Vitamin D insufficiency remains a leading health concern in the North American populations. The newly established Dietary Reference Intakes (DRIs) for vitamin D pose a challenge for Canadians given the limitations of insufficient amounts of vitamin D present in foods and non-existent sun exposure in the winter months.

There is strong evidence indicating that current vitamin D intakes in adults are insufficient to meet the new recommendations for vitamin D.

In collaboration with Mount Sinai Hospital and the University of Toronto, FIRST executed a research trial to confirm that Vitamin D remains bioavailable in fortified Mozzarella cheese after baking it in pizzas.

During the trial participants consumed individual pizzas prepared using Vitamin D fortified mozzarella cheese. Their Vitamin D levels were monitored to show that the Vitamin D in the cheese was still bioavailable after being baked. The results of this study provided further scientific support for commercialization of vitamin D fortified cheese in Canada.