

FCPC

Food & Consumer
Products of Canada

PACC

Produits alimentaires et de
consommation du Canada



Feeding the World, Together

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Logos of Member Companies

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Largest Employer

- Food processing is the largest employer in manufacturing in both:
 - 1) Canada:
 - larger than aerospace and auto combined
 - approximately 300,000 jobs over 6,000 facilities in every region
 - 2) Rural Canada:
 - linking rural and remote Canadians through economic opportunity
 - providing an important market to farmers

Challenges for Food Manufacturers

- We only add value to 50% of what is grown/ produced in Canada.
- Uncertainty and unpredictability in the US.
 - NAFTA & repatriation of manufacturing
 - Tax package and implications on Canada
- Global competition continues to be fierce.
 - Investment in food manufacturing has not kept pace with our competitors.
- According to AAFC, there is declining investment in:
 - food manufacturing facilities/ buildings
 - advanced technologies (automation & robotics)
 - R&D

Vision for a Healthy Canada

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HEALTHY *eating* | HEALTHY *living* | HEALTHY *mind*



- **Canada's Food Guide**
- Nutrition North
- **Marketing to Kids**
- Nutrition Facts Table
- **Front of Package Labelling**
- Sodium Reduction
- Industrial Trans Fat

- Tobacco plain packaging
- Vaping regulations
- Prohibit menthol in tobacco
- Physical activity promotion
- Concussion prevention

- Mental health promotion and partnerships
- First Nations and Inuit Hope for Wellness Help Line

Intervention by Health Canada

- The *Healthy Eating Strategy* will change how we make our products, how we label our products and how we market our products.
- No other country in the world has attempted to make these many changes all at once.
- This shifting landscape will permanently transform the entire agri-food sector in Canada in a very short time frame.
- Health Canada wants to be global leader (at the expense of domestic industry)
- Huge cost and competitiveness implications on entire value chain.

Challenges in Ottawa with the HES

1. Health Canada wants to be global leader (at the expense of the domestic industry)
2. Health Canada operating in a silo – lack of coordination with economic departments
3. Mistrust of industry, leading to limited and pre-determined consultations

Potential results: Lack of balanced policy +
Unintended consequences

Front of Pack Symbols



Canada Food Guide

- We support a balanced approach based on science, transparency and open dialogue.
- We were disappointed to learn that industry would be excluded from the in-person consultations around CFG.
- No stakeholder group has a greater role and impact on food environments and food reformulation than those within the food supply chain, from farm to fork.
- The agri-food industry has an important role in contributing to a modern CFG.

Restricting Marketing to Children



Health Canada is proposing to prohibit the marketing of ‘unhealthy’ food and beverages to children under 13.

Bill S-228, Child Health Protection Act, has been referred to the Health Committee for public hearings, and is expected to pass by summer.



Possible Impacts:

- Nutrition criteria to define ‘unhealthy’
- Packaging and labelling
- Use of characters
- Broadcast
- Digital
- Sponsorships



Healthy Eating Strategy 2.0

Health Canada's model appears to be similar to the model currently in place in Chile.

What is Chile doing?

- ✓ Black Front of Pack warning labels in the shape of a stop sign on items high in sugar, salt, sat fat and calories
- ✓ Beverages high in sugar include an 18% tax, which is among the steepest soda taxes in the world
- ✓ Mandatory packaging redesigns
- ✓ Marketing restrictions

Healthy Eating Strategy 2.0

Implications for Canada:

- Will products with a FOP label...
 - be considered “unhealthy”?
 - face new marketing restrictions?
 - be excluded from the Food Guide?
 - be subject to new taxes?

AND....

- What will be the impact on...
 - Farmers & food manufacturers?
 - Canadian innovation, growth & investment?
 - Canadian consumers?

Final Thought

- We are in uncharted waters facing both unprecedented challenges and opportunities.
- We need to carefully navigate the government's twin objectives of public health and economic growth
- We look forward to continuing to work together.

Thank you.