Consultation on proposed front-of-package labelling
https://policybase.cma.ca/link/policy13882

POLICY TYPE  Response to consultation
DATE        2018-04-23
TOPICS      Health care and patient safety
             Pharmaceuticals, prescribing, cannabis, drugs

Documents

Dear Mr. Kemp:

The Canadian Medical Association (CMA) appreciated the opportunity to participate in the consultation on proposed front-of-package (FOP) labelling for low-nutrient-density foods and beverages. CMA supports this initiative as an evidence-based and transparent approach to improve the health of Canadians. FOP labelling can effectively inform consumers about the nutritional composition of products, enabling them to make healthier choices and contribute to the overall public health goals of reducing chronic disease and promoting healthy lifestyles.

In particular, FOP labelling can be an effective tool for addressing the issue of low-nutrient-density foods, which are a significant contributor to poor dietary intake. By presenting key nutritional information in a clear and accessible format, FOP labelling can help consumers make informed decisions about the products they purchase. This approach aligns with the principles of public health and consumer protection, as it empowers individuals to make health-conscious choices.

CMA recommends the implementation of FOP labelling on low-nutrient-density foods as a complementary strategy to existing public health initiatives. This approach can complement existing policies and programs, such as the recent government announcement on reducing sugar and salt in processed foods, and contribute to a comprehensive strategy to improve nutrition and health outcomes.

CMA encourages the consideration of additional measures to support public health goals, such as the reduction of food marketing to children and the promotion of healthy eating habits through education and policy interventions. These strategies, when combined with FOP labelling, can create a more effective and integrated approach to public health.

In conclusion, CMA supports the implementation of FOP labelling for low-nutrient-density foods as a valuable tool to improve consumer awareness and support public health objectives. We look forward to further discussions on this initiative and its potential impact on the health and well-being of Canadians.