



Rationale for the Difference between the Ottawa Principles and the amended Senate Bill (S-228)

The Stop Marketing to Kids Coalition (M2K Coalition) arrived at the Ottawa Principles through an evidence-based, expert-informed, collaborative consensus process. We continue to believe that they represent the strongest approach in offering maximum protection to children and youth around the marketing of food and beverages.

The federal government also wishes to see restrictions on the marketing of food and beverages to children. As a matter of fact, this goal is written directly into the Health Minister's mandate letter from the Prime Minister. However, the government has chosen to take an approach that would see the restricting of "unhealthy" food and beverage marketing compared to the M2K Coalition's approach to restrict "all" food and beverage marketing, as per the Ottawa Principles. The M2K Coalition has taken this stance because of the complexities associated with defining healthy versus unhealthy food. If the government proceeds with an "unhealthy" restrictions approach, we need to underscore to government, and the public, that great care must be taken in creating a solid Canadian nutrient profiling methodology (NPM). To that end, we need to emphasize that it is imperative that government use independent science, international best practices and a robust monitoring system in the development of a Canadian NPM.

In the fall of 2016, Senator Nancy Greene-Raine introduced a private members bill in the Senate that focused on restricting all food and beverage marketing to children (Bill S-228). Currently, the Senator is considering amending the bill to reflect the federal government's "unhealthy" food and beverage approach as well as raising the age limit to age 16 and under. It is likely that these amendments will be made by the summer of 2017.

While the M2K Coalition is very pleased to see consideration of the age limit on Bill S-228 raised to coincide with the Ottawa Principles, we continue to prefer an "all" food and beverage approach versus an "unhealthy" food and beverage approach, as recommended in the Ottawa Principles. However, knowing the government is on the right track in developing M2K legislation, the Coalition will continue to work alongside the government in introducing the best possible solution to protect Canadian children and youth from the harmful effects of food and beverage marketing.

For more information contact the Stop Marketing to Kids Coalition at info@stopmarketingtokids.ca.