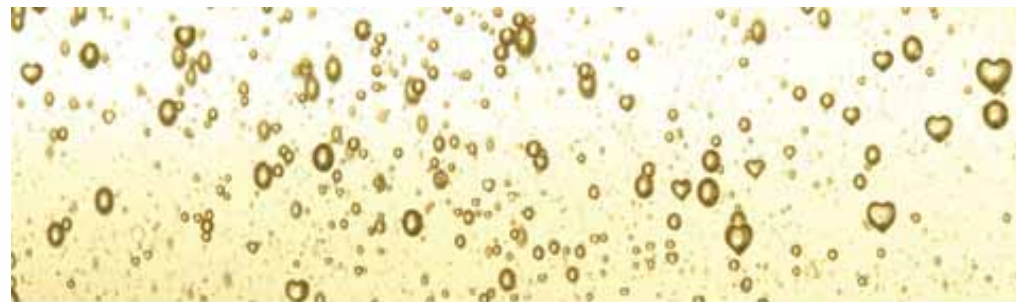
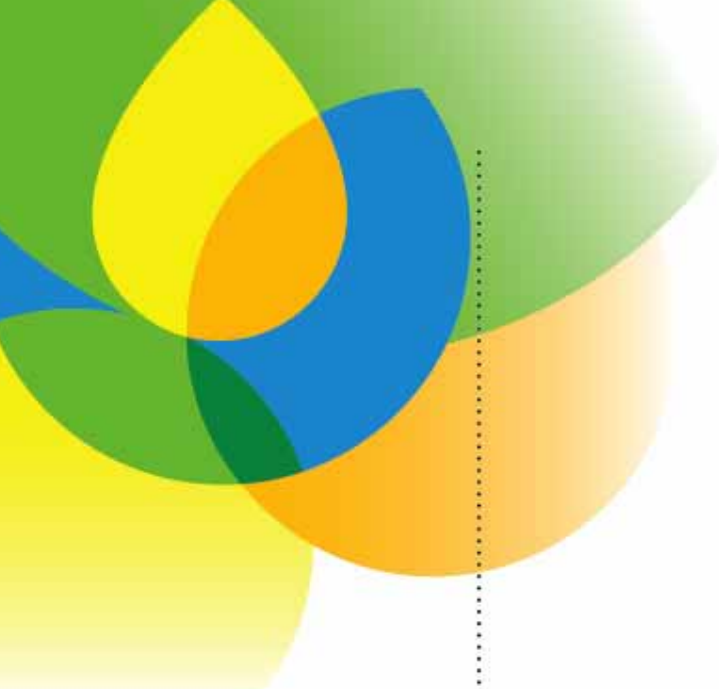
- Increase canola oil consumption in North America
- Promote health benefits of canola oil
- Influence the Influencers





CanolaInfo and Health

- FDA Health Claim
 - October 2006 FDA authorized a qualified health claim for canola oil
 - CanolaInfo PR campaign generated over 3500 media stories across North America



Heart-healthy eating is as easy as

1, 2, 3

Just 1 1/2 tablespoons - 1 tablespoon + 1 teaspoon + 1/2 teaspoon - of canola oil per day may reduce the risk of coronary heart disease when used in place of saturated fat.

On October 6, 2006, the U.S. Food and Drug Administration authorized a qualified health claim for canola oil* on its ability to reduce the risk of coronary heart disease (CHD) due to its unsaturated fat content.

The claim offers you a clear choice - a simple, affordable and convenient strategy to help you reduce your risk of heart disease.

Proof positive that canola oil really is Good for Every Body!™

*Limited and not conclusive scientific evidence suggests that eating about 1 1/2 tablespoons (19 grams) of canola oil daily may reduce the risk of coronary heart disease due to the unsaturated fat content in canola oil. To achieve this possible benefit, canola oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day. One serving of this product contains (2) grams of canola oil.

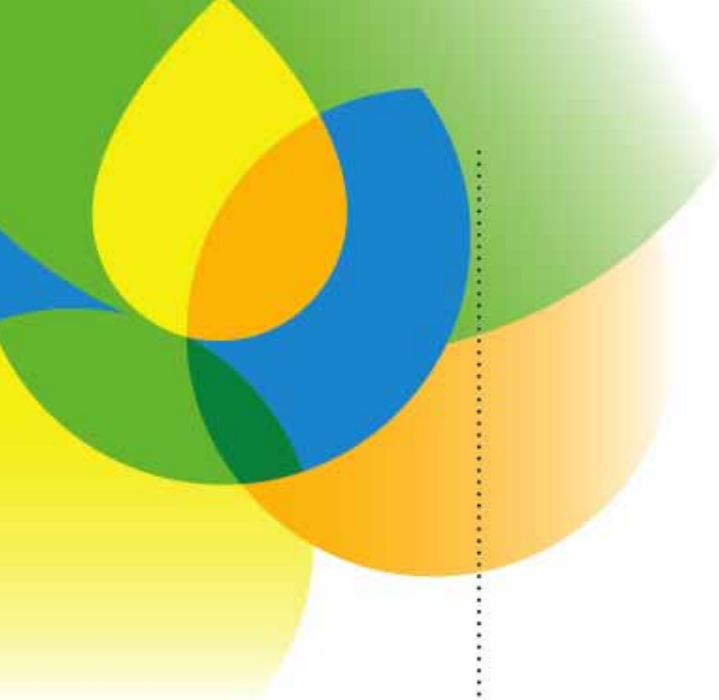


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Canola *Info* and Health

- Collaborate with National Health Organizations
- Exhibit at tradeshow
- Produce and distribute materials for dietitians, nurses, health professionals



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Hola Canola!

El Aceite de Canola – Saludable Para Todos

Recetas
nuevas de
AHA y
CanolaInfo

American Heart
Association.
Aprenda y Viva Más.

HOLA CANOLA



Canola Info

Para Salud
y Sabor

Se puede pedir ejemplares gratuitos de www.canolainfo.org
Order copies at no charge from www.canolainfo.org

CanolaInfo and Culinary Professionals

- Canola Camp



- 10 years – over 120 alumni from across North America



CanolaInfo and Culinary Professionals

- Educational resources for culinary schools
- Demonstrating the numerous applications and functionality of canola oil
- Food Media Outreach

Canola *Info* and Consumers

- *canolainfo.org* website
- Recipe development
- Radio Media Tours
- National Newspaper Distributions



CanolaInfo and Food Industry

- Sponsorships of Industry Trade Shows
- Advertising in industry publications
- Collaboration on marketing initiatives





CanolaInfo Outreach

- Restaurants make the switch to “healthy” canola oil
 - A&W
 - KFC
 - Taco Bell
- Need for canola oil brand



made withTM
canola oil



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