

Baking Association of Canada to Host Free Webinar on GLP-1 Impact on Baked Goods Purchasing

GLP-1s & Baked Goods: What Canadian Bakers Need to Know, scheduled

OAKVILLE, ON, CANADA, June 15, 2026 /EINPresswire.com/ -- Sponsored by [Ardent Mills](#), the June 25 virtual event will equip Canadian bakers with data, reformulation strategies, and a framework to navigate the growing GLP-1 consumer shift.



The [Baking Association of Canada](#) (BAC) today announced a free virtual webinar, GLP-1s & Baked Goods: What Canadian Bakers Need to Know, scheduled for Thursday, June 25, 2026, from 4:00 to 5:00 PM EST. The event is sponsored by Ardent Mills, a leading flour milling and ingredient company, and will be hosted on Zoom.

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The GLP-1 revolution is happening now. This webinar brings together the research, the ingredient innovation, and the strategic thinking members need to turn a challenge into a competitive advantage.”

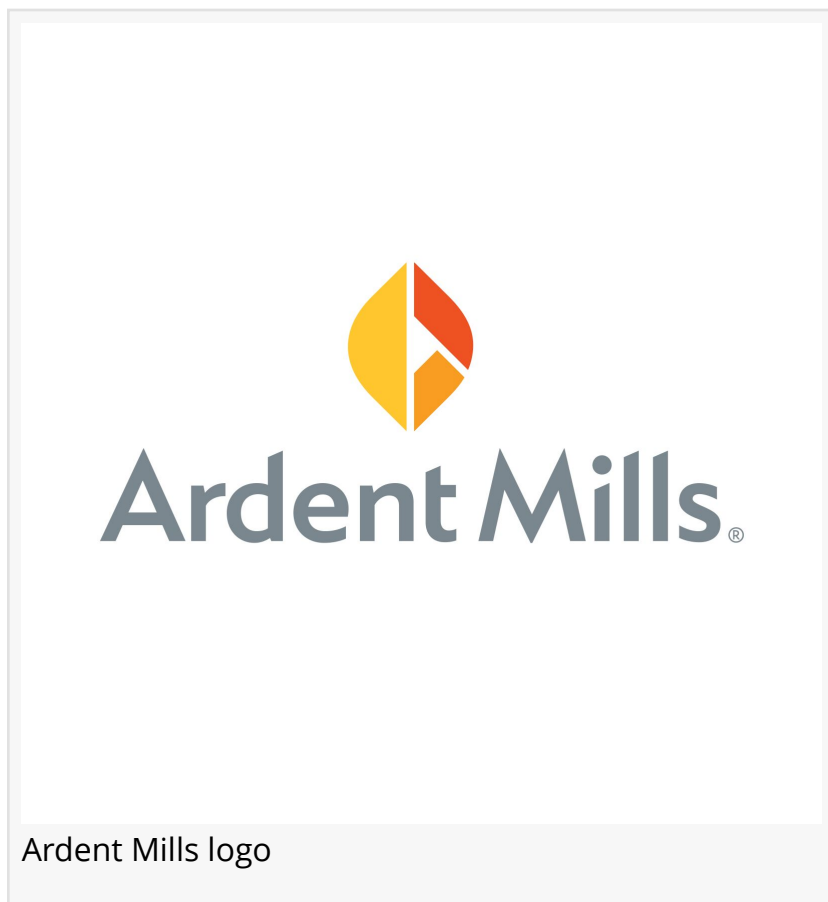
Martin Barnett, Executive Director, Baking Association of Canada

As GLP-1 weight-loss medications such as Ozempic and Wegovy gain rapid adoption across Canada and North America, new consumer research underscores a decisive shift in purchasing behaviour. According to a recent report from BakeryAndSnacks.com, GLP-1 users are gravitating toward lighter, nutrient-dense foods — particularly those higher in protein and fibre — and making food choices more deliberately rather than impulsively. Notably, premium chocolate sales among GLP-1 users rose 17% in 2025 compared to only 6.5% in non-GLP-1 households, signaling that indulgence is not disappearing but evolving.

For Canada’s baking industry, this shift raises urgent questions about portfolio strategy, product reformulation, and long-term demand planning. The BAC webinar is designed to provide bakery professionals with the intelligence and tools they need to respond.

What Attendees Will Walk Away With

- The data that actually matters — findings from Ardent Mills' quantitative study on GLP-1's impact on baked goods purchasing in Canada and North America, with category-level specifics teams can act on immediately.
- A reformulation roadmap — how Ardent Mills is innovating fortified and functional flour products to help bakeries develop higher-protein, higher-fibre, lower-sugar offerings GLP-1 users will choose.
- A strategic filter for your portfolio — a framework for evaluating which SKUs face real volume risk, where reformulation opportunity exists, and how to position for the health-conscious consumer shift already underway.
- The long view on Canadian market penetration — who is adopting GLP-1s first, how fast newly approved generics will broaden the market, and what that means for demand planning over the next 18–36 months.



Event Details

Date & Time: Thursday, June 25, 2026, 4:00 – 5:00 PM EST

Format: Virtual (Zoom)

Cost: Free — registration required

Registration: <https://tinyurl.com/456kuzn8>

Speakers

Tricia Ryan, Director of Membership Development, Baking Association of Canada (Host)

Derrick Lichti, Founding Engineer & Chief Data Officer, RxFood.com

Reid McEachran, International Marketing Manager, Ardent Mills

“The GLP-1 revolution is not a future concern for Canadian bakers — it is happening now. This webinar brings together the research, the ingredient innovation, and the strategic thinking our members need to turn this challenge into a competitive advantage.”

— Marin Barnett, Executive Director, Baking Association of Canada

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