



Canada's Food Guide: **Awareness,** **Understanding,** **Affordability, and** **Barriers to Adoption** *(Preliminary Results)*

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High-Level Findings

Sources of Nutrition

Related Advice

While 30% of Canadians have viewed or referenced Canada's Food Guide in the last 12 months, Canadians are most likely to turn to family and friends or conduct general research for healthy eating advice.

Awareness of Canada's

Food Guide

91% of Canadians are aware of Canada's Food Guide & 74% of Canadians are aware that the Government of Canada recently published a new version of the Food Guide.

Barriers to

Adoption

Affordability, a lack of compatibility with taste preferences, and the belief that recommendations are too time consuming are the main barriers to adoption of the Food Guide's recommendations.

Perceptions of New Food Guide

49% of Canadians believe that Canada's new (2019) Food Guide is an important document that influences food-related behaviors.

Affordability

The new Food Guide will save Canadian families, on average, 6.8% of their annual food costs.

Food Security

The new Food Guide (2019), when compared to the old (2007), makes Canadians more food-secure.





Study Part 1

Investigating Canadians' perceptions and awareness of Canada's Food Guide. Part 1 of this exploratory study used an online survey administered to Canadian consumers. This survey was used to determine consumers' awareness, perceived relevance, and use of Canada's Food Guide. The study also looked at barriers consumers may perceive in adopting the recommendations of Canada's Food Guide. The results of the study will help determine the impact that Canada's Food Guide has on Canadian consumers.



Survey Performance



Aim of the survey

- Canadians' awareness, perceived relevance, and use of Canada's Food Guide. The study also looks at barriers consumers may face in adopting the recommendations of Canada's Food Guide.

Survey duration

- Data collection took place over two days in February 2019.

Sample Size

- $n=1017$

Representative & bilingual sample

- The survey was administered in both French and English to a representative sample of the Canadian market.

Survey Performance



Canadian consumers

- Respondents were required to be 18 years old and must have been living in Canada for at least the last 12 months

Completion rate

- The survey completion rate was 97%

Survey duration

- The average duration of the survey was 4.5 minutes

Controlled Sample

- The sample was controlled and representative of consumers from all parts of Canada

Margin of error

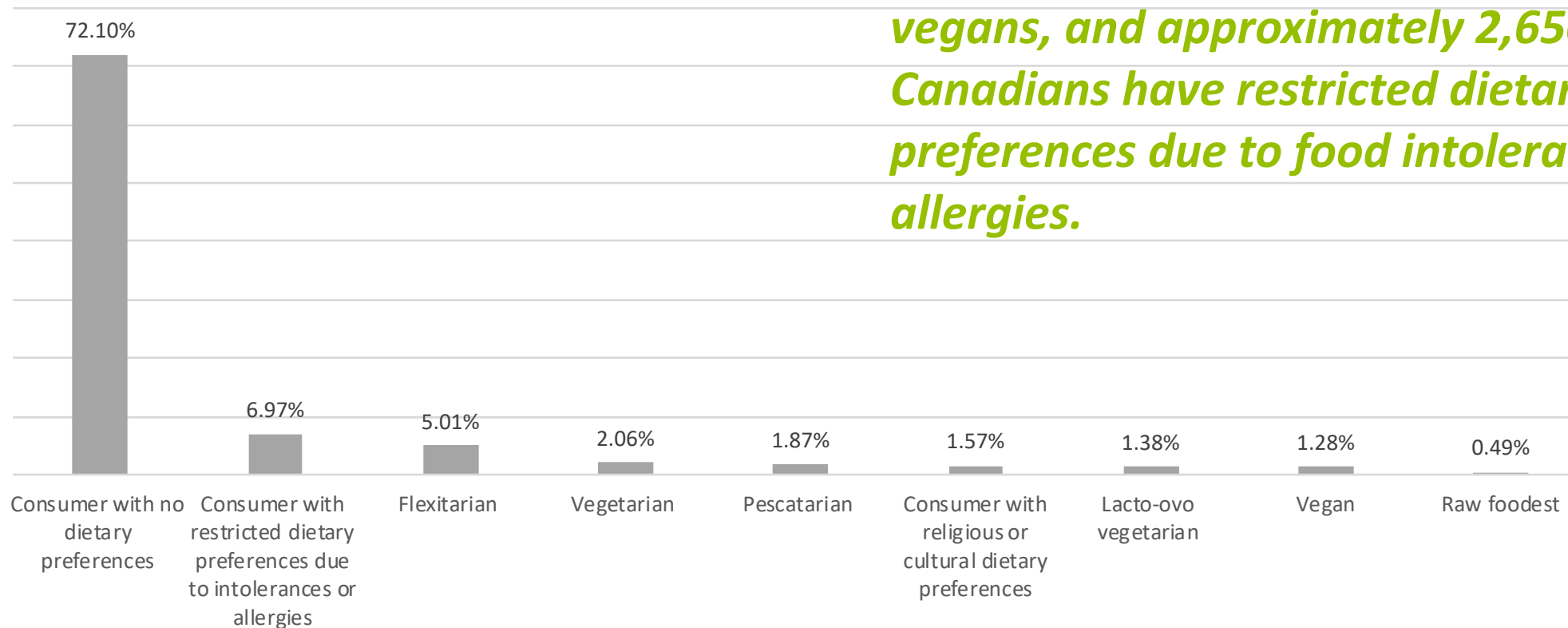
- The estimated margin of error is 3% (19 times out of 20)

Key Findings





As a consumer I consider myself a...

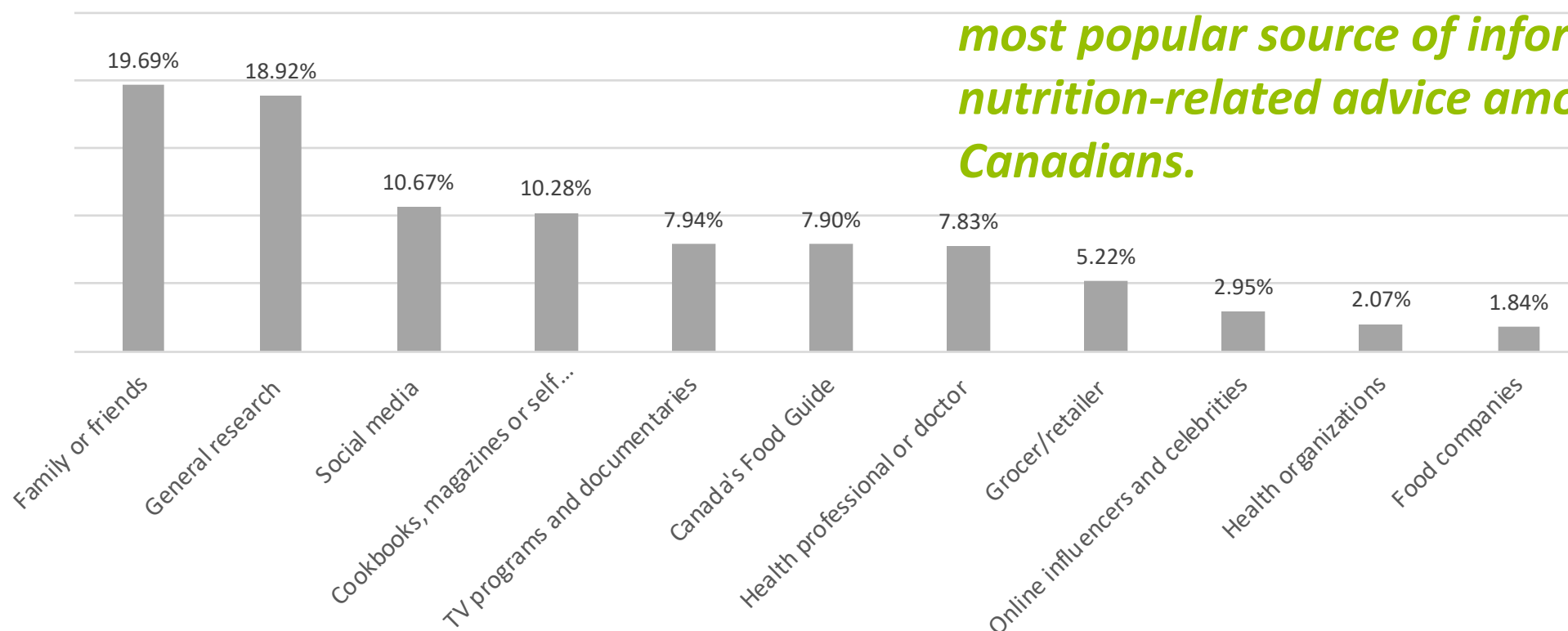


Canada is home to approximately 466,000 vegans, and approximately 2,650,000 Canadians have restricted dietary preferences due to food intolerances or allergies.



In the last twelve months which of the following sources have you consulted for nutrition-related advice?

Canada's Food Guide is the 6th (20%) most popular source of information for nutrition-related advice among Canadians.



Sources of nutrition related advice

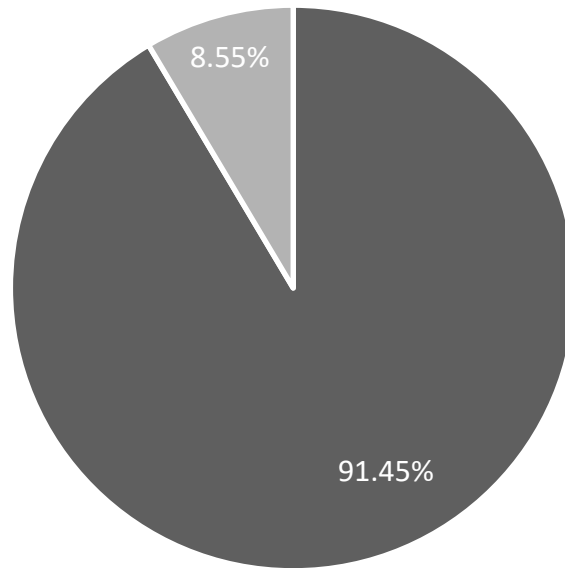


Highlights:

- Younger generations (Millennials and GenZs) are most likely to consider celebrities and social media as more important sources of nutritional information than the Food Guide
- Cookbooks, self help books, and magazines appear to be the most popular sources of nutritional information among Boomers



Are you aware of
Canada's Food Guide?

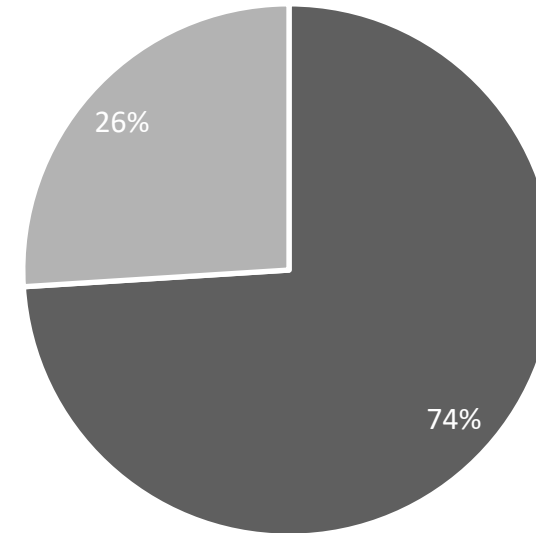


■ Yes ■ No

Women have more awareness of the Food Guide(95%) compared with men (89%).



Are you aware that the Government
of Canada recently published a new
version of the Food Guide?



■ Yes ■ No

Boomers were most likely to be aware that a new Food Guide was published (80%) and GenZs were least aware (61%) of the 2019 publication.

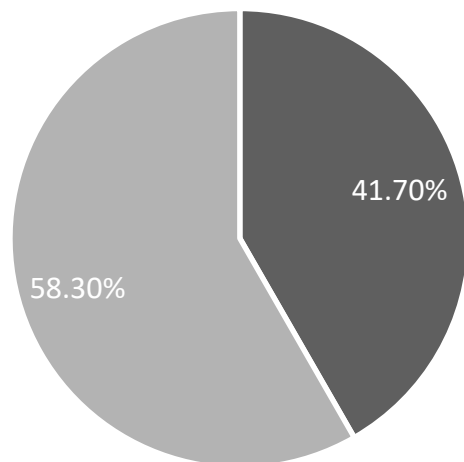


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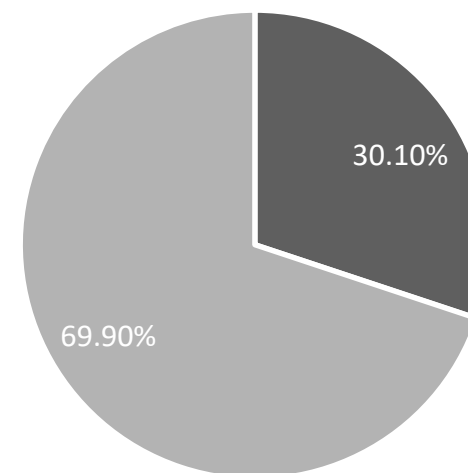
In the last 12 months,
have you viewed
Canada's Food Guide?



■ Yes ■ No



In the last 12 months, have you
viewed or referenced Canada's Food
Guide for dietary or healthy eating
advice?



■ Yes ■ No

49% of flexitarians, 61% of vegetarians, 23% of vegans, 36% of consumers with allergies and intolerances, and 53% of consumers with specific religious and/or cultural dietary preferences have viewed the CFG for healthy eating advice.



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Awareness of Food Guide

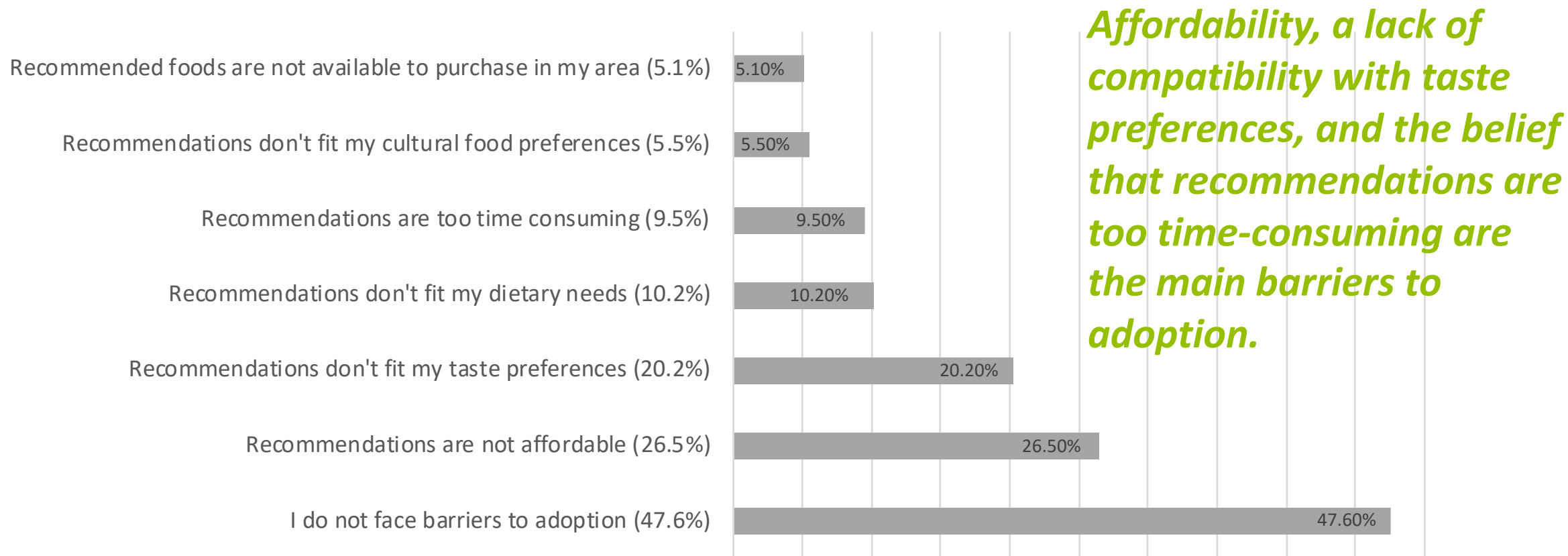


Highlights:

- Education and income are both strong determinants for awareness and usage of the Food Guide
- Women (95%) are more likely to be aware of the Food Guide than men (89%)
- The Atlantic Region is the most likely to be aware (84%) that a new Food Guide was published and Ontario is the least aware of the new Food Guide (71%)



What (if any) barriers do you face in adopting the healthy eating recommendations as outlined by Canada's Food Guide?



Barriers to adoption



Highlights:

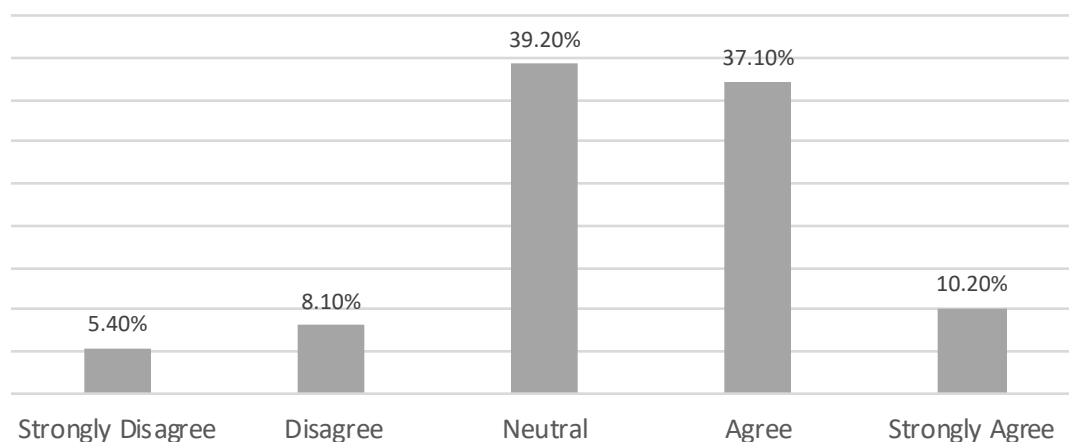
- The majority (52.4%) of Canadians state that they face barriers to adopting the Food Guide.
- Men are more likely than women to indicate that recommendations are too *time consuming*, but women were more likely to indicate that recommendations did not meet their *dietary needs*
- The largest barrier to adoption across Canada is that recommendations are not affordable





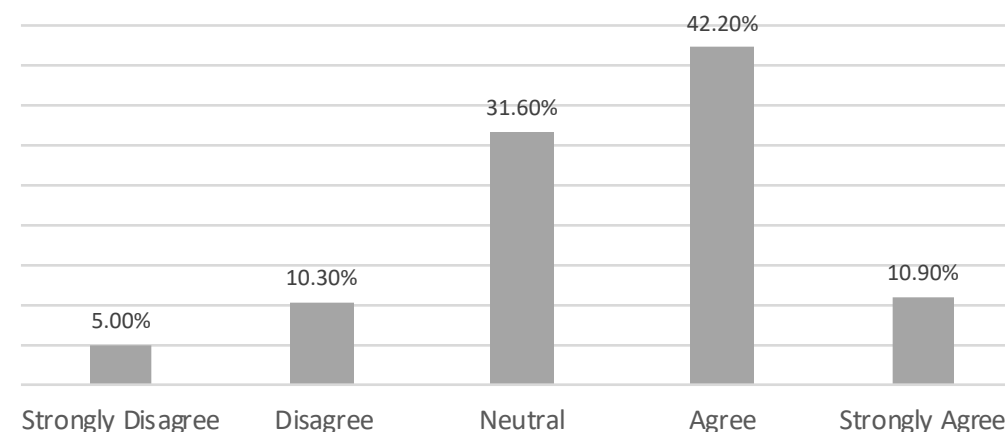
How much do you agree or disagree with the following statements?

Canada's Food Guide reflects my views and understanding of what constitutes a healthy diet.



47% of Canadians believe that Canada's new Food Guide (2019) reflects their understanding of what constitutes a healthy diet.

Canada's Food Guide provides realistic and practical dietary advice.

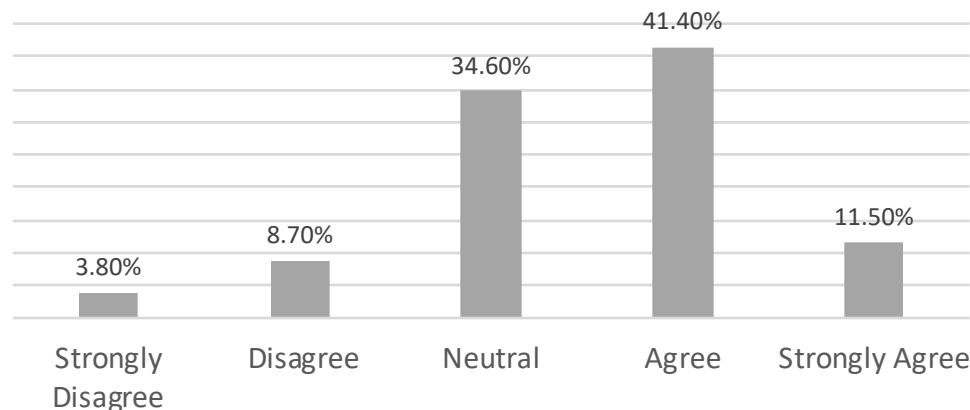


Boomers were most likely to disagree/strongly disagree (16%) that Canada's Food Guide provides realistic and practical dietary advice.



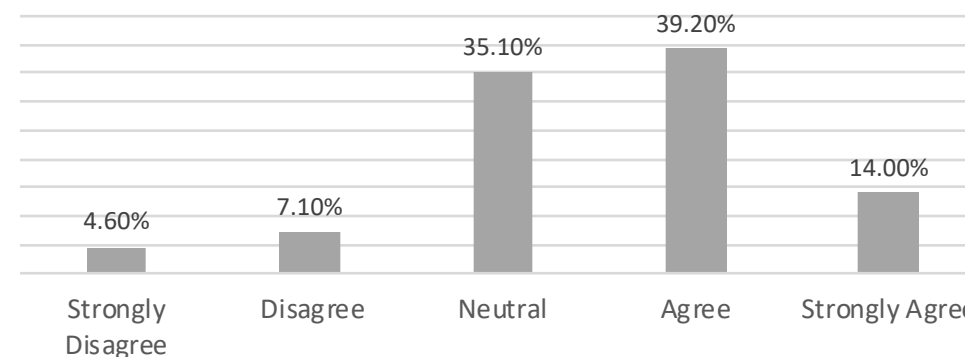
How much do you agree or disagree with the following statements?

Canada's Food Guide is flexible enough to suit the needs of my dietary preferences.



Men were more likely to disagree/strongly disagree that the new Food Guide is flexible enough to suit their needs (14%), when compared to women (11%).

I believe that Canada's Food Guide provides dietary-related advice that is based on scientific evidence and best practice.

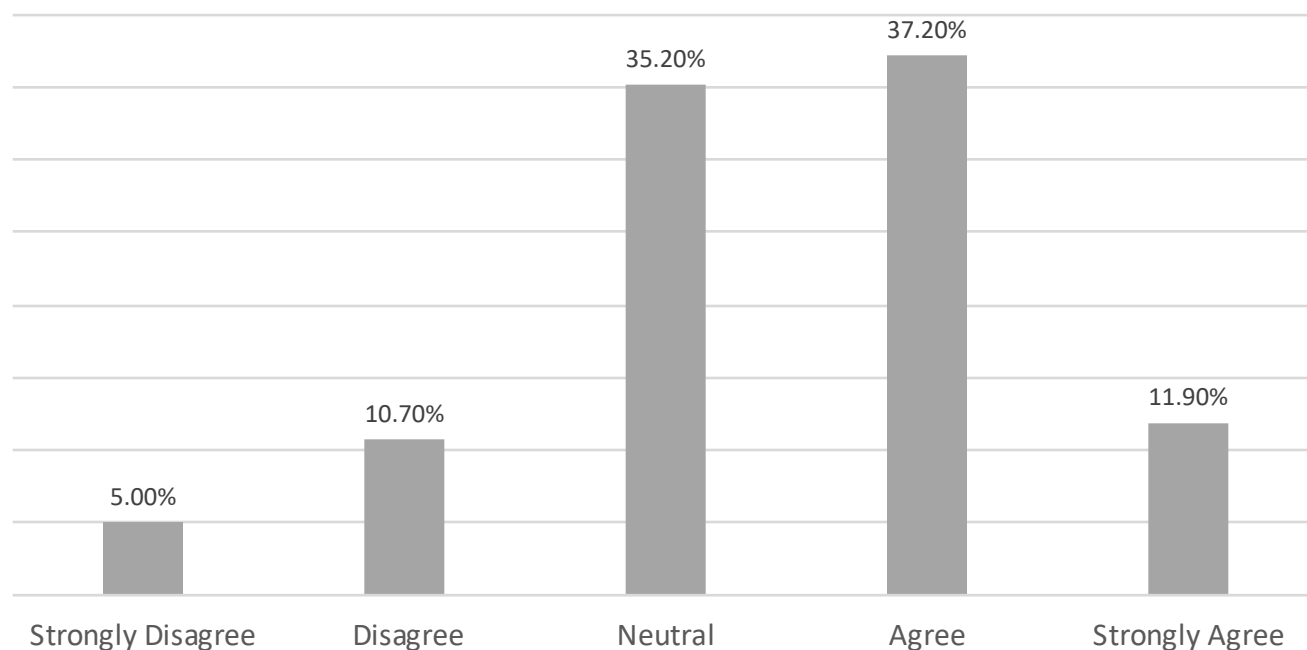


Canadians with a bachelor's degree were most likely to agree or strongly agree that the new Food Guide is based on scientific evidence & best practice (64%).



How much do you agree or disagree with the following statements?

I believe that Canada's Food Guide is an important document that influences the food-related behaviours of Canadians.



49% of Canadians believe that Canada's new (2019) Food Guide is an important document that influences food-related behaviours.

Boomers are least likely to agree/strongly agree (44%) that they believe the Food Guide is an important document that influences food-related behaviours.



Study Part 2

Investigating the affordability of Canada's Food Guide. The purpose of Part 2 of this study is to answer the question - "Do the recommendations in the 2019 Food Guide, compared with the 2007 Food Guide, make Canadians more or less food-secure?"



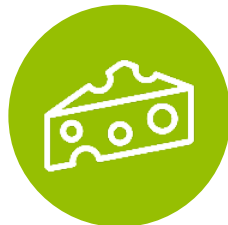
Survey Performance

Methodology

Using a list of 27 retail prices of foods that are recommended by the Food Guides (2007 and 2019), 4 plates were created.

Plates 1 & 2

Plates 1 & 2 were created by taking average retail prices of foods recommended by the 2007 Food Guide. Each food was classified into its respective food group and weighted based on the proportion of servings recommended by the 2007 Food Guide for plate 1 and the 2019 Guide for plate 2.



Plates 3 & 4

Plates 3 & 4 were created by taking average retail prices of foods recommended by the 2019 Food Guide. Each food was classified into its respective food group. Milk and alternatives and Meat and alternatives are combined into the Protein group. Each food group is weighted based on the proportion of servings recommended by the 2007 Food Guide for plate 3 and the 2019 Guide for plate 4.



Results

The 2007 and 2019 Food Guides recommend different proportions of foods and different types of food. The following chart outlines various scenarios for the average daily cost of food for a family of 4 based on the ***recommended proportions*** and ***recommended food types*** from both the 2007 & 2019 guide.

	Foods recommended by 2007 Food Guide		Foods Recommended by 2019 Food Guide	
Proportion of food recommended by 2007 food guide	\$23.26 (May 2007)	\$28.91 (May 2018)	\$21.11 (May 2007)	\$27.26 (May 2018)
Proportion of food recommended by 2019 food guide	\$23.63 (May 2007)	\$28.54 (May 2018)	\$20.94 (May 2007)	\$26.93 (May 2018) (6.8%)



Findings

Affordability of the new Food Guide

- If a family of 4 wanting to eat the types of food recommended by the 2007 Food Guide wished to change the proportions of the food to those recommended by the new Food Guide, it would have cost them 1.6% more in 2007, and 2.2% more if they made this decision in May 2018.
- If, in May 2018, a family of 4 decided to change the type and proportions of food they ate from recommendations in the 2007 Food Guide to those of the 2019 Food Guide, it would cost them, on average, 6.8% less to feed their family.
- From this we can conclude that the new Food Guide when compared to the 2007 version makes Canadians more food-secure.



The new Food Guide will save Canadian families, on average, 6.8% of their annual food costs



Year-to-Year Percentage Change of Food Prices with their Respective Linear Trend Lines



- Prices of fruit and vegetables are increasing faster than those of meat. If this trend persists, we can expect that prices of produce could equal or surpass those of meat.
- The 2019 Food Guide recommends not only eating a higher proportion of fruit and vegetables but also eating vegetable-based protein. As more people follow the new Food Guide, they will demand more produce, which has the potential to drive prices even higher.
- Therefore, although eating the food and proportions recommended by the 2019 Food Guide is 6.8% cheaper than following the old Food Guide, if enough people make the transition to the 2019 recommendations, produce prices could increase.
- As such, the savings could diminish or even disappear if produce prices increase significantly or become too volatile.

Assumptions & Limitations



The following assumptions and limitations should be considered when interpreting the findings:

- Calculations were used to estimate the costs of feeding a family of four (one adult male & female aged 19–50, one teenage male aged 14–18, and one female child aged 9–13).
- The servings recommended by the 2007 Food Guide were used to generate a consistent portion size for the food used in terms of mass and volume.
- When pricing the quantities of food, we assume there is no food loss.
- We assume that the purchased food is equivalent in quantity to cooked food.
- Prices in the month of May were chosen to represent annual food costs. May prices are considered to be least affected by high food availability (harvest) and high prices associated with winter transportation costs.
- The quality of the food selected from month to month is preserved.
- The family of 4 has time to cook all its food daily and is not eating out.
- No adjustments have been made to the total cost of food to account for miscellaneous items needed to cook (e.g., oil, spices, dressings).



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