

New

Food for Health

foodforhealth.ca

Interactive exhibition and website

ARE YOU WHAT YOU EAT? NEW EXHIBITION ON EATING WELL AND STAYING HEALTHY AT THE CANADA AGRICULTURE MUSEUM

OTTAWA, March 8, 2007 – Food is a topic of endless discussion. It’s something we can’t do without and it can also be a source of great enjoyment. Is there anything as personal or as important as the foods we choose to eat each day? Our health depends to a large extent on what we eat. The new *Food for Health* exhibition at the Canada Agriculture Museum in Ottawa takes a fresh look at the foods we eat and answers many of the questions Canadians have about their food choices, about food safety and about the role food plays in ensuring good health.

This 140-square-metre bilingual travelling exhibition, which features fun hands-on activities, multimedia displays, historical artifacts and graphics, opens at the Canada Agriculture Museum on March 9, 2007 and runs until October 31, 2007.

Food for Health’s companion bilingual website makes the exhibition’s important ideas and knowledge available to many more millions of Canadians, including school children and Canadians living in remote areas. In addition, two new school programs developed exclusively to complement *Food for Health* are offered at the Canada Agriculture Museum.

The *Food for Health* exhibition and website are presented nationally by the Canada Agriculture Museum and by the Canadian Institutes of Health Research (CIHR), in partnership with the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada, Health Canada, and the Canadian Partnership for Consumer Food Safety Education.

The project’s six partners view the *Food for Health* exhibition and website as proof of their commitment to bringing to Canadians the knowledge they need to make healthy food choices.

“The *Food for Health* exhibition and website are significant achievements for the Canada Science and Technology Museum Corporation and its affiliate, the Canada Agriculture Museum,” says Christopher Terry, President and CEO of the Canada Science and Technology Museum Corporation. “The Corporation and Museum are pleased to be working with their five partners who are dedicated to bringing the important and up-to-date information of *Food for Health* to Canadians wherever they may live.”

“Food is one of the primary determinants of human health and for ensuring that children get a healthy start in life. Safe and nutritious food can foster good health and help us avoid disease; unsafe food or unhealthy food choices can lead to obesity and illness,” said Dr. Alan Bernstein, President of CIHR. “CIHR is proud to be a partner in the new *Food for Health* exhibition. The exhibition and its companion website will use health research knowledge to respond to Canadians’ questions and concerns about the safety of the food supply and the role food plays in ensuring good health.”

“Having access to safe, high quality food is vital to making healthy food choices,” said Chuck Strahl, Minister of Agriculture and Agri-Food and Minister of the Canadian Wheat Board. “Canada’s New Government is working with farmers and industry leaders by investing in research to develop innovative agri-food products with the potential to enhance human health and wellness. Along with the Canadian Food Inspection Agency, AAFC works from farm gate to the consumer’s plate to ensure a safe and healthy food supply.”

“The Canadian Partnership for Consumer Food Safety Education is extremely proud to be part of this innovative food safety educational project”, says Brenda Watson, Executive Director of the Partnership. “The Food for Health exhibition and its accompanying website will help fulfil the Partnership’s mandate of reducing the incidence of microbial foodborne illness amongst Canadians through reinforcing the four simple steps to keeping food safe: clean, separate, cook and chill.”

“Canada’s New Government is committed to giving Canadians the information they need to help make healthy choices for themselves and their families,” said Tony Clement, Minister of Health. “Health Canada recently launched the 2007 Food Guide - Eating Well with Canada’s Food Guide – which provides the best, most current information available for eating well and living healthy and is the first update in 15 years. The Food for Health exhibition teaches the message of the importance of making good food and lifestyle choices to families in a fun, creative way, and Health Canada is pleased to have played a role in helping to bring this exhibition to Canadians.”

The *Food for Health* exhibition can be visited daily from March 9 to October 31, 2007 at the Canada Agriculture Museum and on-line at www.foodforhealth.ca. After its run in Ottawa, *Food for Health* exhibition will reach more Canadians as it travels across Canada from 2008 to 2011.

Food for Health

Presented nationally by



Canada Agriculture Museum and Musée Canada



CIHR IRSC
Canadian Institutes of Health Research / Instituts de recherche en santé du Canada

in partnership with



Agriculture and Agri-Food Canada / Agriculture et Agroalimentaire Canada



Canadian Food Inspection Agency / Agence canadienne d'inspection des aliments



Health Canada / Santé Canada



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



GENERAL INFORMATION

Museum Hours: Daily from 9:00 a.m. to 5:00 p.m.

Location: Prince of Wales Drive, south of the traffic circle, north of Baseline Road, on the Central Experimental Farm. Free parking.

Admission Prices (GST included. Prices are subject to change without notice.):

Adults: \$6.00; Seniors (60+) and Students: \$5.00; Children (3-14): \$3.00; Children under 3: Free;
Families (2 adults and 3 children): \$13.00; Families with additional children: \$2.00 per extra child;
Families with additional adults: \$3.00 per extra adult; Members: Free; Special rates are available
for groups of 20 or more.

Telephone: 613-991-3044
Toll free: 1-866-442-4416
TTY: 613-991-9207
Fax: 613-993-7923

**Reservations for guided
tours & school programs:** 613-991-3053

Museum website: www.agriculture.technomuses.ca
Food for Health: www.foodforhealth.ca

Media contacts:

1. Canada Agriculture Museum:

David Sutin
613-996-7812
dsutin@technomuses

2. Canada Agriculture Museum:

Lucie Robillard
613-943-1164
lrobillard@technomuses

Canadian Institutes of Health Research:

David Coulombe
Media Specialist
613-941-4563
dcoulombe@cihr-irsc.gc.ca

Agriculture and Agri-Food Canada:

Media Relations
613-759-7972
1-866-345-7972

1. Health Canada:

Paul Duchesne
613-954-4807

2. Health Canada:

Erik Waddell
Office of the Honourable Tony Clement
Federal Minister of Health
613-957-0200

3. Health Canada:

Public Enquiries:
613-957-2991
1-866-225-0709

1. Canadian Food Inspection Agency:

Charmaine Kuran
Program Officer
613-221-7200

2. Canadian Food Inspection Agency:

Alain Charette
Media Relations Officer
613-228-6682

Canadian Partnership for Consumer Food Safety Education:

Brenda Watson, P.Ag.
Executive Director
613-798-3042
519-651-2466