

Nutrition information at your fingertips – *eatwise.ca*

Toronto, ON, October 18, 2011 - Dietitians of Canada and GS1 Canada have teamed up to make it easier for Canadians to get the nutrition facts on the foods they eat. Launched today, *eatwise.ca* lets you look up common foods online and view their nutrient content. The site is unique, as it includes accurate information about foods sold in Canada, provided directly by manufacturers, along with foods that do not require a Nutrition Facts Table on the package.

“Whether it’s a fresh apple, apple juice or frozen apple pie, you can get the information you need with just a few ‘clicks’ to help you make informed food choices,” says Mary Sue Waisman, Public Relations and Communications, Dietitians of Canada.

GS1 Canada worked with the Canadian foodservice community to share the nutritional information for foodservice products directly with Dietitians of Canada. Health Canada also supplied nutrition information from the Canadian Nutrient File database. Dietitians of Canada, with funding support from Health Canada, built this comprehensive database of foods and created *eatwise.ca*.

“Canadian foodservice manufacturers are committed to supporting Canadians in making healthy food choices,” said N. Arthur Smith, President and CEO, GS1 Canada. “*Eatwise.ca* will provide the public with trusted, accurate product information – when and where they need it.”

“Dietitians of Canada is proud to offer this easy-to-use tool to Canadians to help them with their everyday food decisions in their quest to eat well and stay healthy,” says Waisman. “It’s a great tool for dietitians, your food and nutrition experts, and consumers alike.” Gain access to nutrition facts on foods you eat, visit eatwise.ca

About GS1 Canada

GS1 Canada is a member of GS1, the world’s leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada enables its more than 20,000 members – organizations of all sizes from over 20 sectors across Canada – to enhance their efficiency, safety and cost effectiveness by adopting electronic supply chain best practices. Learn more at www.gs1ca.org.

About Dietitians of Canada

Dietitians of Canada (DC) is the national professional association representing almost 6,000 members at the local, provincial and national levels. DC is one of the largest organizations of dietetic professionals in the world.

Visit www.dietitians.ca to find trusted advice on food and nutrition and “Dietitians’ Views” on key nutrition issues such as: healthy weights for children, natural health products in food format, school nutrition policy, nutrition labelling, and much more.

For more information:

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