

NDP Response: Stop Marketing to Kids Coalition

New Democrats recognize that children are vulnerable to misleading and targeted advertising, and not always able to distinguish between what is healthy food and what is not. We also recognize that obesity is a leading health concern, and that health issues related to obesity do not disappear once a young person becomes an adult. New Democrats believe that every child in Canada should have access to healthy food, regardless of where they live.

The NDP has long advocated for empowering young people to make healthy choices for their bodies and restrict the marketing of junk food to children.

- NDP MP Peter Julian introduced legislation which sought to amend the Competition Act and the Food and Drugs Act to restrict advertising and promotion of food, products, drugs, cosmetics, and devices to children under 13 years of age.
- Federal and provincial New Democrats have advocated for lower sodium in packaged foods and push for a Canada-wide trans-fat ban.
- We also supported S-228, the Child Health Protection Act, to prohibit food and beverage marketing directed at children. The NDP was disappointed to see Conservatives rise to speak against S-228.
- An NDP government will partner with provinces, territories, municipalities, and Indigenous communities to work towards a national school nutrition program to give every child in Canada access to healthy food and food literacy skills to make healthy choices for life. And we'll aim to ensure that culturally-appropriate food will be available in every community so that all children can grow and learn.
- An NDP government will support Indigenous food sovereignty and work with Northern, First Nations, Inuit, and Métis communities to expand access to healthy foods.
- An NDP government is also committed to reforming the Nutrition North program to help Northern families.

New Democrats will also work with farmers and food producers to develop a National Food Policy to make food systems stronger across the country. Canadians should be confident in what they're putting into their bodies. To achieve this, the NDP's National Food Policy will ensure clear food labelling and traceability.