

What roles do food guides play in food systems?

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National Dietary Guidelines as Policy Imperatives

81 countries have a **Consumer-Facing Food Guide**

I Measurement



71% used Proportion
25% used Serving Size
4% used Both

I Format

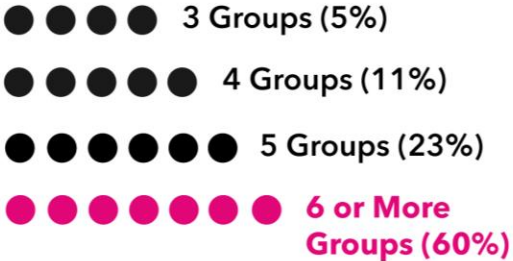


Top 3 popular presentations of the guidelines: **21%** use a **Plate**, **31%** use a **Pyramid**, and **48%** use **Other Shapes**

Dairy as its own subgroup?



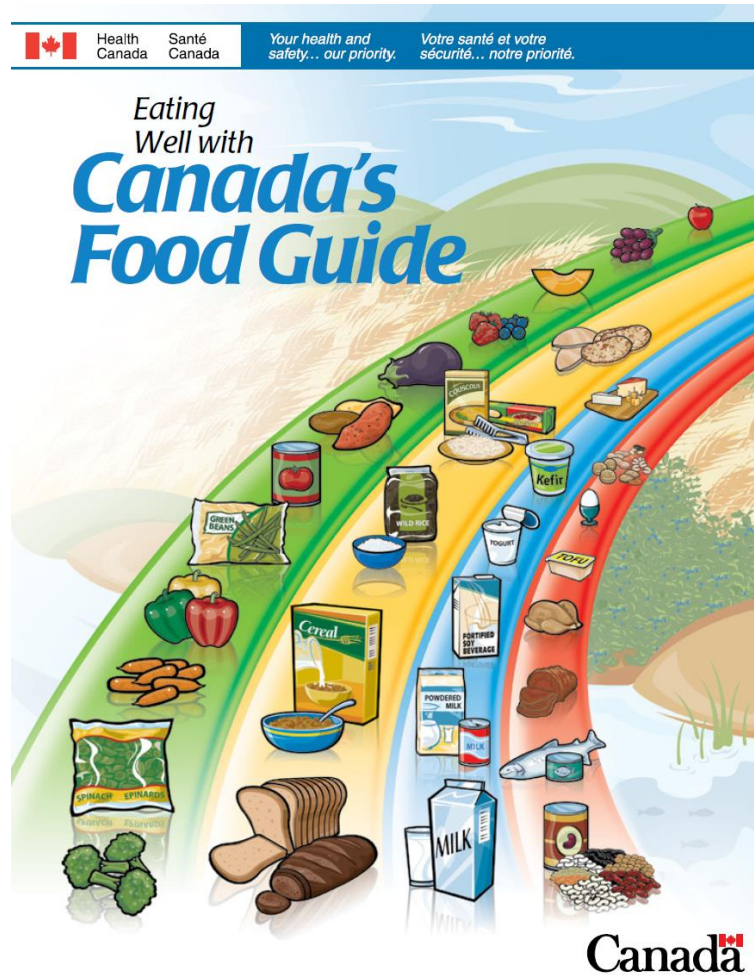
Number of Food Groups



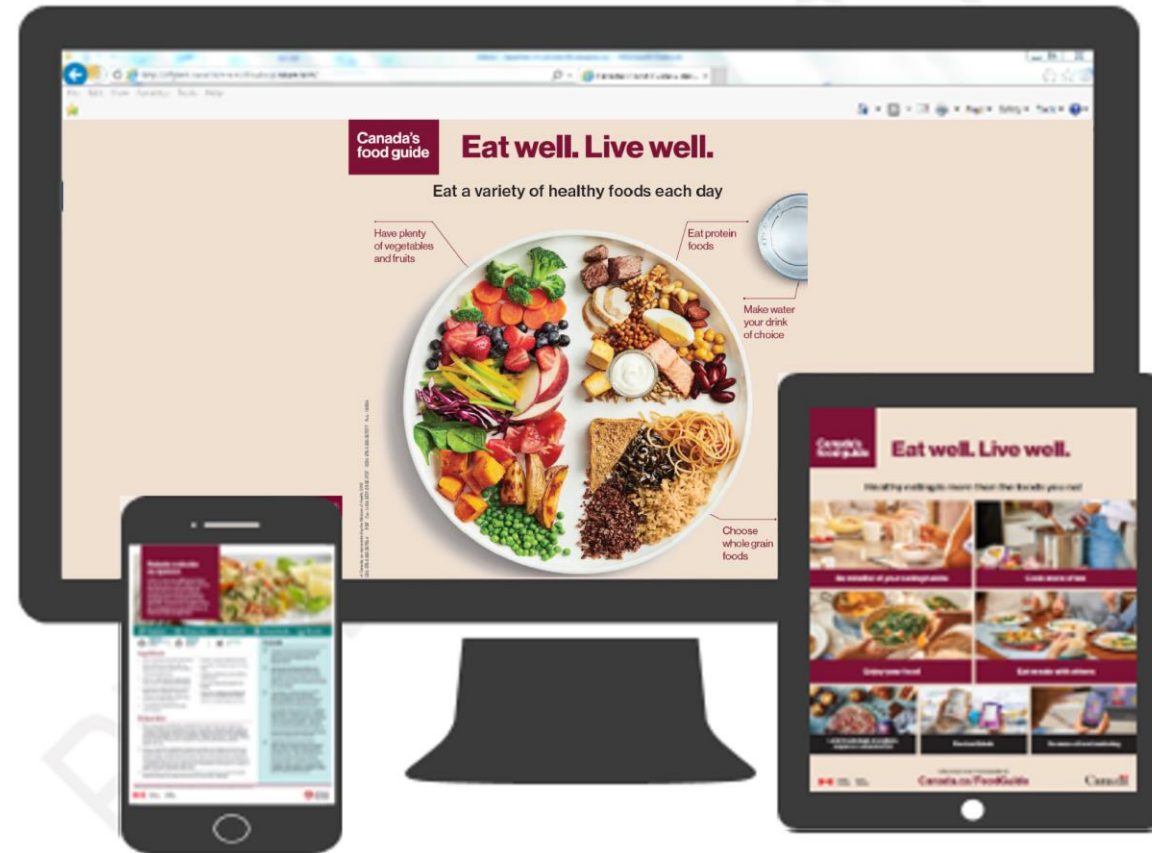
Source: *Food and Agriculture Organization of the United Nations*, 2019a.

Major Changes to Canada's Food Guide: 2007 vs. 2019

2007

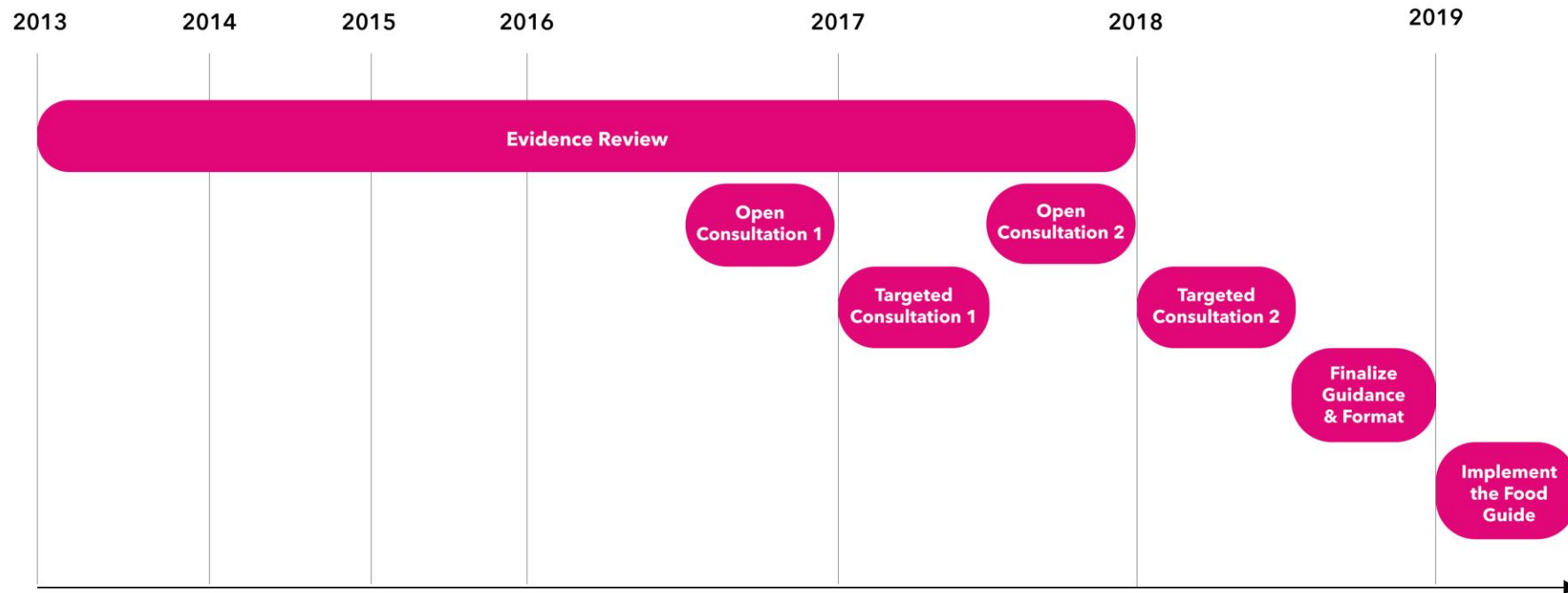


2019



Canada.ca/FoodGuide

Timeline of developing Canada's Food Guide (2019 version)



Evidence Review (2013 - 2018)

- Scientific Basis
- Canadian Context
- Use of Existing Dietary Guidance

Open Consultation 1 (Fall 2016)

Open consultation with key stakeholders and consumers about their needs and expectations for a revised Canada's Food Guide

Open Consultation 2 (Summer 2017)

Open consultation with key stakeholders and interested consumers to provide feedback on proposed general healthy eating recommendations

Targeted Consultation 1 (Spring 2017)

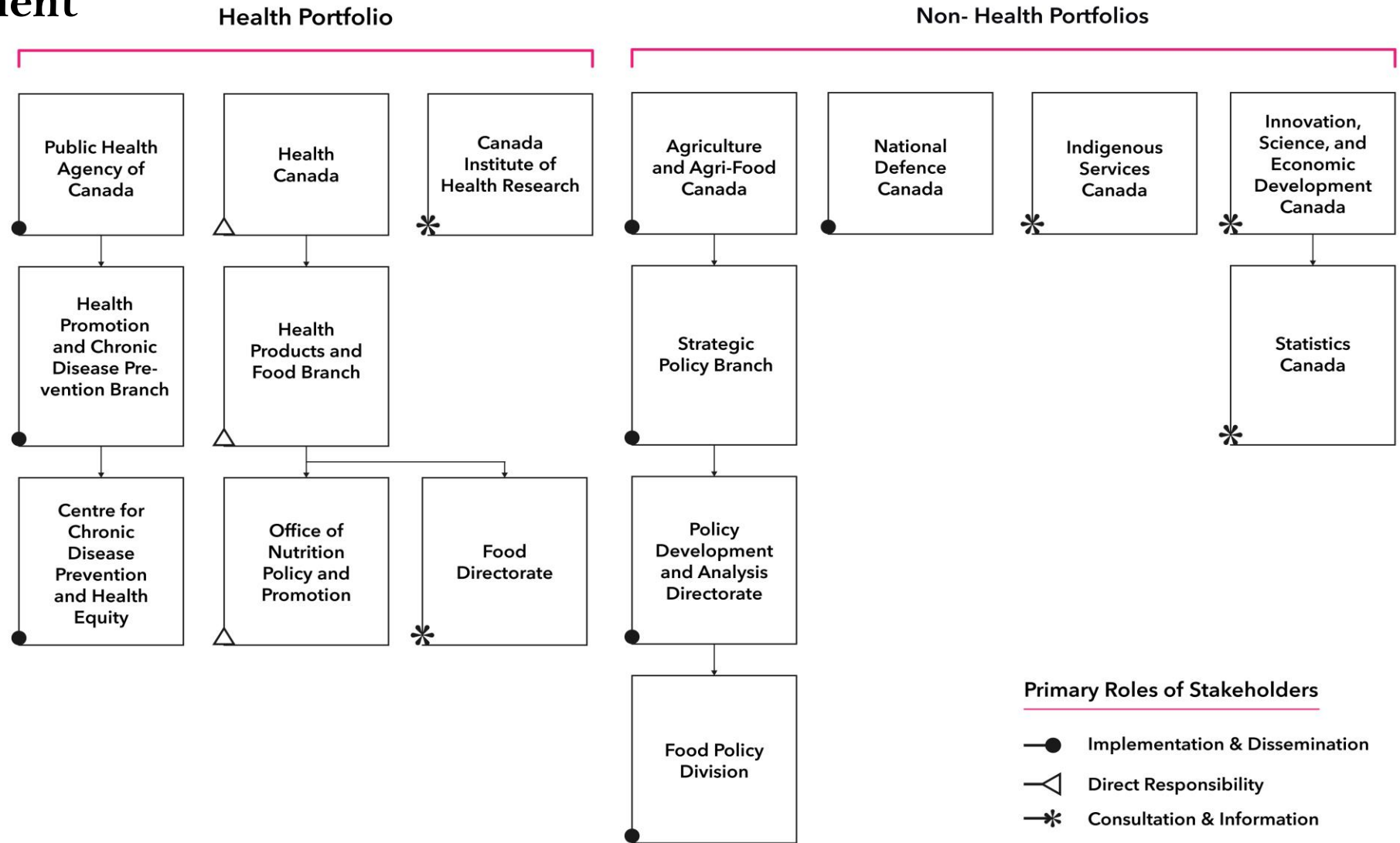
Consultation with key stakeholders and consumers about their needs and expectations for a revised Canada's Food Guide

Targeted Consultation 2 (Spring & Summer 2018)

Consultation with key stakeholders and consumers to provide feedback on proposed general healthy eating recommendations

Developing, Implementing, and Monitoring Canada's Food Guide

Key federal government agencies involved



Toward Measurement of Behavioural Effects

Consumer Behaviour

- Individual and Aggregate Consumption
- Prevalence of Diet-Related Disease
- Purchasing Habits
- Understanding and Use of the Food guide

Policy-Related Behaviour

- Shifts in Institutional Procurement
- Policy Coherence
- Incorporation Into School Curricula

Industry Behaviour

- Innovations
- Lobbying
- Marketing and Retailing
- Product Formulation and Production Levels

Thank you.

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