

Bringing down barriers to

Healthy Eating

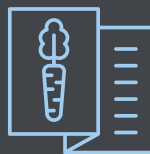
for Canadians.

Cost, access to healthy foods, and busy work schedules are just some of the barriers Canadians face when making healthy food choices. But experts say there are ways to get more nutritious food on our plates.

Mandates and economic incentives are tools for helping Canadians access healthy food.

Social interventions for low-income households and financial incentives for industry are likely to have significant impacts.

Regulatory Environment.



Marketing for Canada's Food Guide.

Marketing science can help us understand healthy eating influences.

Relying on the science, government can work with industry to inform consumers about healthy choices.

Retailers can lead with corporate social responsibility.

By increasing the availability and affordability of nutritious foods, and keeping less nutritious foods out of prominent spaces, retailers can reduce impulse buying.



Food Retailers.



School Boards and Ministries of Education.

Schools can influence healthy choices from the classroom to the cafeteria.

Healthy foods should be accessible in school, but education about healthy choices and skill-building should also be part of the curricula.