



Voice of the Natural Products Industry

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La voix de l'industrie des produits naturels

## ***Canadian Health Food Association Announces New National Public Relations Campaign***

### ***CHFA is Raising the Profile of Natural Health and Organic Products***

TORONTO, ON, March 26, 2010 – Canadian Health Food Association (CHFA) is launching a new national public relations campaign in order to raise awareness of the significant role that natural health and organic products play in the daily lives of Canadians and the Canadian economy. In addition to underscoring the impact of the entire sector, the campaign will also highlight the demonstrated benefits of member products.

CHFA advocates that Canadians seeking optimal health and well-being should continue to have access to innovative high quality natural health products, as well as a wide selection of high-quality organic products. This new national initiative seeks to underline to consumers and government decision-makers the importance of these products to the overall health of Canadians.

"Vitamin D, as one simple example, is particularly important for Canadians given our lack of exposure to the sun through our long winter months," said Deborah Callbreath, Chair of CHFA Board of Directors. "It is important for Canadians to not only be aware of this to protect their health, but also to have ready access to the product."

Research indicates that three out of four Canadians use a form of NHP daily. "CHFA is dedicated to and informing Canadians about the benefits in achieving optimal health through the use of natural health and organic products," said Callbreath. "We want to get the word out that Canada needs its natural health and organic products for the health of the individual."

Central themes of the campaign will include highlighting the long-term value of preventive health measures, revealing the most up to date research on key industry products, and educating consumers on the safety and efficacy of natural health products.

Natural health and organic products are important not only to the Canadian consumer, but also to the Canadian economy. CHFA is Canada's largest national trade association dedicated to the natural and organic products industry. The association represents growers, manufacturers, retailers, wholesalers, distributors, and importers of natural and organic products, including foods, vitamin and mineral supplements, herbal products, homeopathics, sports nutrition products, fibres and health and beauty aids. CHFA represents more than 1,000 business owners and operators and is an industry that contributes \$3.5 billion to the Canadian economy.

For more information on CHFA, visit [www.chfa.ca](http://www.chfa.ca).

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#### **CHFA Vision**

A world where natural and organic products are an integral part of health and well being.

#### **CHFA Mission**

To ensure the growth of the natural and organic industry by empowering and supporting our Members.

#### **Vision de la l'ACAS**

Un monde où les produits naturels et biologiques font partie intégrante de la santé et du bien-être.

#### **Mission de la l'ACAS**

Garantir l'essor de l'industrie des produits naturels et biologiques en habitant et en soutenant ses membres.