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Food & Consumer Products of Canada

Feeding the World, Together

Carla Ventin Senior VP, Government Relations Food & Consumer Products of Canada March 1, 2018

Logos of Member Companies

FCPC

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Produits alimentaires et de consommation du Canada

PACC



Largest Employer



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• Food processing is the largest employer in manufacturing in both:

1) Canada:

- Iarger than aerospace and auto combined
- approximately 300,000 jobs over 6,000 facilities in every region

2) Rural Canada:

- Inking rural and remote Canadians through economic opportunity
- providing an important market to farmers

Challenges for Food Manufacturers



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- 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

FCPC

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HEALTHY Mind

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HEALTHY eating | HEALTHY living



- 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
 - partnerships
- First Nations and Inuit Hope for Wellness Help Line

Intervention by Health Canada



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- 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



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- 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 predetermined consultations

<u>Potential results</u>: Lack of balanced policy + Unintended consequences

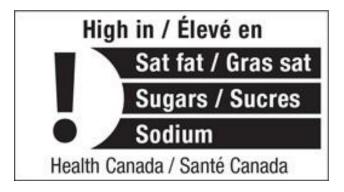
Front of Pack Symbols



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Canada Food Guide



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- 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







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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

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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?



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- We are in unchartered 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.