

Communicating Health Benefits of Functional Foods and Nutraceuticals to Canadian Health Professionals



Background

- Health professionals are not satisfied with the information on functional foods and nutraceuticals currently available.
- They are open to learning more about Functional Foods and Nutraceuticals.
- The key question they want answered is about the efficacy of these foods and food products.
- Health professionals are most interested in concrete and credible information on how these foods and food products work and how successful they are.

The above facts are taken from Agriculture and Agri-Food Canada's surveys of dietitians, naturopaths, homeopaths, chiropractors, pharmacists, physicians and nurses on Functional Foods and Nutraceuticals (FFN).

Solution

Health professionals are busy and often overwhelmed in the area of FFN. The answer? Give them a tool with reliable and practical information. A chart including the functional foods, the daily recommended amount, and the evidence-based research will benefit their practice.

Communicate Evidence-based Research

- Have your product's health benefits promoted in a turnkey exhibit at health professionals' conferences across Canada.
- Staffed by health professional.
- Be included in valuable resource tool designed for health professionals.
- Health professionals will be encouraged to provide their email address to receive news updates.

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Booth Activity

- Hands-on, attractive and interactive.
- Displays of crops/products.
- Build strong connection with food and how it is produced.
- Highlight developments at research centres across Canada and build pride in Canadian research and products.

Conferences to Connect with Health Professionals

1. College of **Family Physicians of Canada**. Family Medicine Forum.

October 2010. Vancouver.

Attendance 1800 – 2000.

2. Primary Care Medical Education Conference for **Family Physicians**.

May 2010. Toronto.

Attendance 2000.

3. **Registered Nurses Association of Ontario** Conference.

April 2010. Toronto.

Attendance 700.

4. **Ontario Association of Naturopathic Doctors**.

November 2010. Toronto.

Attendance 300.

Plus: Mailing to 5500 members of **Dietitians of Canada**

Contact

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