

Healthy Eating: Who's Doing it — and Why?

What you need to know to target the health conscious consumer.



Tuesday, February 23

9 - noon

Boardrooms A, B, and C
J.G. O'Donoghue Building
7000 - 113 Street, Edmonton

There is no cost to attend — healthy snacks will be provided.

Registration is free but space is limited!

✓ Call 1-800-387-6030 before February 12, 2010

Based on a recent US study, **Healthy Eating Trends 2009**, Shelley Balanko of the Hartman Group will discuss emerging consumer insights around healthy eating:

- Why do consumers try to eat healthy?
- How does the consumer define healthy food?
- Do consumers want to know the story behind their food?

Sheela Daas from Ipsos Reid will discuss results from the just released study, **Factors Influencing Canadian Pulse Consumption:**

- Who is eating pulses and why?
- Do Canadians care that pulses are good for their health, good for the environment and are produced in Canada?
- What would it take to increase pulse consumption?

Alberta Growing Forward



Alberta Food for Health Awards