

# The Food and Health Connection

*Getting our facts straight to accelerate our success*

*Karen Basian, VP Strategy, Innovation and M&A for McCain Foods*

*Presenting at the Canadian Agri-Food Conference*

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# Why are we here today?



To help develop a plan given emerging agri-food issues

# In the past, we have looked at these issues in isolation

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Food Safety

Environmental  
Sustainability

Health &  
Nutrition

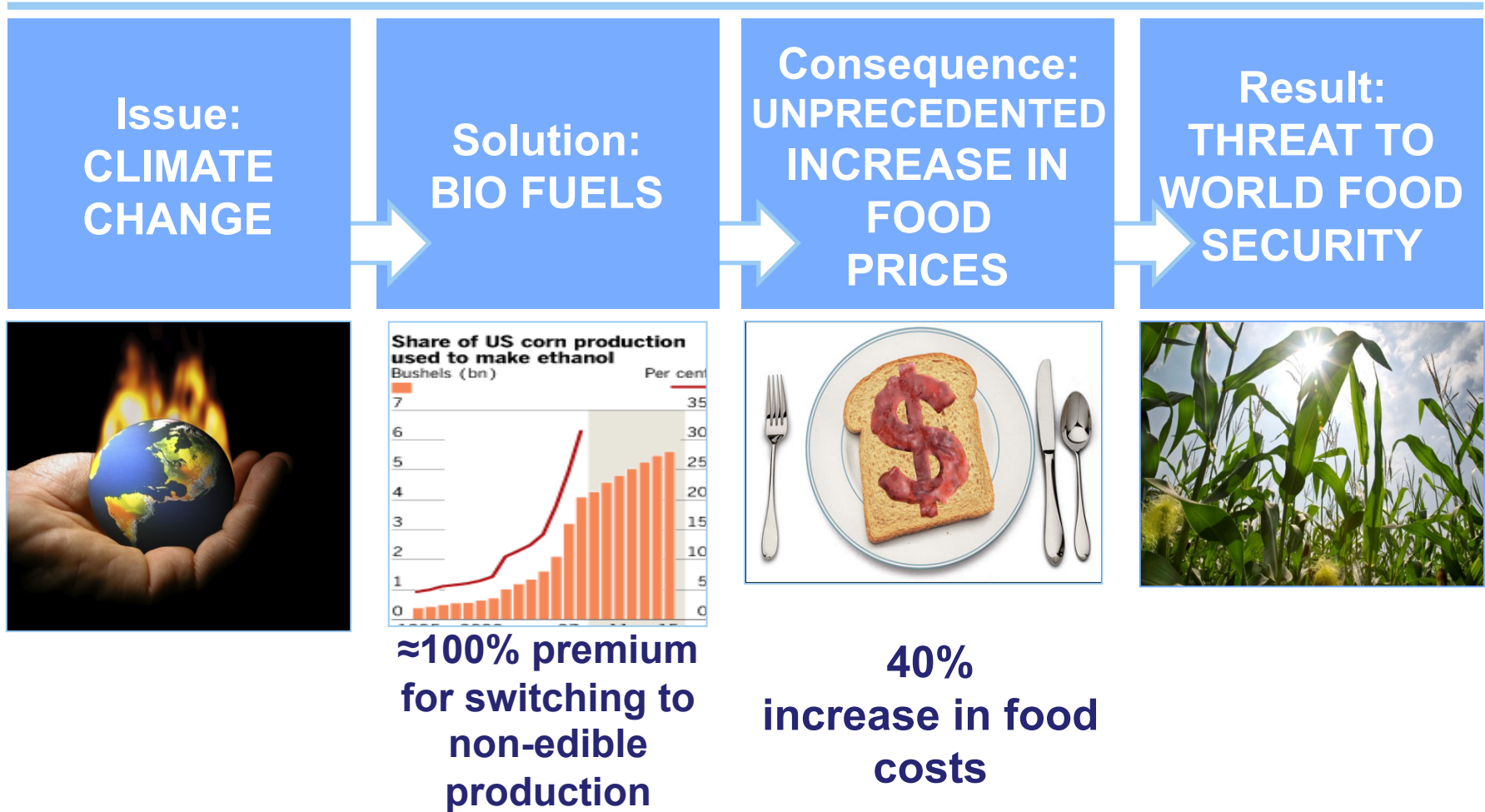
Affordability

Accessibility

And tried to solve for them independently



# Isolated thinking can lead to unintended consequences...

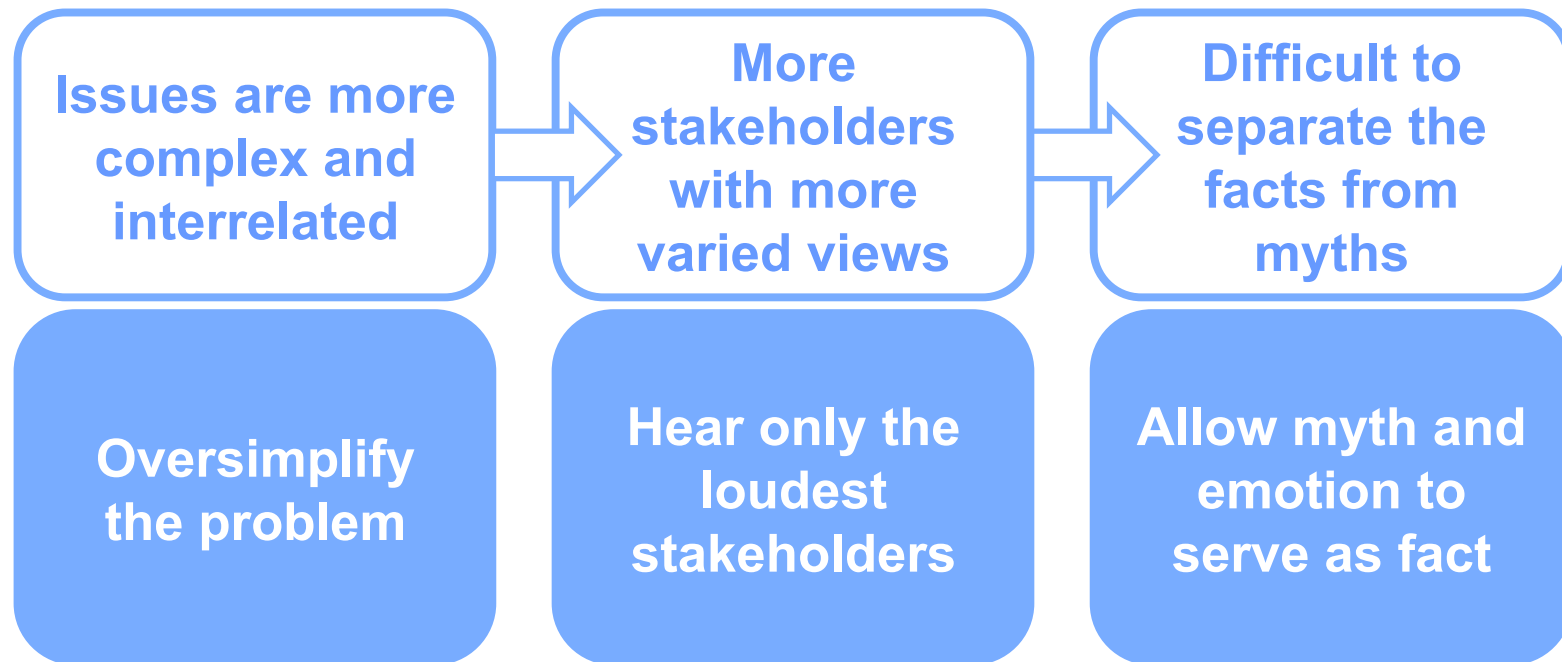


We need to understand the interrelationships between issues



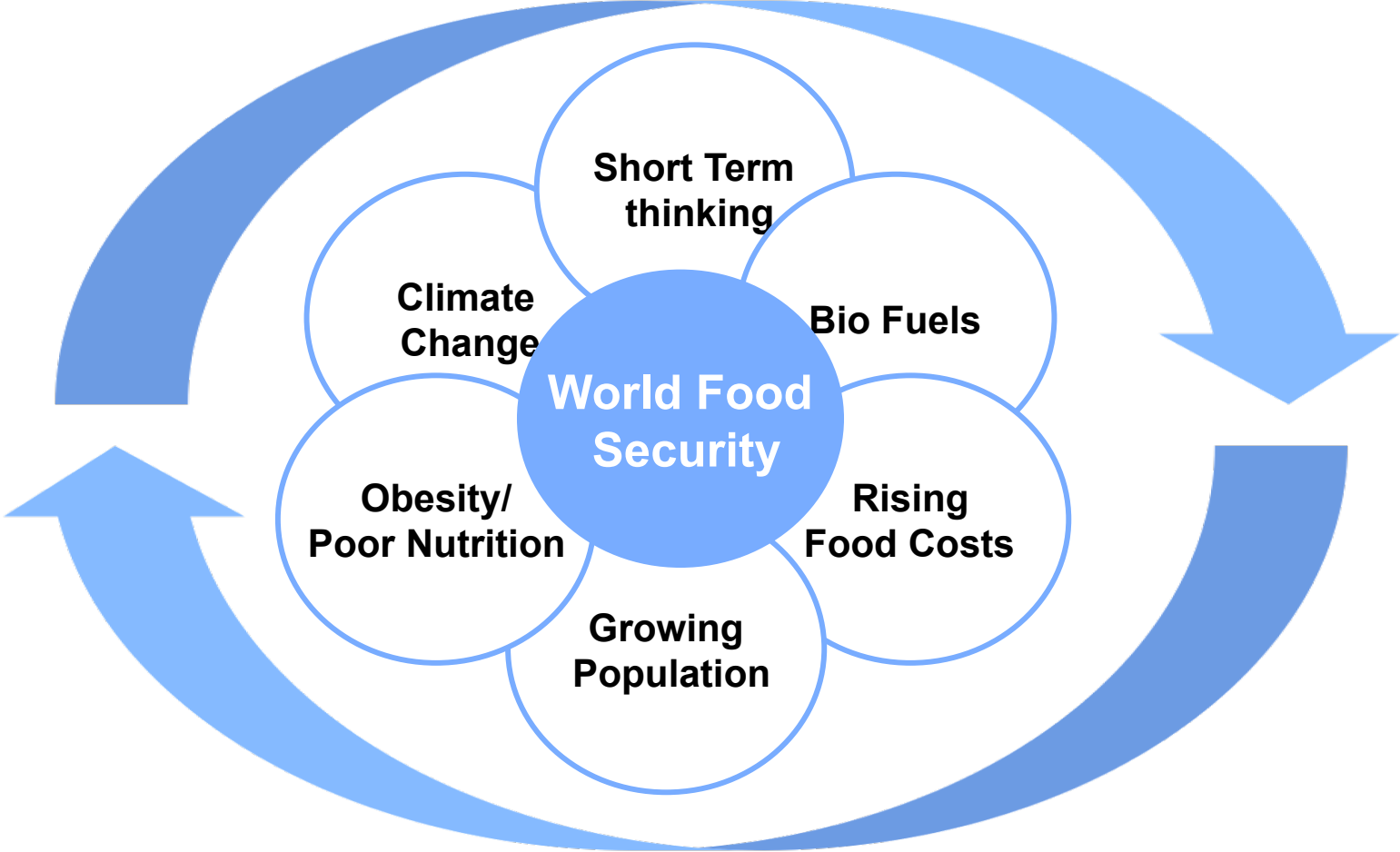
# The challenge is that policy-making today is more difficult than in the past...

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But we have learnt that we can't take shortcuts

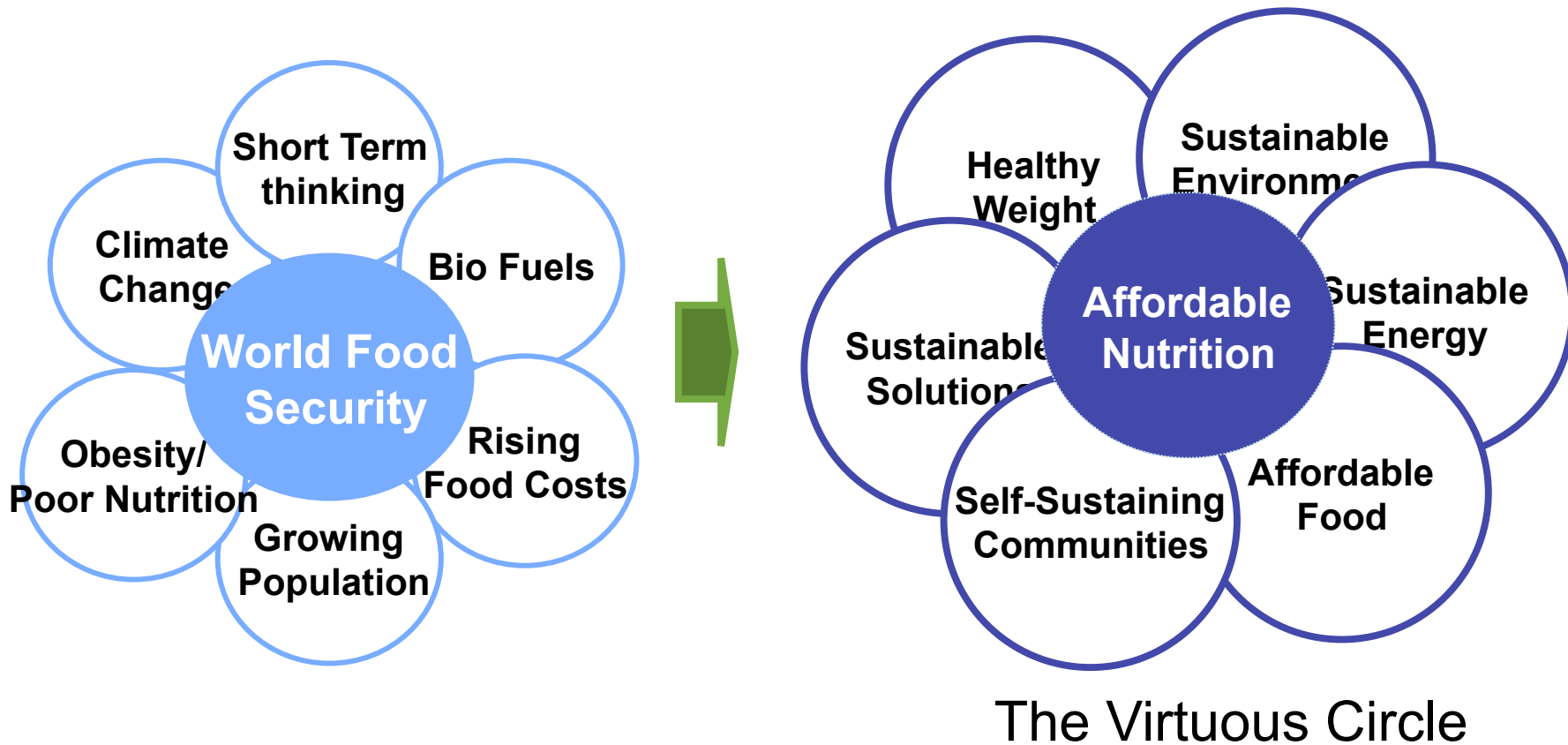
# Because we end up sacrificing one agenda for another



So how do we get better?



# How do you create the Virtuous Circle?



# The UN took an integrated approach for addressing food security



INTERNATIONAL YEAR  
OF THE POTATO 2008



**Food Security**

**“The potato should be a major component in strategies aimed at providing nutritious food for the poor and hungry”**

Identified potato as being key to providing sustainable and nutritious food to the world





# The most sustainable crop in the world

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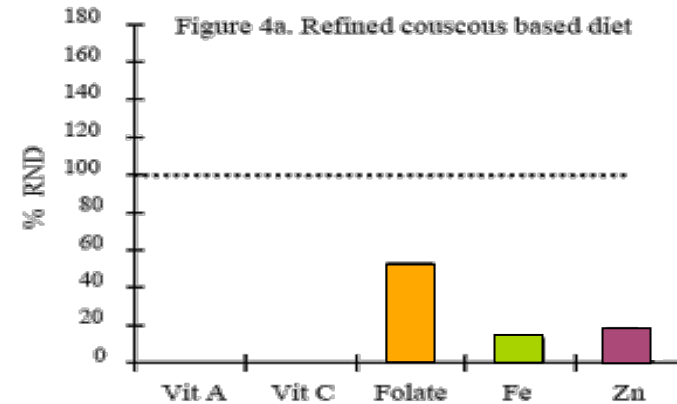
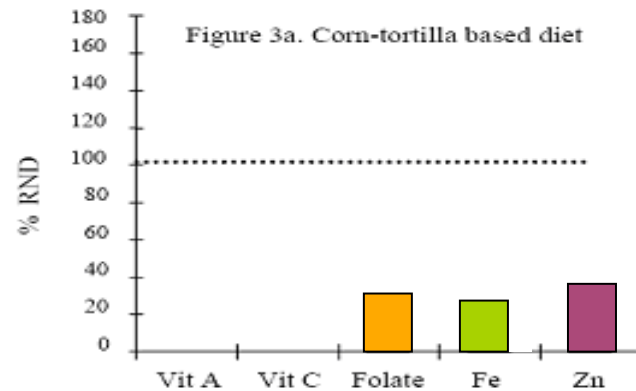
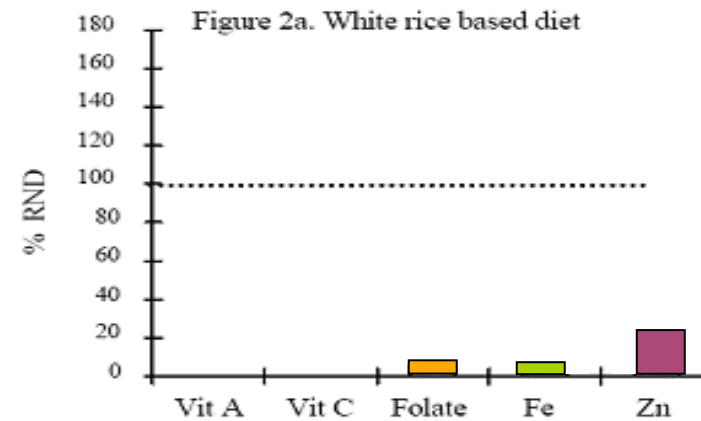
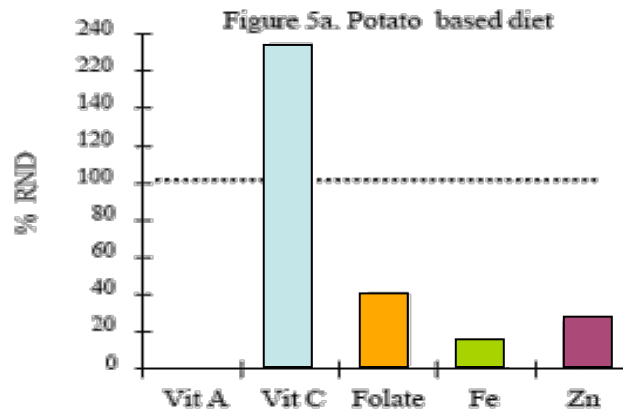
## Environmental Sustainability

**“The potato yields more nutritious food more quickly on less land and in harsher climates than any other major crop: up to 85 percent of the plant is edible human food, while for cereals the figure is 50%”**

# And the most nutritious



## Nutrition

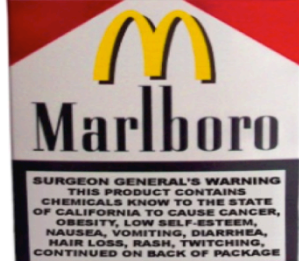


**Better Vitamins A and C, plus Folate, Iron and Zinc content when compared to rice, corn tortillas, couscous**

# But myth and emotion have worked at odds with UN and continue to dominate the potato agenda

**“French fries are the new cigarettes”**

the sanctity of private life was ruthlessly invaded; and religion and morality were held up to ridicule. At that dark hour the *Examiner* sprang into existence as the only newspaper that was not controlled by the intolerable thralldom in which they had long been held. In all the engagements of the *Examiner* the Australian nation was promptly and attentively that public Western establishment for following half the Exhibition claims, success always from town as it and public its



which covers an area of 3440 acres, divided by 125 streets measuring 45 miles in length. The assessed annual value of the property for 1890 amounted to £132,653, and the Municipal revenue to


employed in the production of the *Examiner* was twelve; but in 1892 the staff numbered more than 100, and the machinery needed of the excellence of the machinery and skilled labour employed it would assuredly be found in the fact that at the Tasmanian Exhibition no more than eight gold medals and three medals of honourable mention were

**FRY AND DIE!**



1848, when his offices were removed to Charles Street corner, and it may be interesting to some of our readers to learn that there West's "History of Tasmania" was printed. Land having been secured in Patterson Street by the proprietors of

his parents having preceded him about four years. For a short time he was employed in the office of the *Launceston Examiner*; besides which the scarcity of servants of all descriptions rendered it necessary that the young people in most families should commence to earn their living at a very early age. In 1845 he was apprenticed in the office of *The Launceston Examiner*, of which paper his uncle, the late Mr.



French fries are getting a bad rap and for good reason. Learn more here about why your kids should not eat French fries and what you can replace them with. Read on for the hard truth.

**WHY YOUR KIDS SHOULD NEVER EAT FRENCH FRIES**

But Dave DePew

And policy making



## Without appreciating the economic consequences...

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- Frozen fries account for **over 46%** of total potato consumption of over **4,970,938 MT**
- **45,018 MT** fewer potatoes were processed in 2009 than in 2008
  - Requiring approximately **13.5 MT** less oil used (not including oil used at home or at restaurants which would be another 13-16 MT)
  - Over 5 years this represents a **225 MT** decline
  - Causing our potatoes to be more **expensive** and **uncompetitive** for export

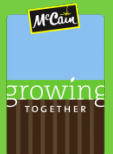
How do we change this?



# We need to get our facts straight



Need to be proactive



# For us its starts with the consumer

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88%

*I want food companies to be **truthful** about what goes into their products. With honest information, I can **make my own decisions** about what to eat.*

Being open, transparent and honest is a requirement



# How do we do this?

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**DISPEL THE MYTHS**

**EMBED THE FACTS**

**ENGAGE THE RIGHT STAKEHOLDERS  
ACROSS AGENDAS**

**We have taken a simple approach**



# Our UK experience is an experience we can leverage

## Health & Nutrition



## Food Safety




Cancer Scares



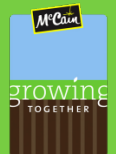
Food Dye Content

## Sustainability

Fresh is best  
Locally,  
grown



Many competing agendas and unclear information





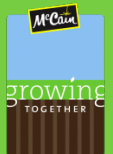
# We started by understanding what the myths were...

French fries are:  
**-Processed**  
**- Not Real Food**  
**-Bad Fat**

McCain Oven Chips  
are made from  
**REAL POTATOES** and  
**GOOD (Sunflower) OIL**



...and sharing the information to dispel them



# Then provided education about where real potatoes come from...



# And the inherent goodness of potatoes and potato products...

- Made from only 2 ingredients: Potatoes and sunflower oil
- 5% fat and NO cholesterol
- No Transfats
- No sodium added
- Source of fibre, Vitamin C and potassium



EDUCATION is key

# While taking the steps to meet the standards

## Good Food From Good Wholesome ingredients

- Reformulation
- Labeling
- Education



	per 135g serving oven cooked	% of GDA
<b>MED</b> FAT	6.6g	9%
<b>LOW</b> SATURATES	0.8g	4%
<b>LOW</b> SUGAR	0.8g	1%
<b>LOW</b> SALT	0.3g	5%

## Food Safety



## Sustainability

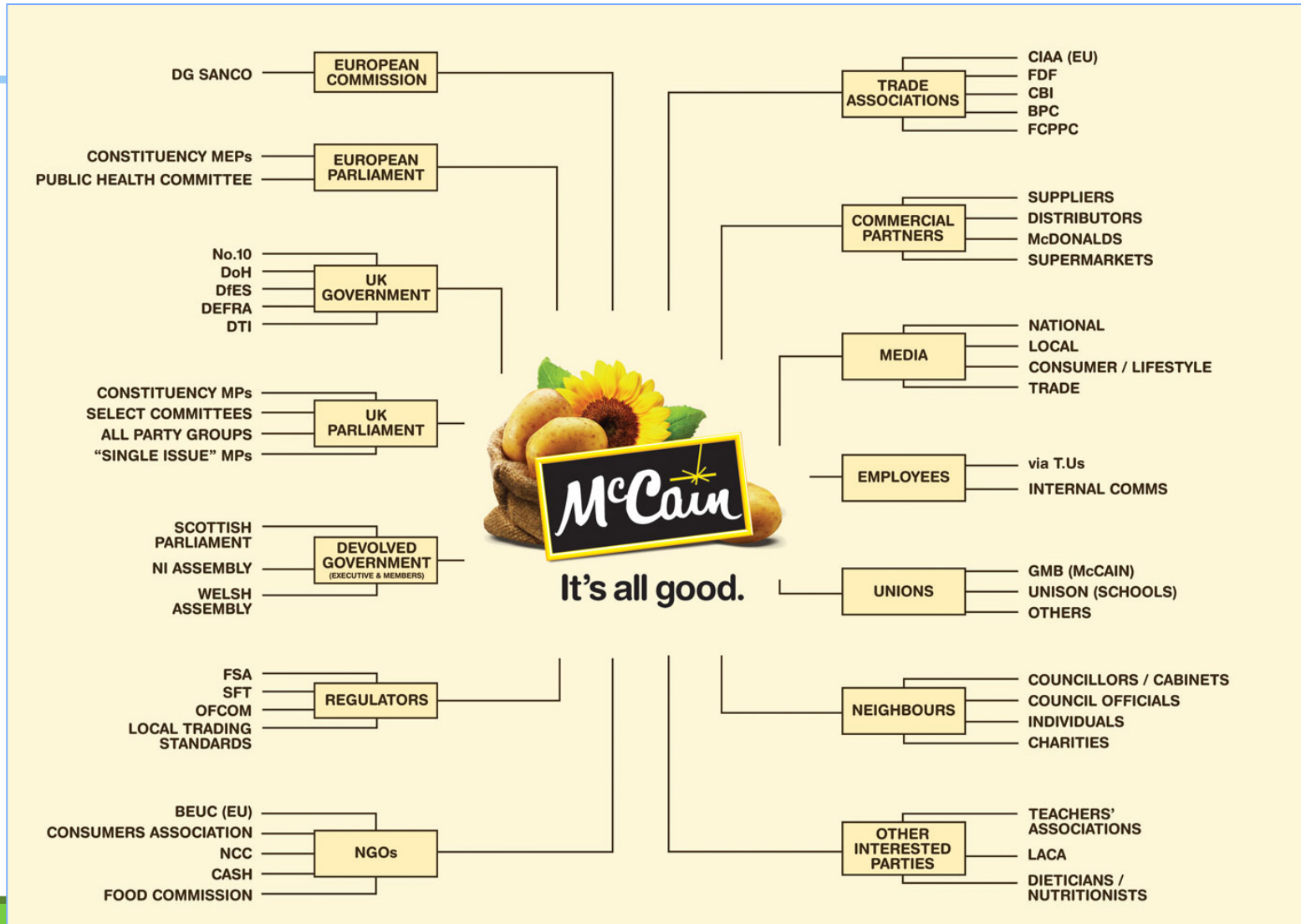


Across the relevant agendas



# And engage our key stakeholders

REGULATORS



# With a view to an integrated solution

## It's all good

**Make it easy for everyone to enjoy good food.**

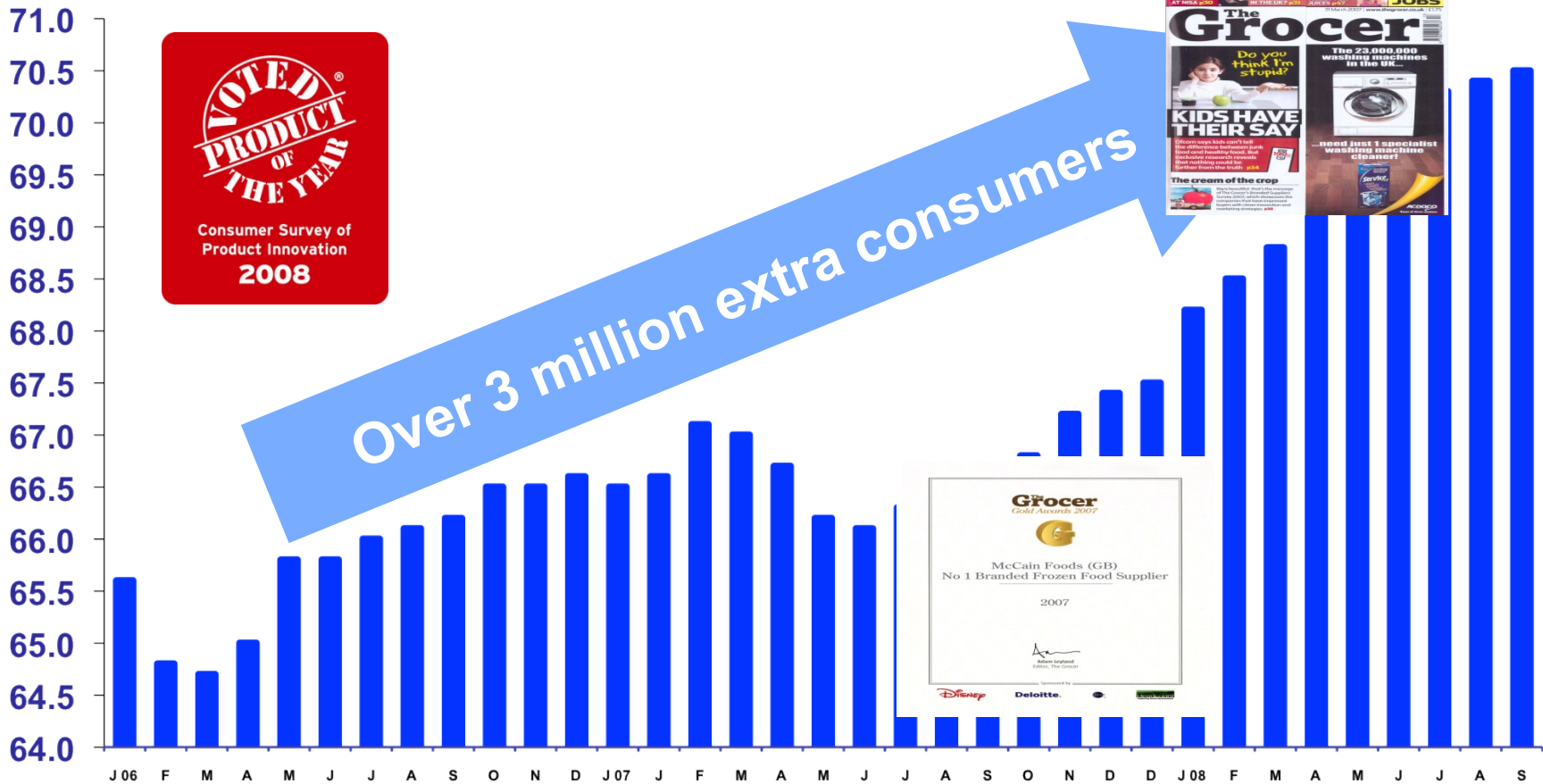
**Build good healthy appetites in a healthier Britain**

**Do more good for our environment**

**Be a good company to work for and work with, that does good in the local community**



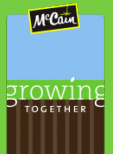
# This approach delivered real results for the industry



Potato Penetration

Source : TNS 52 week rolling : Jan 2006 – Sep 2008

Better products for consumers and growth for the industry including farmers



**We have started the same journey in Canada**

**SOMETIMES A SIMPLE NOTION  
CAN CHANGE EVERYTHING.**

This is one of those times.



**It's all good.**



# But we can't do it alone

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DISPEL THE MYTHS

EMBED THE FACTS

ENGAGE THE RIGHT STAKEHOLDERS  
ACROSS AGENDAS



It's all good.

How do we make this happen here?



Thank you



# The “New” News

*French fries have a surprisingly good nutrition story to tell.*

## French Fries (not oven baked) are better than most people think:

➤ In QSI		2-18 yrs	19+ yrs	healthier oils
➤ Contri	Avg amount eaten (oz)	2.5	2.8	at them*
	Calories (%DV)	10	10	
	Fat (%DV)	14	13	
	Fiber (%DV)	19	19	
	Vitamin K (%DV)	14	12	
	Potassium (%DV)	16	15	
	Vitamin E (%DV)	10	8	

DV = Daily Value which is the amount needed per day

\*Fulgoni et al.; unpublished but presented at ADA and Dietitians of Canada 2009.

