



Communiqué

Health Check™ program welcome news for pork industry

Toronto, January 20, 1999 “The Health Check™ program is welcome news for the pork industry,” stated Edouard Asnong, President of the Canadian Pork Council. “We are very pleased to be an inaugural partner in the Heart and Stroke Foundation of Canada’s national food information program. Being involved in an initiative to help consumers make healthy food choices, like choosing lean cuts of pork, is very exciting. The beauty of the program is that the Health Check™ symbol makes grocery shopping for wise food choices a lot less confusing for consumers.”

According to Carol Dombrow, RD, dietitian and nutrition consultant for the Heart and Stroke Foundation of Canada, “All trimmed pork cuts, with the exception of ribs, meet the Health Check™ criteria to be designated a lean meat. That is, they contain less than 10% fat. In fact, some cuts such as pork tenderloin and pork leg inside round can be labelled ‘extra-lean’ since they contain less than 7.5% fat.”

“Canada Pork’s participation in our program demonstrates that the Health Check™ program can apply to generic, non-branded products too,” explained Doug MacQuarrie, Director of Health Promotion for the Heart and Stroke Foundation of Canada and General Manager of the Health Check™ program.

Canada Pork, the nutrition program of the Canadian Pork Council (CPC), in cooperation with its provincial members, will embark on a communications plan to reach family physicians, dietitians, home economists and other health professionals about pork’s involvement in the Health Check™ program.

February is Heart Month, a key month for the Heart and Stroke Foundation to build public awareness and undertake fund raising activities. February 1999 is also very important for the meat industry. It marks the initiation of Canadian Pork Month. February will provide a wonderful opportunity for the pork industry to draw attention to its lean products.

“The Canadian pork industry’s participation in Health Check™ and Pork Month are very important and positive initiatives for our industry,” says Mr. Asnong.

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For information: Mary Ann Binnie
Manager
Canada Pork
(519) 438-0337

Barbara Steele
Manager, Communications
Heart and Stroke Foundation of Canada
(613) 569-4361 ext. 318