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 USCDC 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**

<table>
<thead>
<tr>
<th>Guiding Principles</th>
<th>Recommendations</th>
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<tbody>
<tr>
<td><strong>Guiding Principle 1</strong>&lt;br&gt;A variety of nutritious foods and beverages are the foundation for healthy eating.</td>
<td>• Regular intake of vegetables, fruit, whole grains and protein-rich foods, especially plant-based sources of protein.&lt;br&gt;• Inclusion of foods that contain mostly unsaturated fat, instead of foods that contain mostly saturated fat.&lt;br&gt;• Regular intake of water.</td>
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<td><strong>Guiding Principle 2</strong>&lt;br&gt;Processed or prepared foods and beverages high in sodium, sugars or saturated fat undermine healthy eating.</td>
<td>• Limited intake of processed or prepared foods high in sodium, sugars or saturated fat.&lt;br&gt;• Avoidance of processed or prepared beverages high in sugars.</td>
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<td><strong>Guiding Principle 3</strong>&lt;br&gt;Knowledge and skills are needed to navigate the complex food environment and support healthy eating.</td>
<td>• Selecting nutritious foods when shopping or eating out.&lt;br&gt;• Planning and preparing healthy meals and snacks.&lt;br&gt;• Sharing meals with family and friends whenever possible.</td>
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**Considerations**

- 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.