

CANADA AGRICULTURE Museum

Food for Health Travelling Exhibition

140 m² (1,500 sq. ft.)

For adults, children and school groups

The **Canada Agriculture Museum** (Ottawa), in collaboration with the **Canadian Institutes of Health Research** and other exhibition partners, is developing a bilingual travelling exhibition and web site. **Food For Health** will address, from a consumer's point of view, concerns and questions that many Canadians have about the safety of their food supply, and the role food plays in ensuring good health.

By combining **hands-on interactive components, multimedia technology, historical artifacts and graphics**, the exhibition will showcase Canadian initiatives designed to ensure that our food is as safe as possible. **Food For Health** will provide Canadians with the knowledge to help them protect themselves against food-borne illnesses through safe food-handling practices. It will also investigate evidence of links between diet, physical activity and obesity, and illnesses such as diabetes, heart disease and cancer.

Also included with the exhibition at no extra cost!

- Publicity, media relations and advertising support materials such as sample news releases, PSAs, print advertisement templates, radio advertisement scripts, invitation cards and envelopes with template of insert.
- Access to **Food for Health** school programs based on the Pan-Canadian Common Framework of Science Learning Outcomes.
- Facilitator's guide outlining the **Food for Health** exhibition demonstrations.
- Reciprocal Internet link to the Canada Agriculture Museum's **Food for Health** exhibition Web section.
- Use of official images from the Canada Agriculture Museum and its **Food for Health** exhibition.
- Template for public forums.



Touring 2008 to 2011

Has Our Food Changed?

This introductory area will investigate how farming practices and Canadian society have changed over the last century, as well as the impact of these changes on the food we eat and how it reaches our tables. The relationship between **farmers** and **consumers** will also be explored.

Are You A Smart Shopper?

This section will examine packaged foods and their content, and will offer visitors the tools necessary to read **food labels** and select the foods that meet their general or specific **health requirements**. Visitors will also examine the use of food additives, food packaging, and their importance in maintaining the safety of our food supply.

Who Keeps Your Food Safe?

This section will examine some of the energy we need from essential nutrients. Food, however, may also contain pathogens capable of causing food-poisoning. This section will examine some of the microorganisms responsible for **food-borne illnesses**, where they can be found, how they make us sick, and how food-poisoning can be prevented. The roles of the various stakeholders involved in maintaining **food safety** will be explored, from farm to fork, including the vital role of the consumer.

Are You Staying Healthy?

Recent research shows a strong link between obesity and the development of diabetes, heart disease and cancer. What is the cause of the current epidemic of obesity in North America? This section will examine current dietary recommendations and the role of **physical activity** in maintaining a **healthy body**.

Pan-Canadian Curriculum!

School Programs!

Web Presence!

\$3,500 + transportation,

Transportation fees will be prorated over the tour of the exhibition

To book the exhibition, or for more information: please contact 613 998-4212, or by e-mail at foodforhealth@technomuses.ca.

Do you qualify for the Museums Assistance Program (MAP) from Canadian Heritage? Visit www.pch.gc.ca/progs/pam-map/index_e.cfm

Presented nationally by



and



In partnership with



Canadian Partnership for
Consumer Food Safety Education
Partenariat canadien pour
la salubrité des aliments



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments



Health
Canada

Santé
Canada

Canada