



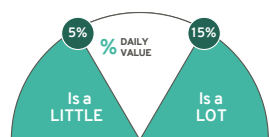
Initial overview of 15 food categories

studied by the Observatory between 2016 and 2022



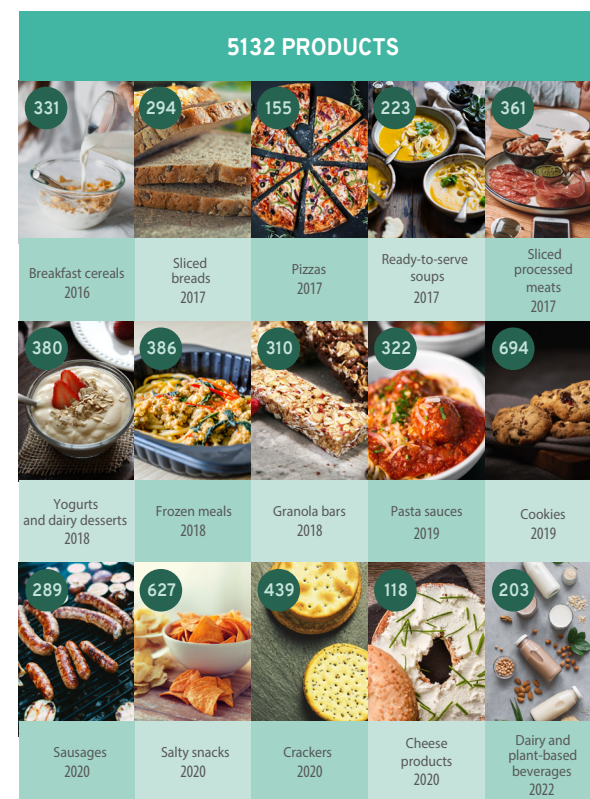
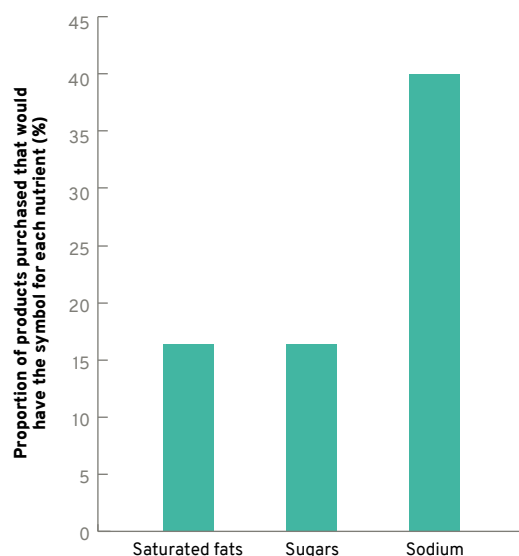
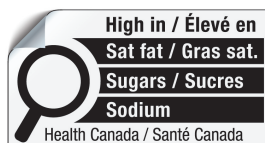
The Observatory characterized the quality of the food supply for 15 food categories frequently consumed by Quebecers. A total of 5132 products were identified between 2016 and 2022. Sales data were obtained for 77% of these (n=3941), which represents, on average, 79% of sales in these categories.

1 High in nutrients to limit



5a cb['hY'ZccX' W'hY[cf]Yg'UbU'ngYX Vm h'Y'CVgYfj Uhcfrz
66% of products purchased have high levels¹ of saturated fats, sugars and/or sodium.

60% of products purchased must display the Health Canada nutrition symbol indicating a high content in saturated fats, sugars and/or sodium². Sodium would be the nutrient most often displayed on the symbol.



● Number of products listed

¹ The 15% or more daily value threshold represents a high amount of a nutrient for a reference amount (or 30% for mixed dishes).

² The two percentages differ slightly considering the calculations and exemptions for certain products according to the Front-of-package nutrition symbol labelling guide for industry.

For more information : foodoffer.ca

With the contribution of :



2 Important contributors in purchases of nutrients to limit

These food categories constitute one of the three largest contributors of saturated fats, sugars and/or sodium, and should therefore be improved as a priority:



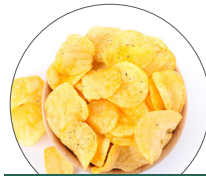
Sliced breads



Breakfast cereals



Cookies



Salty snacks

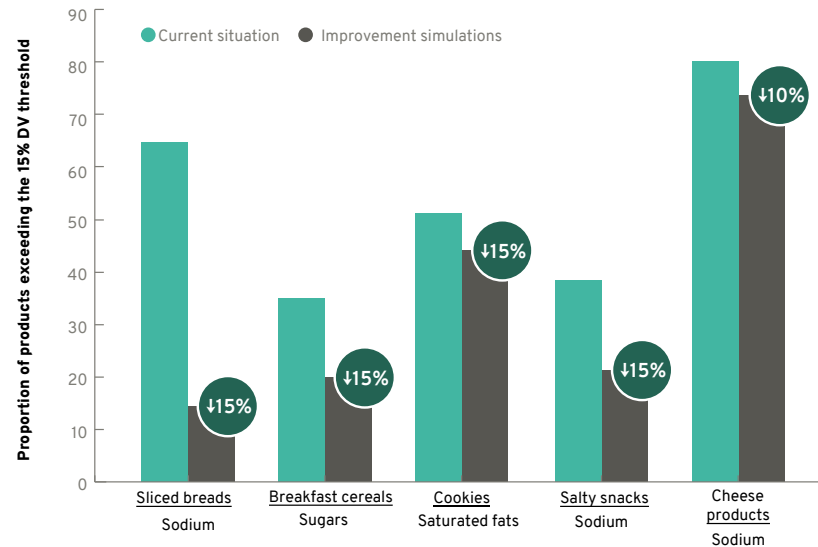


Cheese products

3 Improvement simulations

The 15% Daily Value (DV) threshold is used to identify products high in a particular nutrient.

With a view to improvement, reductions ranging from 5% to 15% were proposed for each of the food categories to be reformulated as a priority:



4 Conclusion

Two-thirds of products purchased have high levels of saturated fats, sugars and/or sodium.

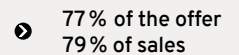
Due to their high content and significant contribution to nutrients that should be limited by Quebecers, the following food categories should be improved as a priority:

- Sliced breads (↓15% sodium)
- Breakfast cereals (↓15% sugars)
- Cookies (↓15% saturated fats, ↓10% sugars)
- Salty snacks (↓15% sodium)
- Cheese products (↓5% saturated fats, ↓10% sodium)

Slight improvements ranging from 5% to 15% would ensure that a large proportion of products no longer exceed the 15% DV threshold. This would prevent them from having the Health Canada nutrition symbol affixed to the front of their packaging. Therefore, more nutritionally attractive food products would be available to the consumer.



The data for this overview of the 15 food categories comes from:



For more information : foodoffer.ca

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