

June 29, 2021

The Honourable Patty Hajdu, P.C., M.P.
Minister of Health
House of Commons
Ottawa, ON
K1A 0A6
via email: hcmminister.ministresc@canada.ca

The Honourable Marie-Claude Bibeau, P.C., M.P.
Minister of Agriculture and Agri-Food
House of Commons
Ottawa, ON
K1A 0A6
Via email: aafc.minister-ministre.aac@canada.ca

Dear Ministers:

As a group of farmer and health-related organizations from across the country, we are writing to indicate our support for a front-of-package nutrition label based on the approach introduced in February 2018 through Canada Gazette Part 1.

Collectively, our organizations represent thousands of farmers, employees and millions of Canadians who support health groups and health charities.

First, we would like to thank you and your government for your tremendous leadership in addressing the COVID-19 pandemic. As we begin to look beyond the pandemic, we urge you to expedite the federal government's outstanding front-of-package nutrition labelling commitment and introduce the next version of the regulations via Canada Gazette Part 2.

Introducing a front-of-package nutrition label in Canada will mark a significant change in how Canadians will make food choices for themselves and for their families. Mandatory, front-of-package nutrition labelling is a policy tool that can provide the whole population with simple, accurate, and reliable nutrition information to help identify healthier foods and reduce consumption of foods and beverages high in sugar, saturated fat, or salt. The symbol used should be graphic, prominent, interpretive and easy to understand.

Our cross-sectoral collaboration is important given that both Canada's Healthy Eating Strategy and the Food Policy for Canada recognize the value and need for just this type of cross-sectoral collaboration to develop and deliver effective food policies for Canadians.

We strongly encourage the government to move forward with an approach based on Canada Gazette Part 1 and build on the collaborative efforts of our organizations, as we continue to support Canadians in making healthy food choices. This approach includes exemptions for foods sold at

farmers' markets, and other whole or minimally processed agricultural products such as fruits, vegetables, eggs, plain milk, poultry, fish, and others. Also, we trust you will diligently consider the feedback received from the broad stakeholder community, including feedback calling for labels that do not imply toxicity and do not require the use of colour.

Thank you for your commitment to the well-being of people in Canada. We would be happy to meet with you to further discuss how we could support you to move forward quickly with Canada Gazette Part 2 in order to address this pressing public policy issue.

Sincerely,

Katie Ward
President
National Farmers Union



Nicola Irving
President
Alberta Farmers' Market
Association



Heather O'Hara
Executive Director
BC Association of Farmers'
Markets



Catherine Clark
Executive Director
Farmers' Market Ontario



Dr. Kim Raine
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Alberta Policy Coalition for
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Rita Koutsodimos
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Andrea Seale
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Brenda Ridley
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Canadian Council of
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Dr. Richard Holden
President
Canadian Dental Association



TC Carling
President & CEO
Canadian Men's Health
Foundation



Dr. Ruth Grimes
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Dr. Sanjay Pandeya
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Gisèle Yasmeen
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Doug Roth
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Elizabeth Myles
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Dr. Norm Campbell CM MD DSc
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Dr. Mary L'Abbé, CM, PhD
Director
WHO Collaborating Centre on
Nutrition Policy for Chronic
Disease Prevention



cc:

Jean-Yves Duclos, President of the Treasury Board
Sabina Saini, Chief of Staff, Minister of Health
Kathryn Nowers, Director Policy, Minister of Health
Leo Newman, Policy Advisor, Minister of Health
Marci Surkes, Executive Director, Policy and Cabinet Affairs, PMO
Rick Theis, Director, Policy and Cabinet Affairs, PMO