

Scrap the Junk: A Majority of Canadian Mothers Avoid Added Sugars (79%), Artificial Colours or Flavours (67%) and Salt (59%) When Choosing Food for their Toddler

Unaided, Two Thirds (65%) Say That Sugar is Junk in Toddler Food

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Toronto, ON – A majority of Canadian mothers are avoiding added or refined sugars (79%), artificial colours and flavours (67%) and salt (59%) when it comes to choosing food for their toddler, according to an Ipsos Reid poll conducted on behalf of Beech-Nut. Four in ten (39%) mothers also avoid corn syrup in their toddler's food, while just 5% of moms don't avoid any of these ingredients when choosing toddler food.

In fact, when asked what ingredients they consider to be “junk” in toddler food, most moms (65%) offered that sugar and added sugar is junk, while others suggested that salt (16%), artificial colours and dyes (13%), preservatives (10%), artificial chemicals, (9%), fat (9%), corn syrup (4%), additives (3%) and MSG (3%) were all junk as well.

Further, eight in ten (82%) moms pay at least some ‘attention’ (29% a great deal/53% some) to the levels of sodium (salt) that their toddler consumes every day. Just two in ten do not (15% not very much/3% no attention at all).



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These are the findings of a poll conducted on behalf of Beech-Nut from January 16 to 21, 2009. This online survey of 1,011 Canadian mothers with children under the age of 13 was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of mothers in Canada been polled.

For more information on this news release, please contact:

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