

# Front of package food labelling in Canada : Challenges and opportunities

**Presented to the HD4HL Project Multi-stakeholder Technical Task Team Retreat**

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# FOP labels in Canada

**Magnifying glass symbol (interpretative)**

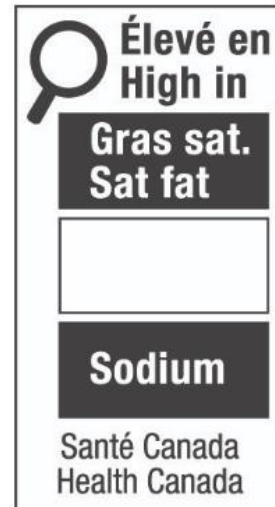
**Highlight 3 nutrients of concern**



**Border and 'buffer' around symbol**

**Health Canada attribution**

# Symbol format



Specifications on **location** and **size**



## Early consultations in 2017



Intense industry lobbying on FOP labelling

# Challenges: Symbol

- What is it?



- No use of colour



# Thresholds (nutrient profiling system)

The **thresholds** are expressed as a **percentage of Daily Values**.

- $\geq 15\%$  DV for prepackaged products with a reference amount greater than 30 g or 30 mL that are not a main dish
- $\geq 30\%$  DV for prepackaged main dishes
- $\geq 10\%$  DV for prepackaged products with a small reference amount ( $\leq 30$  g or mL)

# Challenges: Thresholds

- 60% of Canadian foods will be required to carry an FOP symbol
- Will not capture all of the less healthy foods that consumers will want to avoid
- Considering a marketing policy which aims to use more stringent thresholds (10%, 6%, 5%) – reduced policy coherence

# Challenges: Exemptions

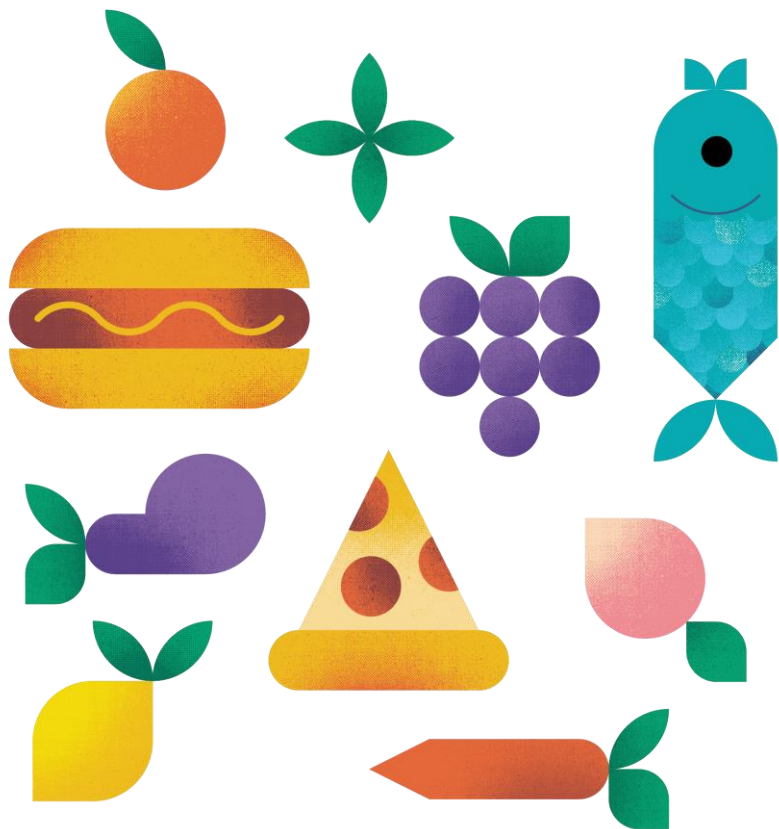
- Foods that are exempt from the FOP nutrition symbol include:
  - Foods on which the nutrition symbol would be redundant, such as packages of sugar, honey, maple syrup, salt, butter and other fats and oils.
  - Raw, single ingredient ground meats and poultry
  - Foods that do not require a Nutrition Facts table
  - Foods not sold directly to consumers and those in very small packages (e.g., coffee creamers)
  - Foods that are considered to have health benefits or that are important sources of shortfall nutrients not readily available in other foods (e.g., fruit and vegetables, eggs, nuts, cheese, fatty fish, **yogurt, cheese**) **if they do not have added sugar, salt or saturated fat**



# Challenges: Timeline

- Final regulations published in July 2022
- Industry has until December 2025 to comply

# Other considerations



- Policy coherence
- Use of health claims and warnings on the same packages?
- Opportunities for experiments to inform development?
  - Qualitative and experimental evidence can help inform the development in the Ghanaian context!



EVALUATE  
TRACK  
TRANSFORM

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