

DATE: September 28, 2005

RELEASE: Immediate

## **INFORMATION CAMPAIGN PROMOTING CONSUMPTION OF GRAIN PRODUCTS LAUNCHED**

**Mississauga, Ontario** – “Grains – they’re essential” is the slogan adopted by the Baking Association of Canada (BAC), Canadian Wheat Board (CWB) and Canadian Pasta Manufacturers Association (CPMA) as they today launched a national information campaign designed to promote the consumption of grain products. The campaign will provide information about the health benefits of grain-based foods to dietitians and nutritionists, who will be encouraged to pass on this important message to Canadian consumers.

The campaign includes the development of publications aimed a health professionals and the general public and the creation of a Web site at [www.grainsessential.ca](http://www.grainsessential.ca). (See attached background materials).

“Grains are an essential part of a healthy diet,” said registered dietitian and campaign spokesperson Laura Pasut. “They provide the body with carbohydrates, which are essential for energy and are also an important source of B-vitamins, iron, folate and fibre.

Pasut, who developed the campaign’s strategy, noted that Canada’s Food Guide to Healthy Eating recommends people eat between five and 12 servings of Grain Products each day.

“Given the rise and fall of various fad diets, we believe it is important to remind consumers that grain-based foods are part of a healthy lifestyle,” said Paul Hetherington, BAC President and CEO. Hetherington said the campaign will provide nutritionists with everything from information on nutrition to recipes, which can then be passed on to clients.

“This campaign gives us the opportunity to support the consumption of healthy foods made from the milling of hard wheat and durum wheat grown by western Canadian farmers”, said Ken Ritter, Chairman of the CWB’s board of directors and a farmer from Kindersley, Saskatchewan.

“Information provided through this campaign will show consumers that breads and pasta are not only great tasting, but a nutritious staple in our diets,” said Don Jarvis, President of the Canadian Pasta Manufacturers’ Association.

The BAC is the industry association representing Canada’s retail, in-store and commercial bakers.

Controlled by Canadian western farmers, the CWB is the largest wheat and barley marketer in the world. As one of Canada’s biggest exporters, the Winnipeg-based organization sells grain to more than 70 countries and returns all sales revenue, less marketing costs, to Prairie farmers.

The CPMA is the national trade organization representing Canadian pasta manufacturers.

-30-

For more information, please contact:

Laura Pasut, M.Sc., RD, “Grains – they’re essential” spokesperson and consulting dietitian  
Tel: (905) 405-0288 x 32, Toll free: 1-888-674-2253 x 32  
e-mail: [lpasut@grainsessential.ca](mailto:lpasut@grainsessential.ca)

OR

Paul Hetherington, President and CEO  
The Baking Association of Canada  
Tel: (905) 405-0288, Toll free: 1-888-674-2253