



# ACTION FACTS

## DFC MARKETING & NUTRITION NEWS

### JUNE 2014

- *Multicultural Campaign*
- *AYNIC Summer Magazine*
- *Get Enough Helper App*
- *From Farm to Table*
- *Canada Day Treats*
- *BIG Bike and DFC*
- *Day Camp Program*
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### **A Canadian twist in multicultural dishes**



On June 2, DFC launched a multicultural campaign, aimed at promoting dairy products to the growing population of ethnic Canadians. The campaign is focusing on Chinese and South Asian communities, since they represent the largest ethnic groups in Canada.

The first part of the campaign is targeting Chinese Canadians since their consumption of dairy products is lower than those of the general population. The campaign aims to educate Chinese Canadians about the health benefits, varieties and flavours of Canadian dairy products, and how they can easily be integrated into Chinese cuisine. Until July 6, in-store advertising and recipe samplings will be held in 22 T&T supermarkets in Toronto,

Vancouver, Calgary, and Edmonton. T&T supermarkets sell primarily Chinese and Asian foods. A Chinese/English recipe booklet featuring eight Chinese dishes incorporating Canadian dairy products and a leaflet about dairy myths is being distributed in the supermarkets. The campaign includes Chinese-language newspapers and radio ads, outdoor billboards, direct mailing, and a media tour with Chef Stephanie Yuen. Chef Yuen will demonstrate how adding dairy products can boost flavour and add nutritional value to Chinese dishes.

The second part of the campaign, which begins in October, will target South Asians and will focus on in-store advertising and promotions.

#### **Objectives:**

- Increase consumption of Canadian dairy products among multicultural population.
- Educate multicultural communities on the benefits (key attributes (e.g. taste, convenience) and nutritional values) of Canadian dairy products (ethnic type and non-ethnic type of dairy products).

#### **Target**

Chinese and South Asian Communities

#### **Markets**

Toronto, Edmonton, Calgary and Vancouver



Send us your comments and suggestions!  
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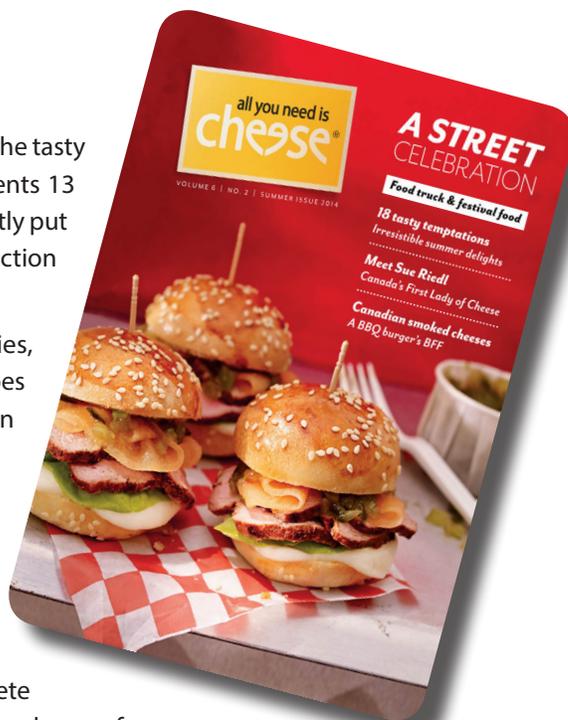
## AYNIC: A street celebration

In the summer issue of AYNIC magazine, readers are invited to celebrate the tasty temptations of Summer, food trucks and festival food. This issue presents 13 recipes inspired by this fun-in-the-sun taste experience, which will instantly put readers in vacation mode. Readers will also enjoy our "Cheese Lover" section featuring Sue Riedl, journalist, blogger and cheese ambassador.

Other articles include a selection of cheesy recipes for cocktail parties, simple meal ideas using Canadian Havarti and the featured cheese heroes Juan Martinez & Ernesto Restrepo from Grandpa's Dairy Produce Inc. in Mississauga, Ontario.

Consumers are invited, at the back cover of the AYNIC magazine, to participate in the *Professional Mac & Cheese Taster Wanted Contest* to get a chance to be the 4<sup>th</sup> judge, next to food celebrities at this year's Grate Canadian Cheese Cook-Off that will be held in Toronto on August 27. We challenged Chefs Bal Arneson (BC) and Andrew Farrell (NS), Foodies Dave Bohati (AB) and Kevin Durkee (ON) to compete against each other by creating their own unique Mac & Cheese, all using cheeses from one local cheese maker.

Visit [allyouneedischeese.ca/magazine](http://allyouneedischeese.ca/magazine) to subscribe to the magazine (not available to Quebec residents).



## Canadians love the Get Enough Helper App

Smartphones owners have been using the *Get Enough Helper* App, and it shows: as of June 27, a total amount of \$66,102 have been donated to the Heart and Stroke Foundation, Colorectal Cancer and Osteoporosis Canada. The *Get Enough Helper* app is a fun and interactive tracking tool to measure oneself's daily servings for each of the four food groups in *Canada's Food Guide*. The application recommends recipes and nutritional tips to help users live a healthier lifestyle based on their age, gender and weekly diet. Users can also share their progress with family and friends.



## From Farm to Table



Dairy Farmers of Canada created in 2009 the *From Farm to Table* program to educate urban families about life on a farm, the dairy process and how milk gets from the farm to the table. Each year, from May to October, kids of all ages in the Maritimes and Ontario can experience the daily activities of dairy farmers. Last year, a total of 320,000 people met with the From Farm to Table crew.

This educational and unique event, starring no other than Moonica, is a huge success among kids. Families can interact with Moonica, a life-sized mechanical cow, making the process fun and interactive. The Farm to Table crew engages children to milk the cow and receive a sticker as well as handouts of coloring sheets they can draw on-site if they wish, as a fun activity. Not only do kids

enjoy milking Moonica, parents can also enjoy a short video on milk production and life on a farm.

To ensure the success of the program, the From Farm to Table crew consists of three members in each team and has at least one member who grew up on a farm. Moreover, teams attend each year an on-site training on a farm to better understand the daily life of a dairy producer, its caring for animals and how milk gets from the farm to the table. Last month, members of the teams were greeted by the Wensink family on their Hoenhorst Farms.

Visit <http://www.dairygoodness.ca/farmtotable/> to see when Moonica will visit your region!



## Celebrate Canada with these Summer Treats

Dairy Farmers of Canada has added two new recipes to its Recipe Bank collection: *Maple Ice Cream Sandwiches* and *Banana and Cream Cheese S'mores*. These recipes were pitched to food journalists and bloggers in June in English Canada to promote cooking with dairy products. The *Maple Ice Cream Sandwiches* feature a new twist on a classic Canadian treat while the *Banana and Cream Cheese S'mores* is a fresh and fruity take on traditional campfire s'mores.

These celebration sensations are available online at [dairygoodness.ca](http://dairygoodness.ca).



Send us your comments and suggestions!  
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### Tour Ride



For the second consecutive year, DFC’s team of dietitians is the presenting sponsor for the BIG Bike Tour, a fundraising campaign of the Heart and Stroke Foundation. A vital fundraiser with unsurpassed results, the Heart and Stroke Big Bike continues to engage Canadian community organizations, companies and groups across the country and has been a huge success for so many years. This year, more than 600 events are being held across the country, from April to October.

This year, DFC’s team of dietitians is taking part in 10 events all over the country during the first portion of the Big Bike Tour. In order to promote dairy products’ role in healthy eating habits, these events have been selected for special consumer activities, where participants will be offered milk after their bike ride and will get a chance to talk to a dietitian about the role of dairy products in a healthy lifestyle.

Here is an overview of the events for the upcoming weeks:

<b>British Columbia</b>	June 26	<b>Victoria</b>	Green space on the corner of Menzies and Superior, NorthWest corner
<b>Alberta</b>	August 28-29	<b>Calgary</b>	Eau Claire Market, 200 Barclay Parade SW
<b>Ontario</b>	August 12	<b>Guelph</b>	East Side Mario’s - 370 Stone Road West
	August 21	<b>Toronto</b>	Royal Bank Plaza – Bay & Wellington Street
<b>Nova Scotia</b>	August 20	<b>Halifax</b>	Victoria Park, Spring Garden and South Park Street

If you happen to be in the neighborhood, come see our team of dietitians in action!



### TagTik: A Game Combining Healthy Diet, Racing and Strategy!

The *Day camp* project is back this year in Quebec for the ninth year in a row! The team of Registered Dietitians at DFC is collaborating with the regional councils of dairy producers in 10 participating regions (Centre-du-Québec, Estrie, Lanaudière, Mauricie, Outaouais and Laurentides, Saint-Hyacinthe, Québec, Saguenay–Lac-Saint-Jean, and Saint-Jean-sur-Richelieu and Salaberry-de-Valleyfield) to roll out the project. The project proposes fun and educational activities led by students in nutrition to day camps in these regions. Over the summer, approximately 25,000 children aged 4 to 12 years will learn about the pleasure and importance of a healthy diet including, among other things, the daily consumption of vegetables, fruit and dairy products.

The 2014 edition, entitled TagTik, includes a diet-related game of racing and strategy as well as a cooking activity, giving children a chance to employ their cooking skills to make their own vanilla yogurt, Cottage cheese and blueberry snack.



## **Bites of Information: A New Tool for Community Workers**

Community workers will soon be able to order a free reference tool developed with their needs in mind by the team of Registered Dietitians at DFC. This tool will help them organize activities related to nutrition. Because community services encompass several groups with different realities and needs, this new tool will include four separate information sheets on the following subjects:

- Diets of children aged 1 to 12 years
- Diet during pregnancy
- Grocery shopping on a budget
- Collective kitchens

These information sheets, collected into a kit, present theoretical notions on diet, along with hands-on and practical activities. They present dairy products as part of a healthy diet and provide tips on how to incorporate them into our daily diets.

## **Calendar of Events**

<b>Western Canada</b>		<b>Ontario</b>	
Westerner Days Fair & Exposition, July 16-20 (AB)	AYNIC	Multisport Triathlon, July 6 (ON)	RWM
		Multisport Triathlon, July 12-13 (Gravenhurst, ON)	RWM
		Multisport Triathlon, July 19 (Belwood, ON)	RWM
		Canadian Mountain Biking Championship, July 20 (ON)	RWM
		Multisport Triathlon, July 27 (Bala, ON)	RWM

**RWM: Recharge with Milk**

**AYNIC: All You Need is Cheese**

