



## CSC Pacific/INFINIT Nutrition Canada Custom Fuel Program

### Backgrounder

As the Canadian Centre for Ethics in Sport (CCES) advises on their website, *“Canadian athletes are strongly advised to be extremely cautious when considering the use of any supplement product, since at present, it is impossible for any organization to guarantee that supplements, including vitamins and minerals, ergogenic aids, and herbal remedies, are free from prohibited substances”.*

Nevertheless, athletes continue to use supplements. Furthermore, the CCES advises that *“there is always an increased risk of doping when supplements are purchased through non-traditional means such as: over the Internet, through magazines or directly from a non-licensed supplier.”*

Canadian Sport Centre Pacific (CSC Pacific) acknowledges these statements and has therefore taken steps to provide athletes with as safe a choice as possible for the most common types of supplements. The partnership of CSC Pacific and INFINIT Nutrition Canada began when a CSC Pacific Dietician was researching recovery products. Initial discussions with INFINIT identified the manufacturer’s strength - custom sports nutrition - and the ultimate result of hours of discussion and testing is the “Custom Fuel Program” (CFP).

The CFP is a multi-step process developed by experts who determined the specific supplement needs for key categories of sport (CSC’s Dr. Gordon Sleivert, Dietitians Susan Boegman and Cristina Sutter, Physiologist Dr. Ben Sporer) and those who created the set of formulations to match the CSC Pacific requirements (INFINIT Nutrition Canada partners Darcy Haggith and Brad Byrne in consultation with INFINIT founder Michael Folan, and staff nutritionist Kim Mueller). From the outset, the goal of the process was to ensure that the custom nutrition products are as safe as possible through minimizing the risk of contamination with a banned substance.

Considered in the development of the CFP were key recommendations from the 2004 international symposium organized by the CCES with the World Anti-Doping Agency (WADA), the Canadian Olympic Committee and Sport Canada to discuss the issues surrounding supplement use by athletes. Some of the key recommendations from that symposium that were considered in the development of CFP include:

- consideration of a product testing and certification program of supplements which could be supported by the industry;
- agreement by industry to implement self-regulation programs to improve quality, minimize contamination and provide accurate labeling; and
- stringent standards and third party, independent auditing and monitoring.

The CFP addresses many of the symposium's recommendations and provides as safe a choice as possible for athletes. Both partners in this program are committed to delivering quality, clean product options for nutritional supplements.

### **Highlights of the CFP Manufacturing Process**

- The sole INFINIT Nutrition Canada manufacturing facility located in Amherstburg, Ontario complies with the current Good Manufacturing Practices (cGMP's) outlined by the Canadian Food Inspection Agency (CFIA).
- Formulations for the CFP were jointly created utilizing INFINIT Nutrition and CSC Pacific expertise.
- All components of the manufacturing process for the CFP have been thoroughly tested for banned substances by HFL Ltd in England
- All products manufactured for the CFP are performed with equipment dedicated for the program.
- No banned substances are used in any INFINIT Nutrition Canada products and are therefore not present in INFINIT Nutrition manufacturing facility.

The partners worked together gaining feedback from coaches, trainers and the athletes in the development of sport nutrition products that aim to safely meet the nutritional needs of Canadian athletes. Both CSC Pacific and INFINIT Nutrition are excited about this partnership and feel it is an enormous step forward in providing as safe an option as possible for Canadian athletes.

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