

**Canadian Bison  
Association  
40<sup>th</sup> Annual  
Convention**

**November  
19, 2023**

**Kim O'Neil  
Vice-President, Beef & Veal  
Canadian Meat Council**



- **We are Canada's oldest national trade association that has represented federally licensed meat processors for over 100 years.**
- **We represent the Canadian meat industry including slaughter, cutting and processing plants, cold storage facilities and those companies that provide all kind of supplies necessary for meat production.**





# REGULAR MEMBERS



# ASSOCIATE MEMBERS



**Mission:**

The Canadian Meat Council advocates for the needs of its members to secure and improve Canada's global meat competitiveness.

**Vision:**

Canada is trusted as the world leader in the provision of safe and wholesome meat.

## CMC builds partnerships, not just relationships

CMC has built a strong reputation and credibility with MPs, Ministers, Senators, opposition parties and their staff, and senior officials in many Canadian embassies in countries of interest to Canada.

CMC has strong relationships, influence and impact with senior leaders of Health Canada, CFIA, Agriculture and Agri-Food Canada, Treasury Board Secretariat, Global Affairs Canada, Environment and Climate Change Canada and Public Health Agency of Canada on a wide range of issues.

CMC is the go-to link to the meat industry for CFIA for consultations on regulations and policy issues.

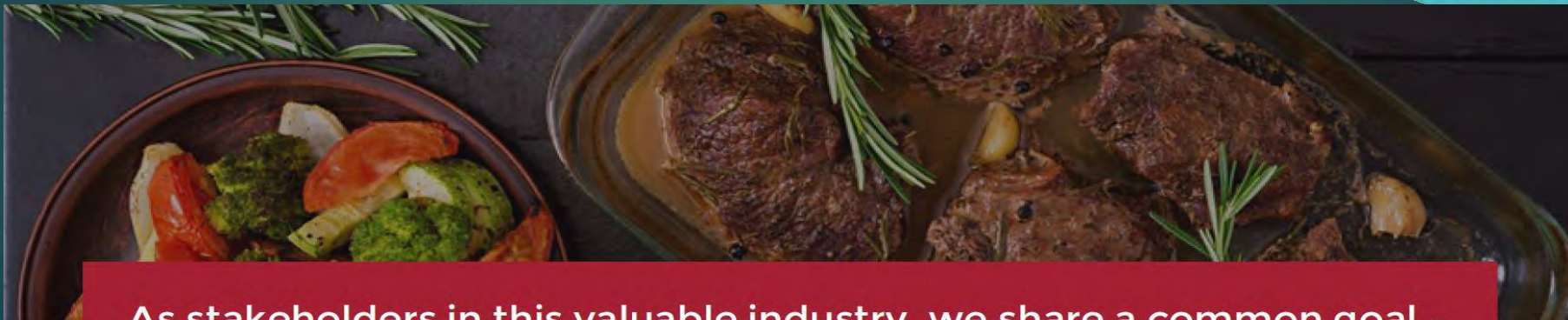
CMC has a strong relationship with our counterpart in the US, the North American Meat Institute (NAMI) and connections with other global meat associations.

# CMC represents its members on issues relating to domestic and international regulatory affairs, market access, trade, labour, environment and government relations.

CMC works with other industry associations and government on international trade negotiations and market access issues affecting member's business (e.g. vCoOL, Prop 12)

CMC represents the Canadian meat industry to the media and through social media, giving the industry a singular voice.

CMC has expertise in negotiating market access and troubleshooting for members with border issues and other exporting challenges.



**As stakeholders in this valuable industry, we share a common goal - to make sure the meat industry continues to thrive and grow and continues to be THE BEST industry to work for in Canada.**

# Organizations representing the RED meat industry



- ✓ Advocacy for the sector with Government

- ✓ Trade
  - Trade agreements
  - Market Access

- ✓ Regulatory affairs
- ✓ Sustainability

- ✓ Market development
- ✓ Product positioning and marketing activities
- ✓ Market intelligence

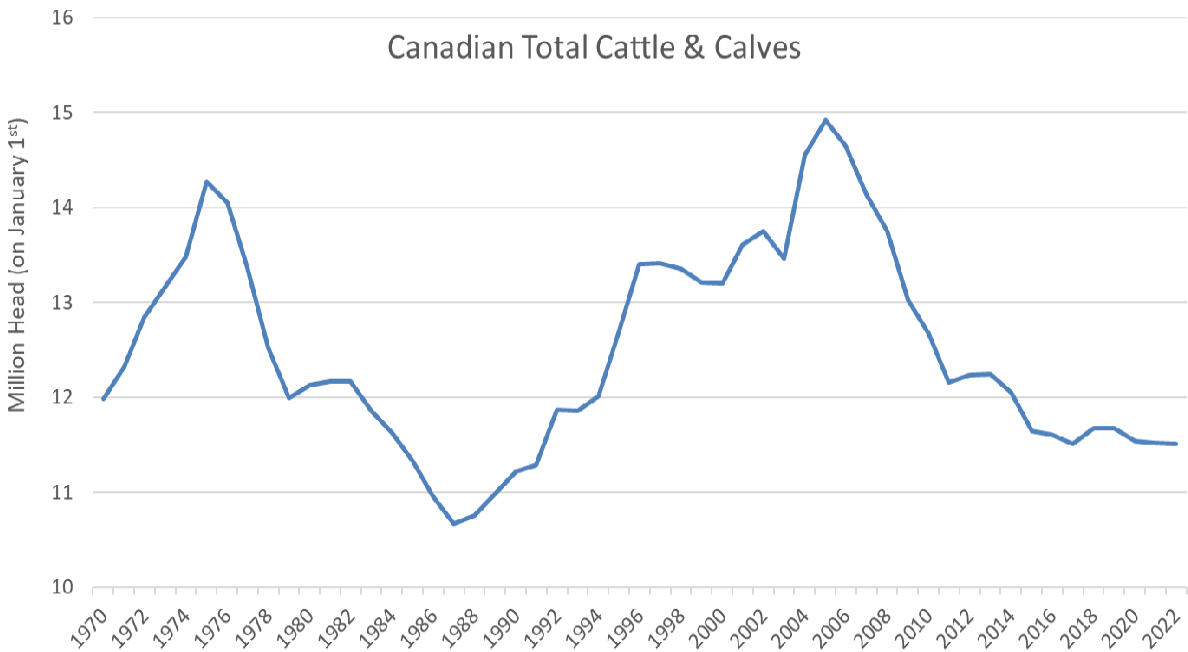


- ✓ Registers annual sales surpassing \$28 billion.
- ✓ Canada has exported more than \$8.4 billion of red meat (pork, beef, veal, horsemeat and lamb).
- ✓ Meat packers employ around 66,000 people.
- ✓ Promote other 288,000 jobs in urban and rural communities across Canada.
- ✓ Has around 700 federally licensed establishments in meat production (slaughter, processing, cold storage).
- ✓ It is the 11<sup>th</sup> most important manufacturing industry after automotive production and aviation, petroleum and its products, mining, financial services and forest products.
- ✓ It is the largest component of Canada's food processing sector.



# Canadian cattle production

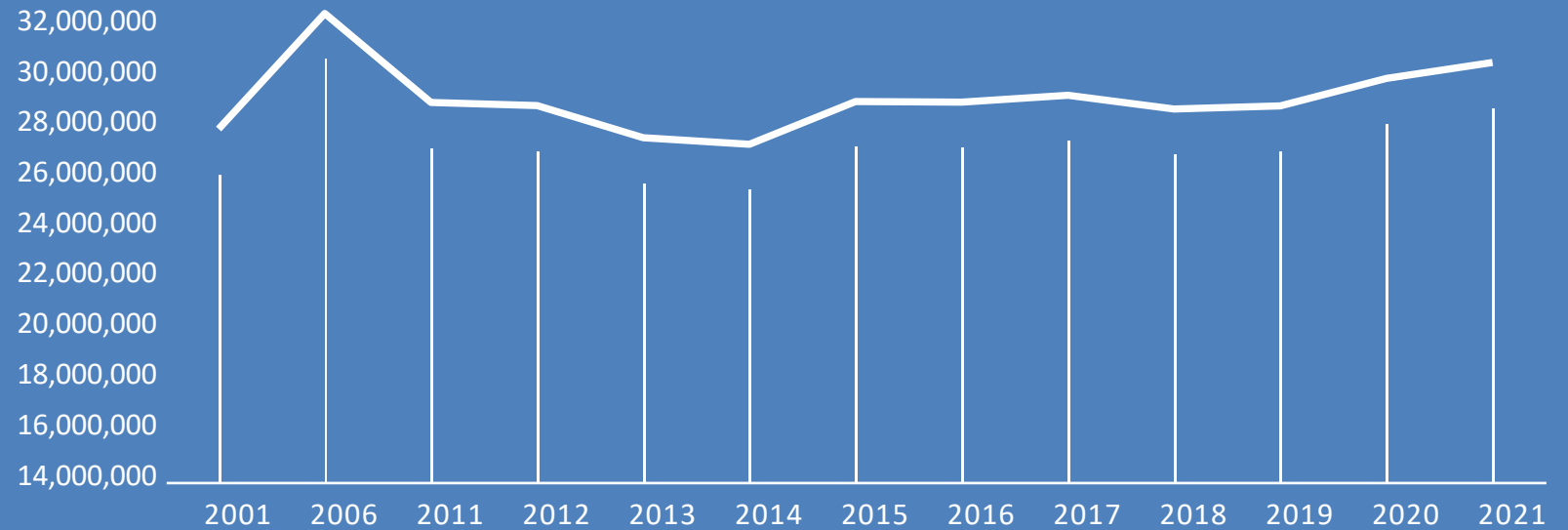
- ✓ Jan 2022 Inventory: 11.51 million head of beef cattle (down 1% from 2021)
- ✓ 3.65 million beef cows
- ✓ Slaughter weight of 412 kg (909 lb.) liveweight



# Canadian pig production



## MARKET HOGS PRODUCED ANNUALLY IN CANADA

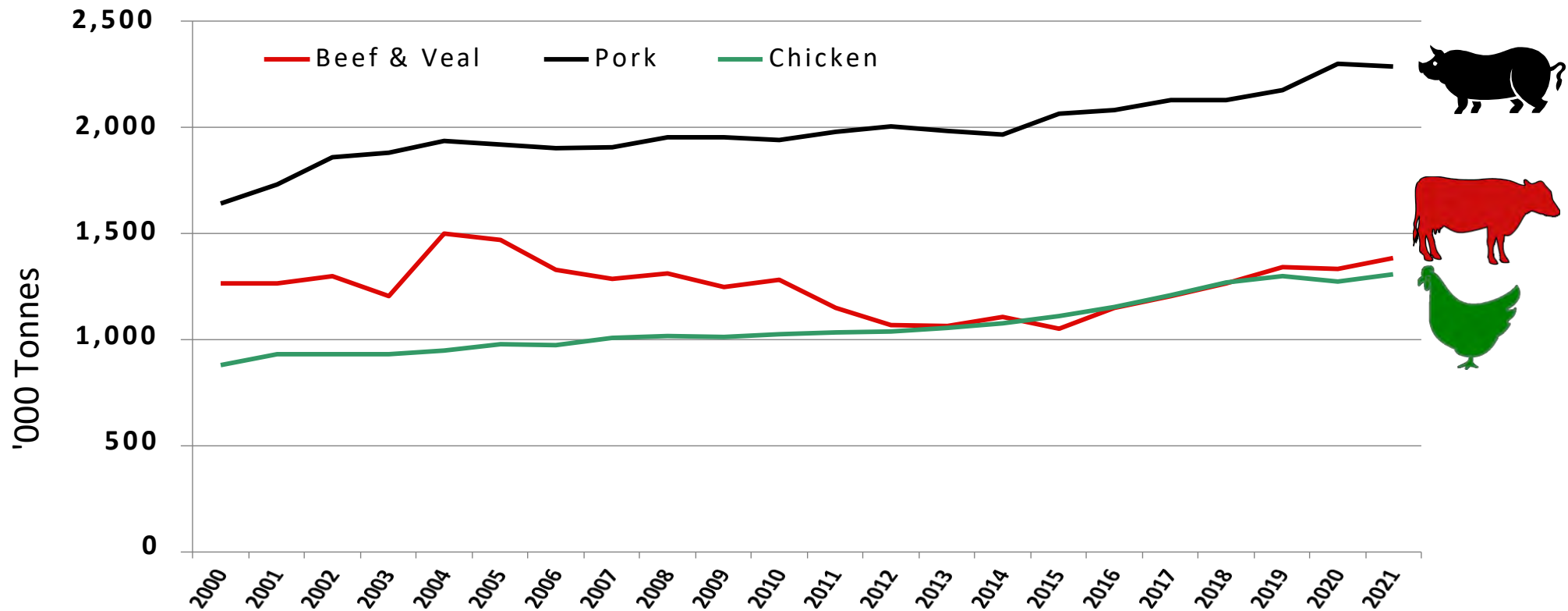


Source: Statistics Canada

- ✓ Sows (2021) = 1,253,436
- ✓ Market hogs (2021) = 28 million
- ✓ Slaughter weight: 135kg (298 lb) liveweight
- ✓ Most pigs are raised indoor with controlled ventilation
- ✓ 50% vertically integrated production and 50% independent producers

# Meat Production in Canada

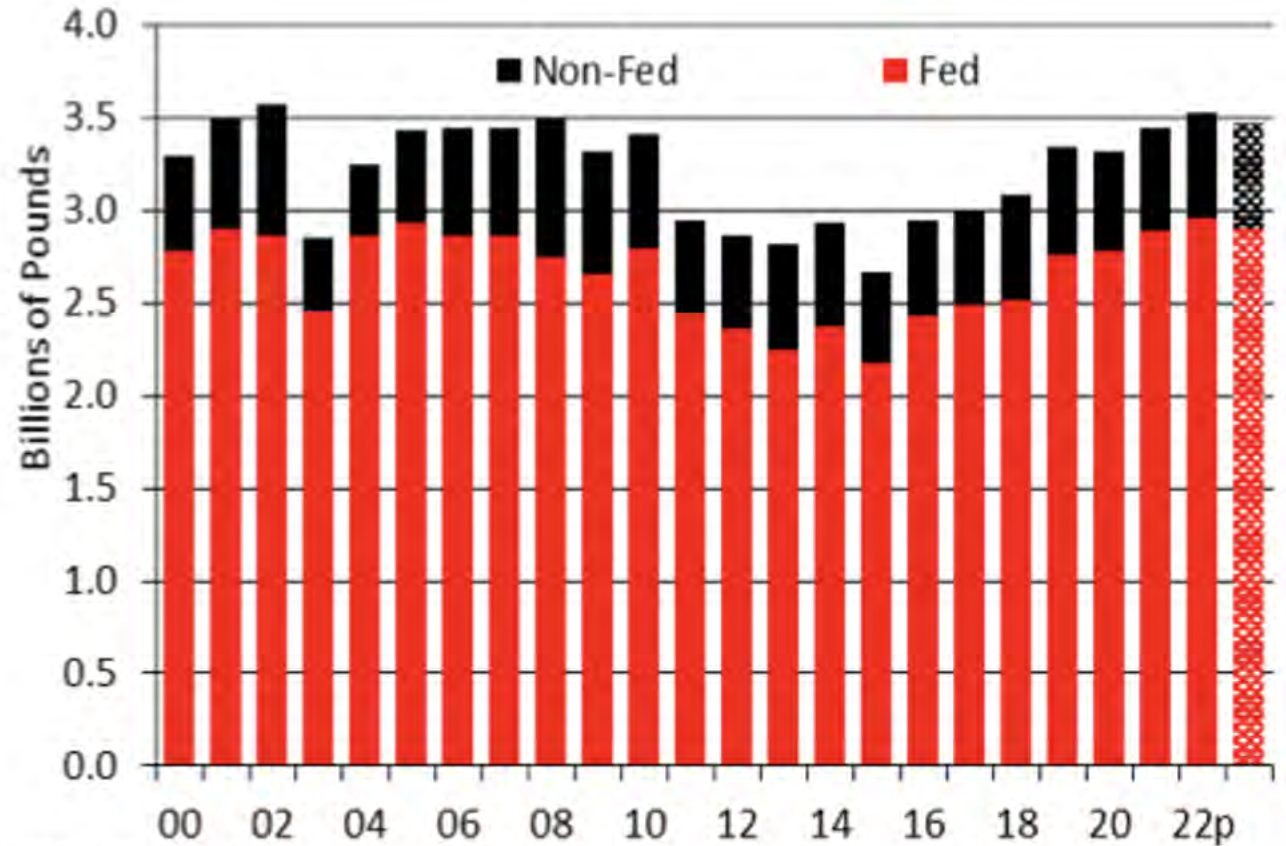
## Beef & Veal | Pork | Chicken



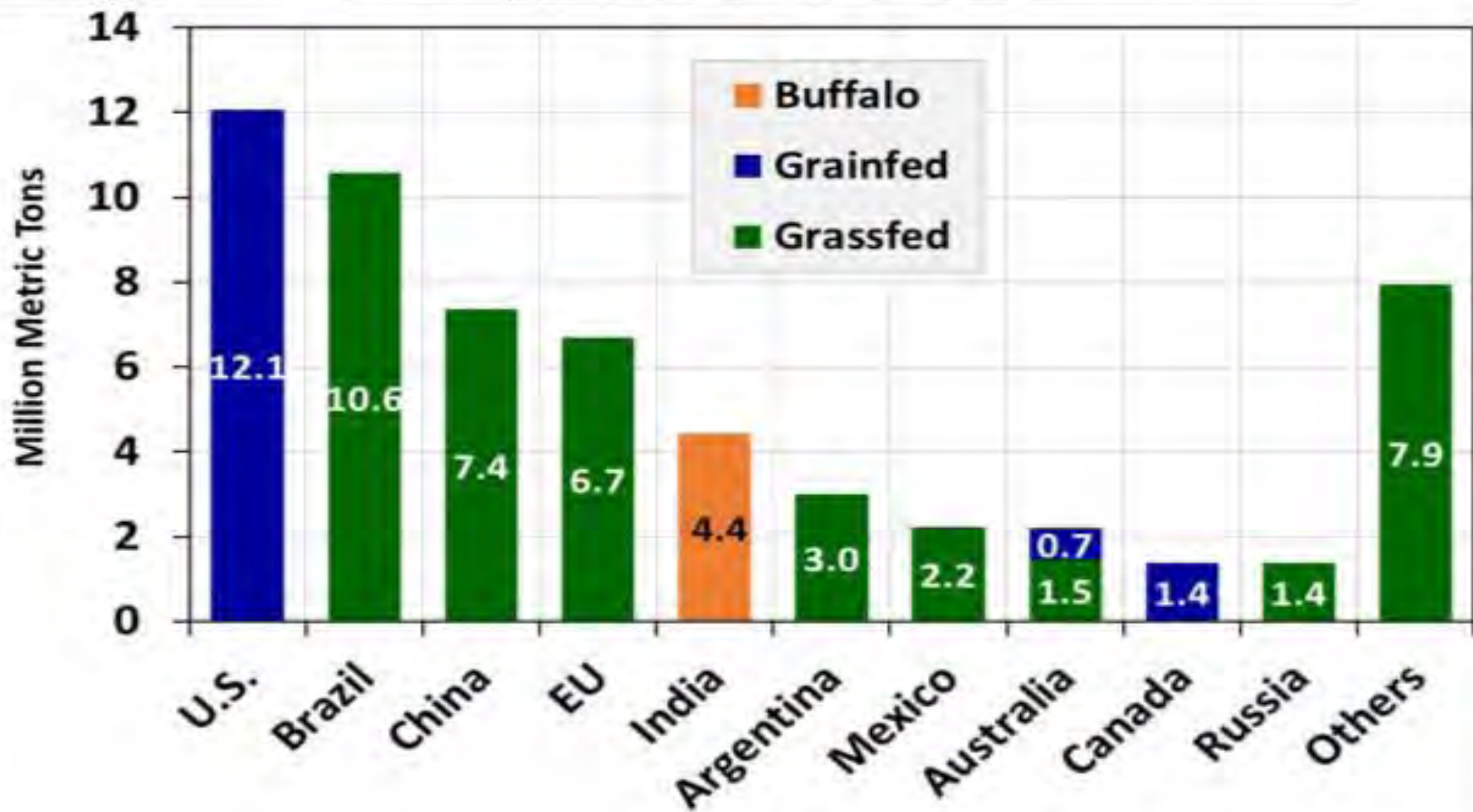
# Canadian beef production 2000-2023



Canada is the 2<sup>nd</sup> largest producer and 3<sup>rd</sup> largest exporter of grain fed beef

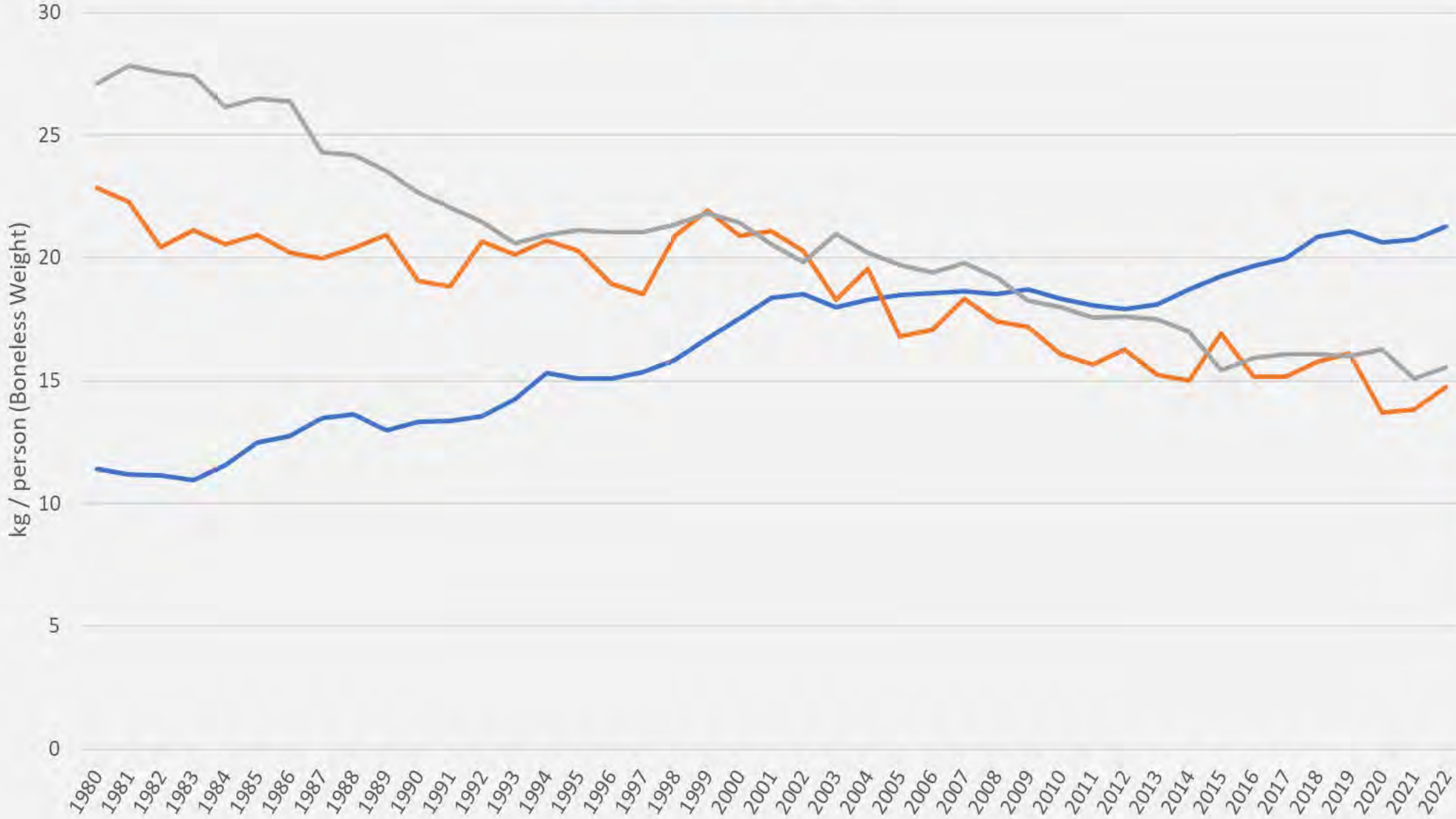


Source: Canfax Research



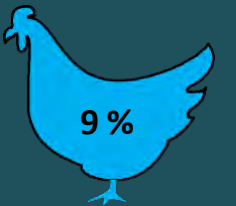
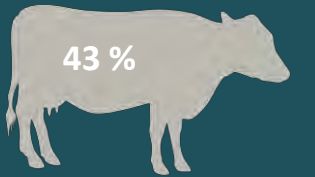
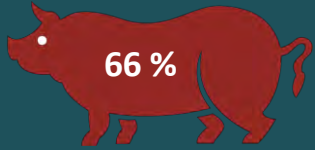
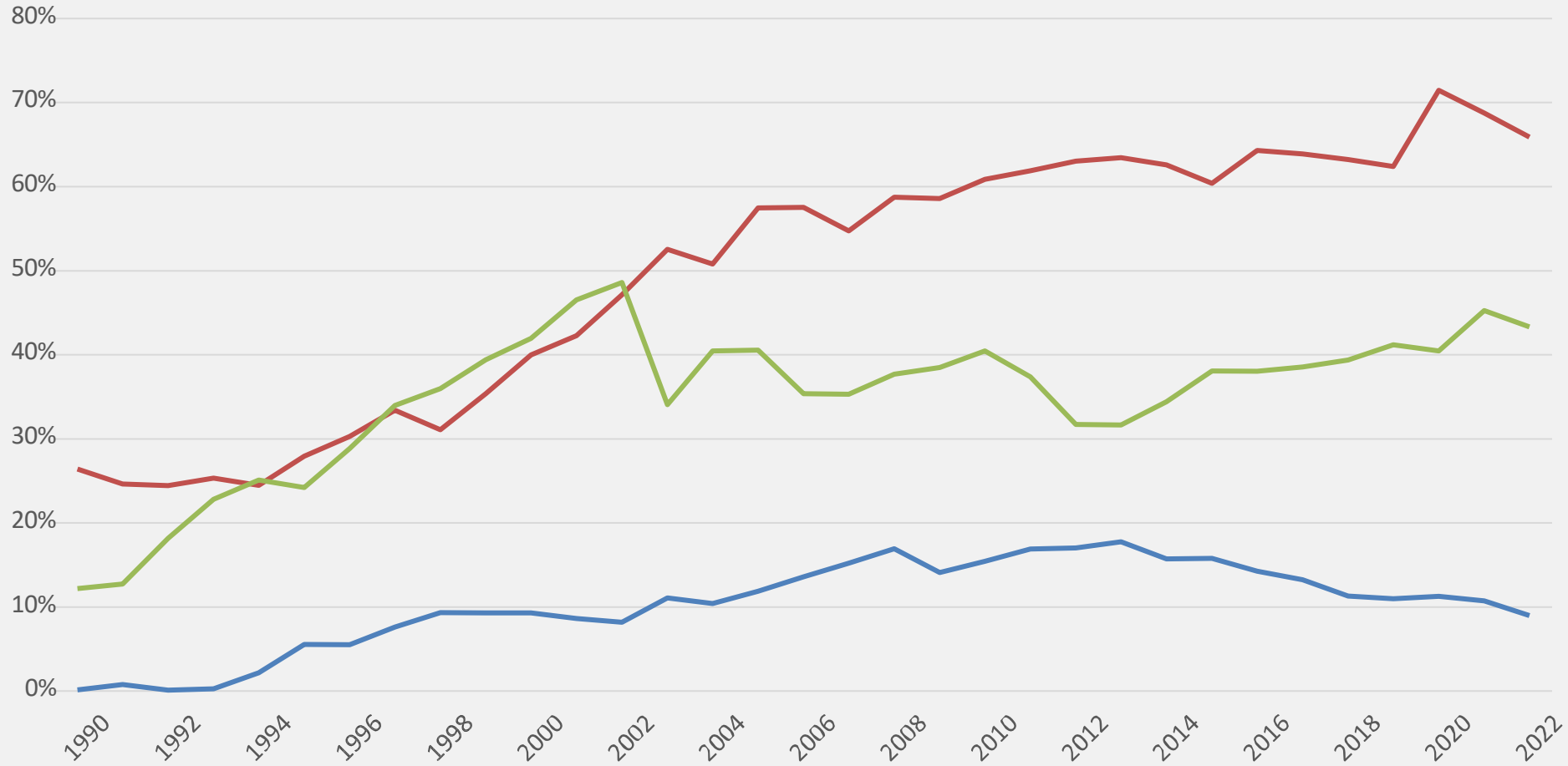
# Meat Disappearance/Consumption in Canada | 1980 - 2022

— Chicken — Pork — Beef

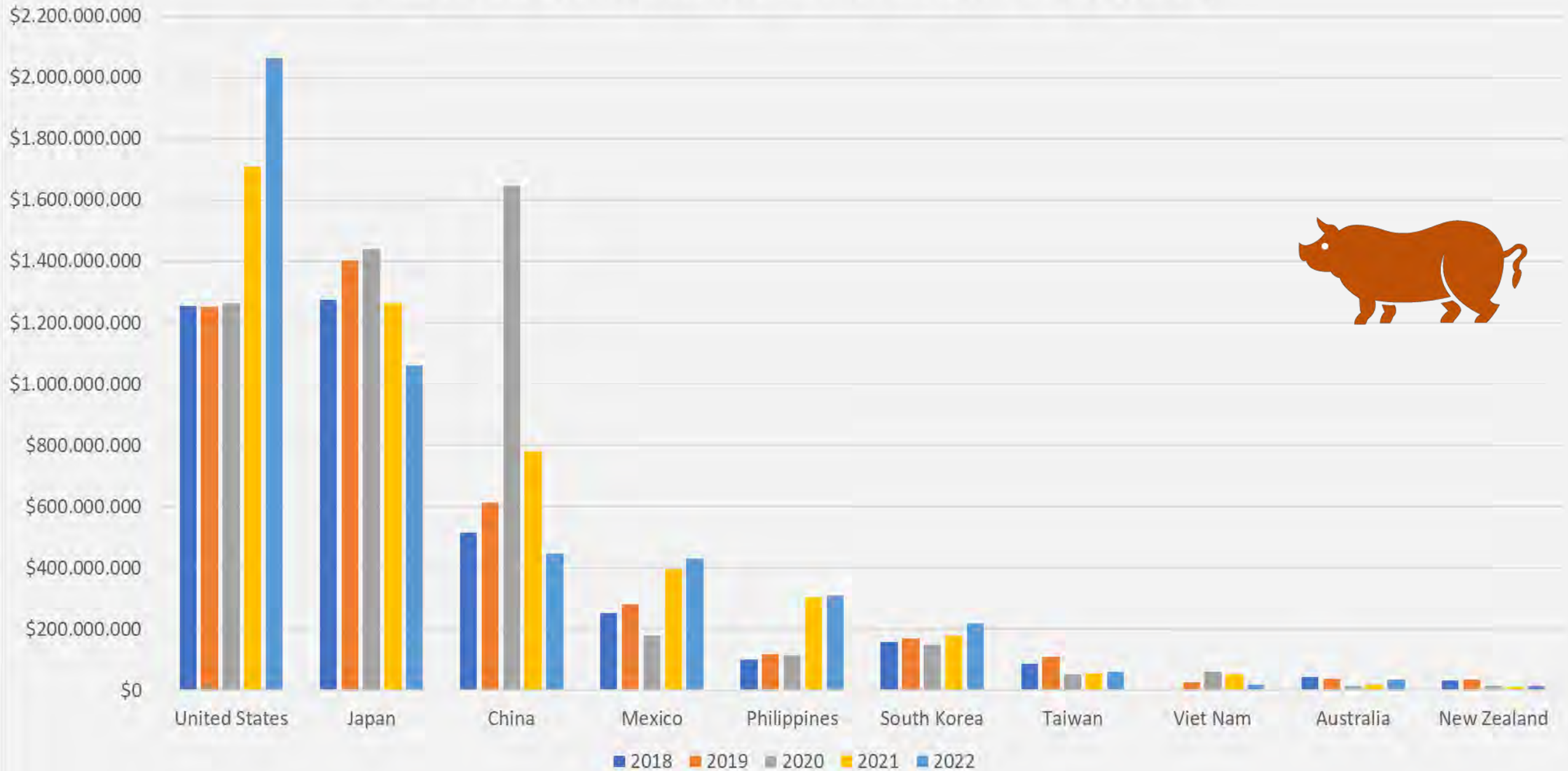


# Canadian Meat Exports as % of Production | 1990 - 2022

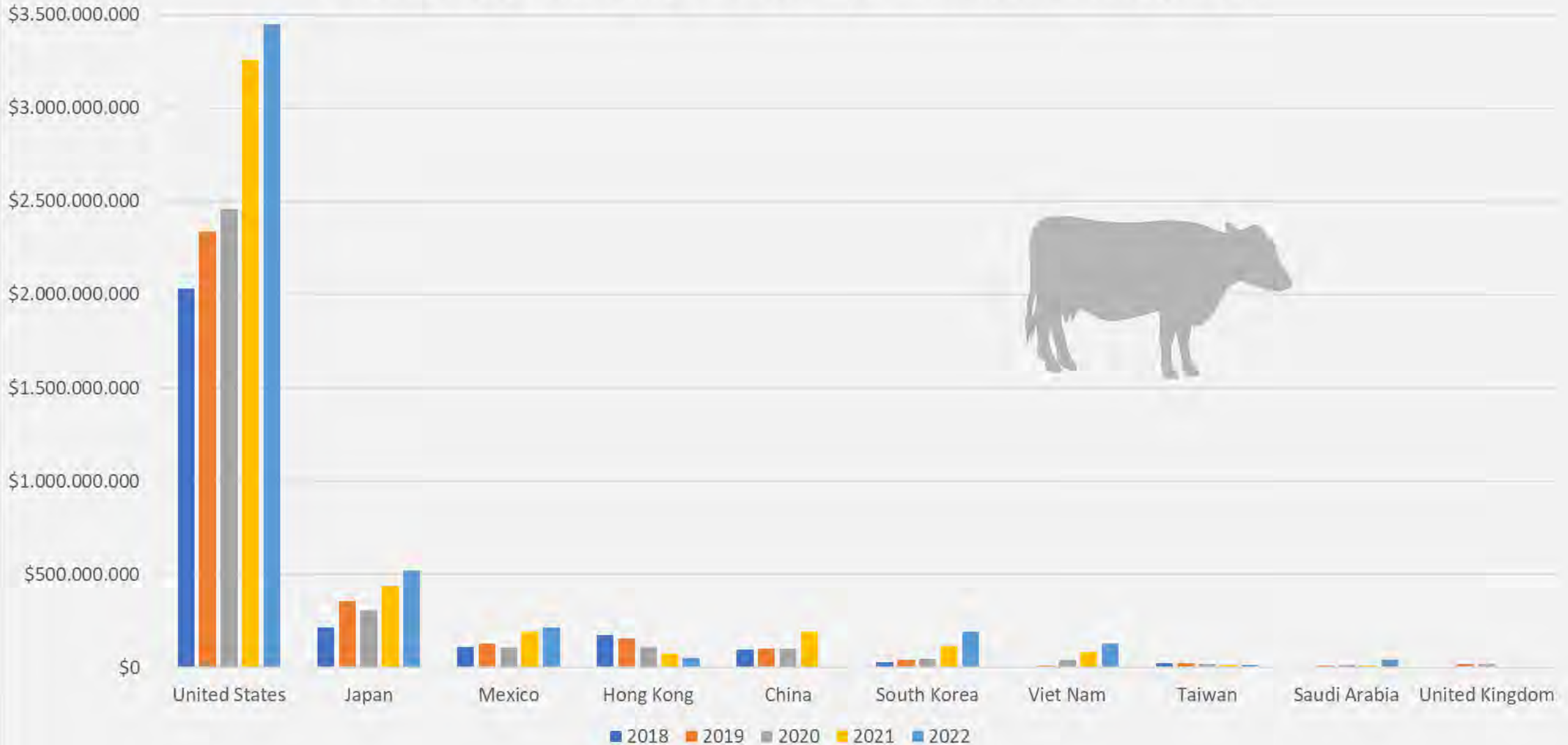
— Chicken — Pork — Beef



## Top 10\* Pork Export Markets for Canada | 2018 – 2022 (CAD \$)

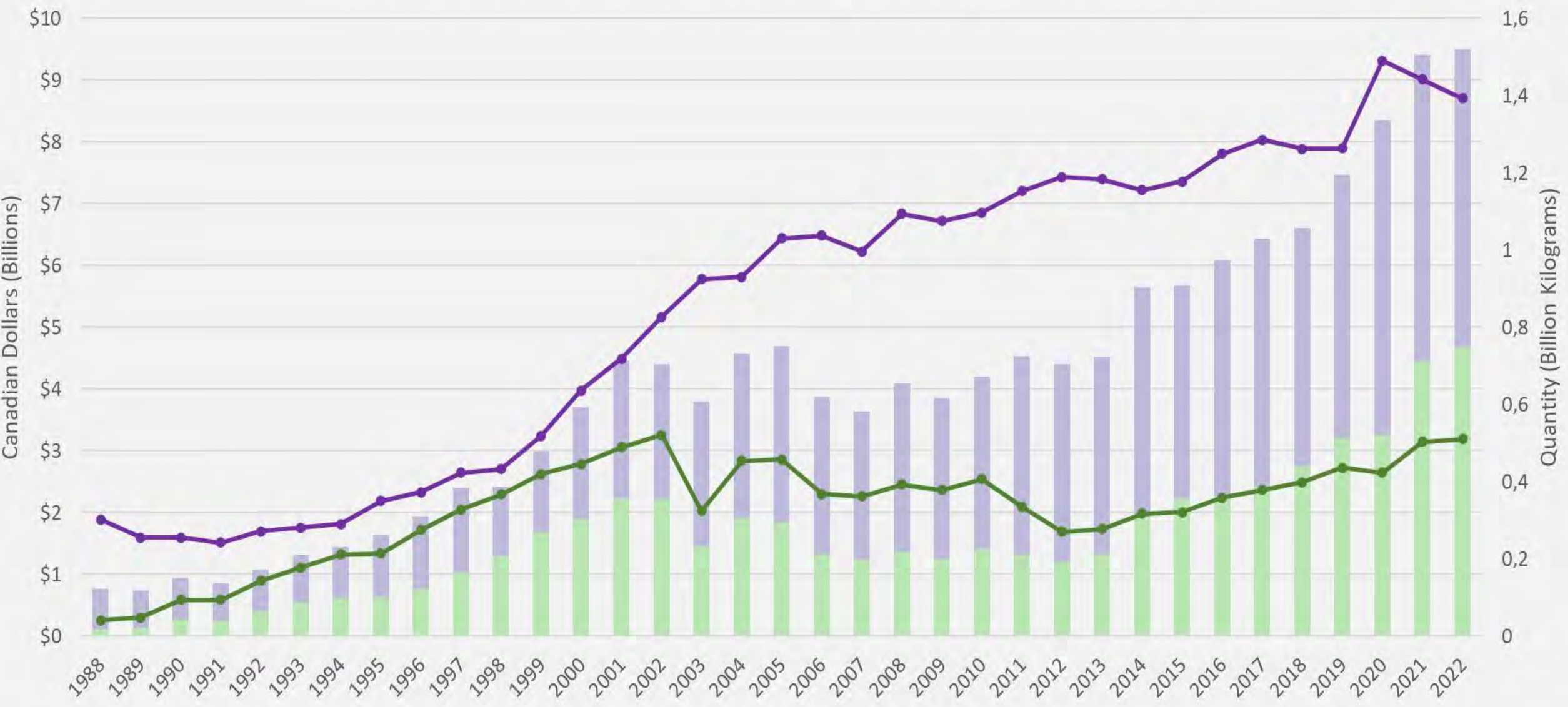


## Top 10\* Beef & Veal Export Markets for Canada | 2018 – 2022 (CAD \$)

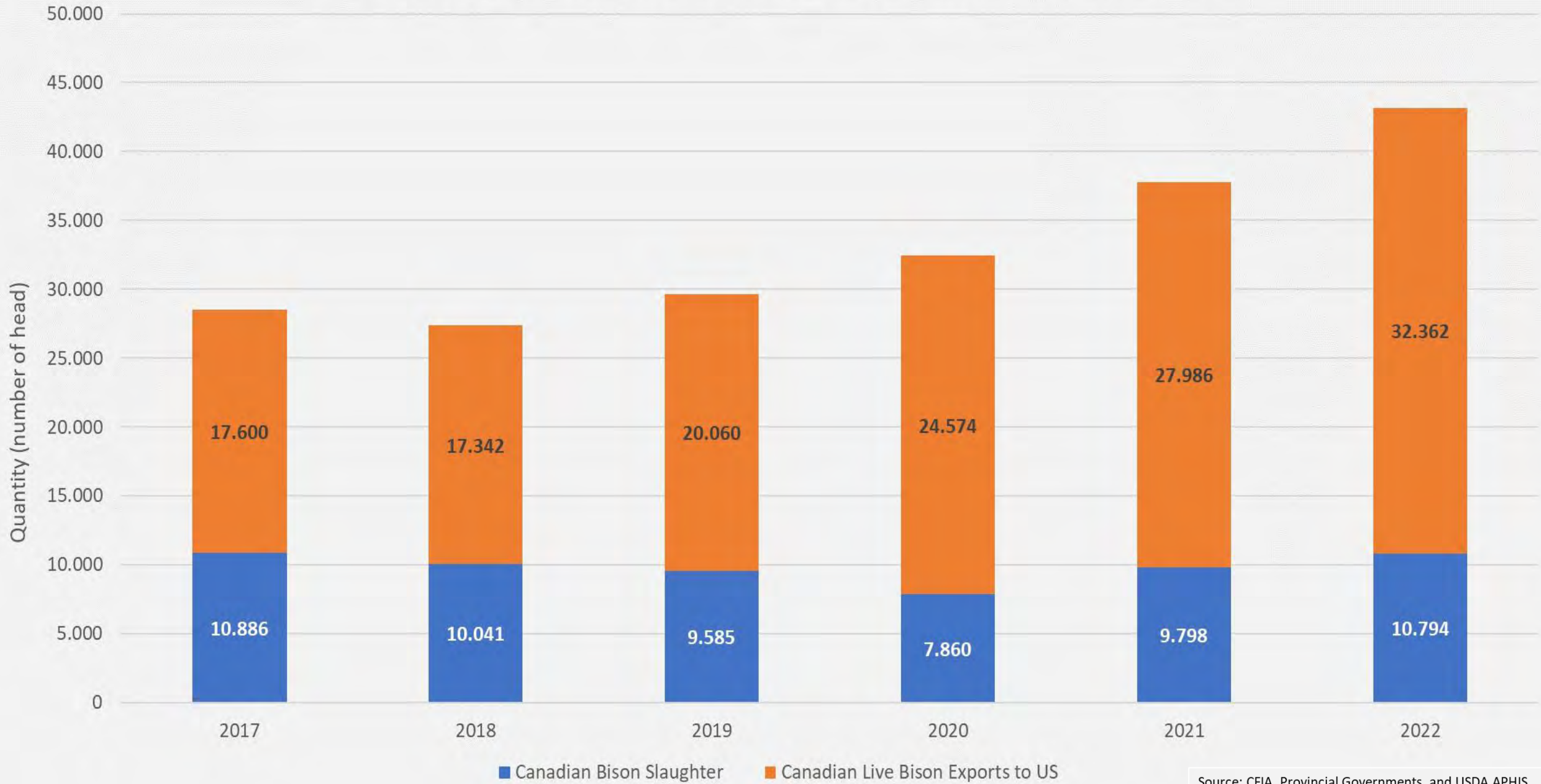


# Canada's Beef and Pork Exports | 1988 – 2022

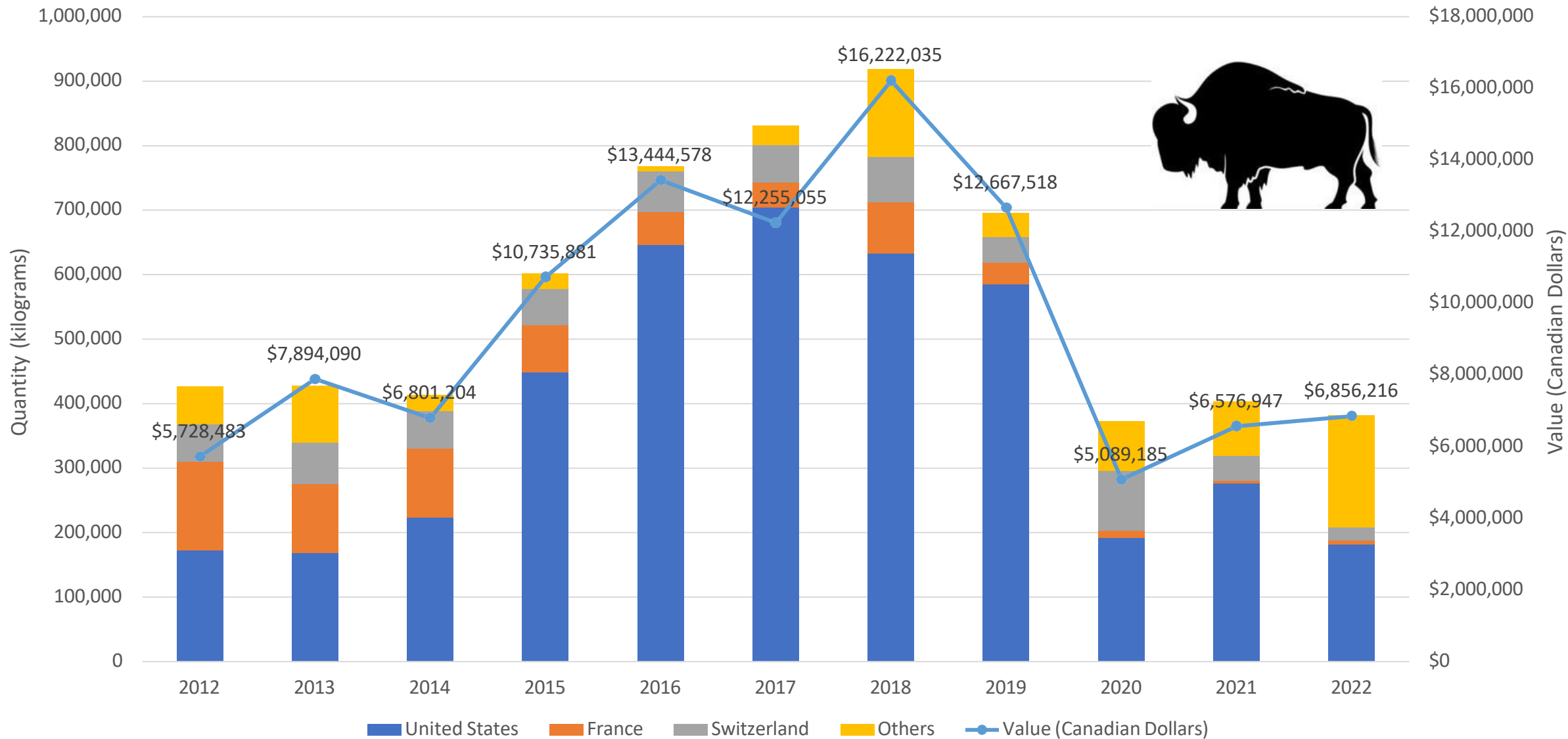
■ Canadian Dollars Beef    
 ■ Canadian Dollars Pork    
 —●— Quantity (kg) Beef    
 —●— Quantity (kg) Pork



## Canadian Live Bison Production (Slaughter + Live Exports) | 2017 - 2022



## Canadian Bison Meat\* Exports to Top Markets | 2012 - 2022



Source: Statistics Canada

\* only includes fresh/chilled bison cuts (bone-in and boneless); there are no HS codes specifically for frozen bison cuts

## WHAT ARE OUR CUSTOMERS AND CONSUMERS REQUIREMENTS IN THE MEAT SECTOR?

- Food safety– Canada has a high standard/modernized outcome-based inspection system and industry excels regulatory requirements - Industry and government are responsible for food safety!
- Animal disease strategies and controls
- Biosecurity programs in primary production to avoid disease and contaminated meat
- Traceability from final product to the farm
- On farm food safety programs to ensure appropriate feed supplied to animals
- Animal welfare from farm to slaughter.
- Carcass and meat quality



Canada is one of the major agri-food producers, thanks to its natural resources, becoming the 5th exporter of agri-food products.

# CANADIAN MEAT INDUSTRY HAS EVOLVED WITH RECENT CHALLENGES



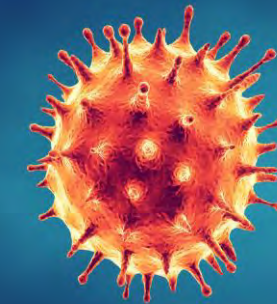
## MEAT PROCESSING ESTABLISHMENTS - COVID

- Meat packers spent millions of dollars retrofitting their facilities by
  - ✓ Adding plexi-glass barriers between workers
  - ✓ Enhanced cleaning and sanitizing procedures
  - ✓ Additional PPEs and social distancing
- Break room and lunchrooms were spaced out by installing tents outside the building and staggered times for breaks and lunch.
- Most establishments provided vaccine clinics on site or facilitated access to vaccines for workers and families.



## MEAT CONSUMPTION IN CANADA DURING COVID

- Consumers maintained their confidence in the quality and wholesomeness of Canadian meat products.
- Shift in consumption patterns from restaurant to retail stores and government.
- Canada Beef/Canada Pork developed tools to provide consumers with access to recipes and information on how to prepare different cuts at home.
- CFIA helpful in allowing flexibility in labelling so product destined for restaurant can be sold labelled as such in retail stores.
- Lack of manpower to process cuts for retail.

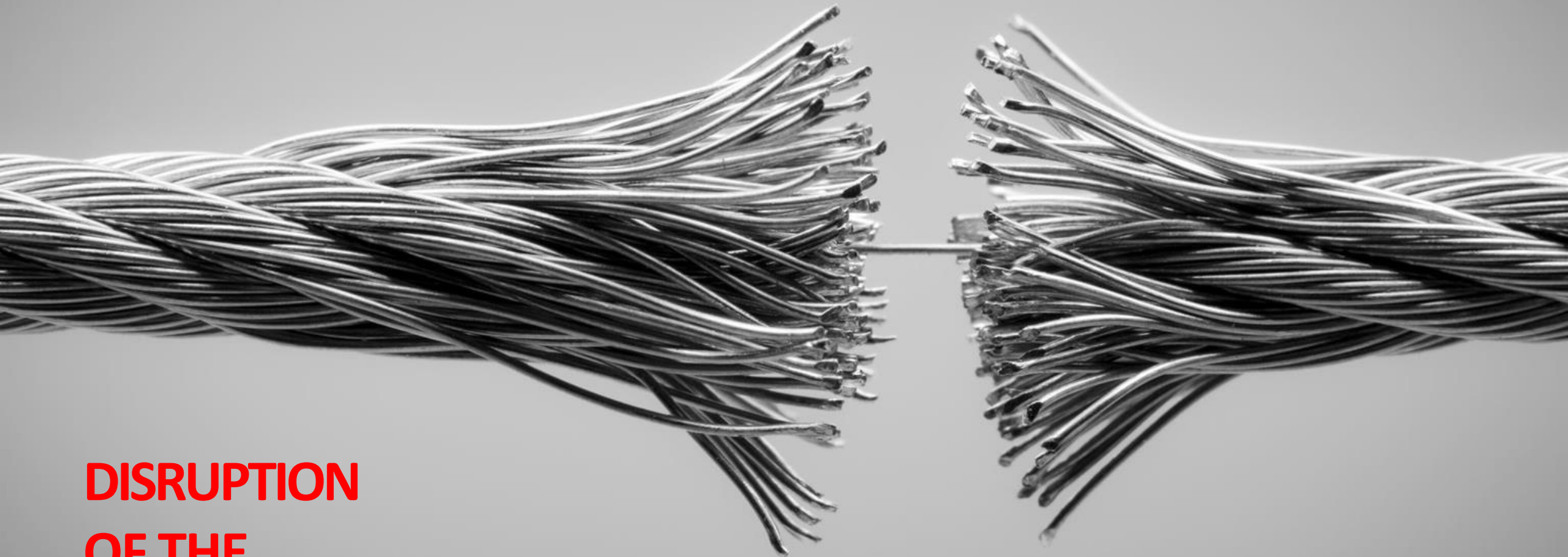


**COVID-19**

# INTERNATIONAL TRADE


- Early in the Covid pandemic, the priority was to supply meat to Canadians and when production was limited the volume of exports reduced, however, once industry adapted the product available for export resumed.
- Canada Beef/Canada Pork presented webinars to international markets the food safety system in Canada to inform meat professionals abroad about the enhanced covid related safety measures implemented in our meat plants.
- Canada followed instructions and science-based protocols/decisions provided by international agencies (e.g.: OIE, WHO) regarding COVID-19.





**DISRUPTION  
OF THE  
SUPPLY  
CHAIN**

- Covid-19, weather events and disrupted transportation networks had weakened critical links in the supply chain.
- Supply chain faced issues with transport delays and clearance of loads at overwhelmed ports around the world.
- Industry faced repercussions of Covid-19 with absenteeism of production employees as well as key staff shortage issues.
- Global procurement issues on ingredients and packaging materials (corrugates, film, labels were taking longer to be delivered - approx. 2-3 times longer so instead of 1.5 months, supply available after 4.5 months).
- Labour disruptions due to strikes, border blockages, weather (foods, wildfires)
- CMC works closely with government to alleviate impact on industry – through preparedness and emergency response



**DISRUPTION OF  
THE SUPPLY  
CHAIN**

## LABOUR SHORTAGES



## There's a crisis in Canada's meat processing industry.

There's a cap on meat processing capacity.

More than 9,500 butcher positions are vacant in Canada—twice the number of just six months ago. Canada is competing globally for foreign workers. The current 10 or 20% temporary foreign worker cap imposed on meat processors directly impacts our unprecedented labour shortage, our competitiveness and our sector's meat processing capacity.

We need the Government to reset the Temporary Foreign Worker cap to 30% for all meat processors. Bring back equity. Allow us to feed Canadians and the world.

KEEP MEAT PROCESSING AND JOBS IN CANADA.  
BRING BACK THE CAP TO 30%

### THE SUPPLY CHAIN IS DIRECTLY IMPACTED BY OUR LABOUR SHORTAGE CRISIS.

- X** Reduced export capacity
- X** Availability of meat on grocery shelves
- X** Less processing capacity
- X** Shutdown of processing lines
- X** Plant closures
- X** Decreasing hog and cattle prices for our farmers

The Canadian meat industry represents over \$20 billion dollars to the Canadian economy and supports 300,000 jobs across Canada.



**TEMPORARY FOREIGN  
WORKER PROGRAM (TFWP)  
CAP IS A CAP ON CANADA'S  
MEAT PROCESSING  
CAPACITY**

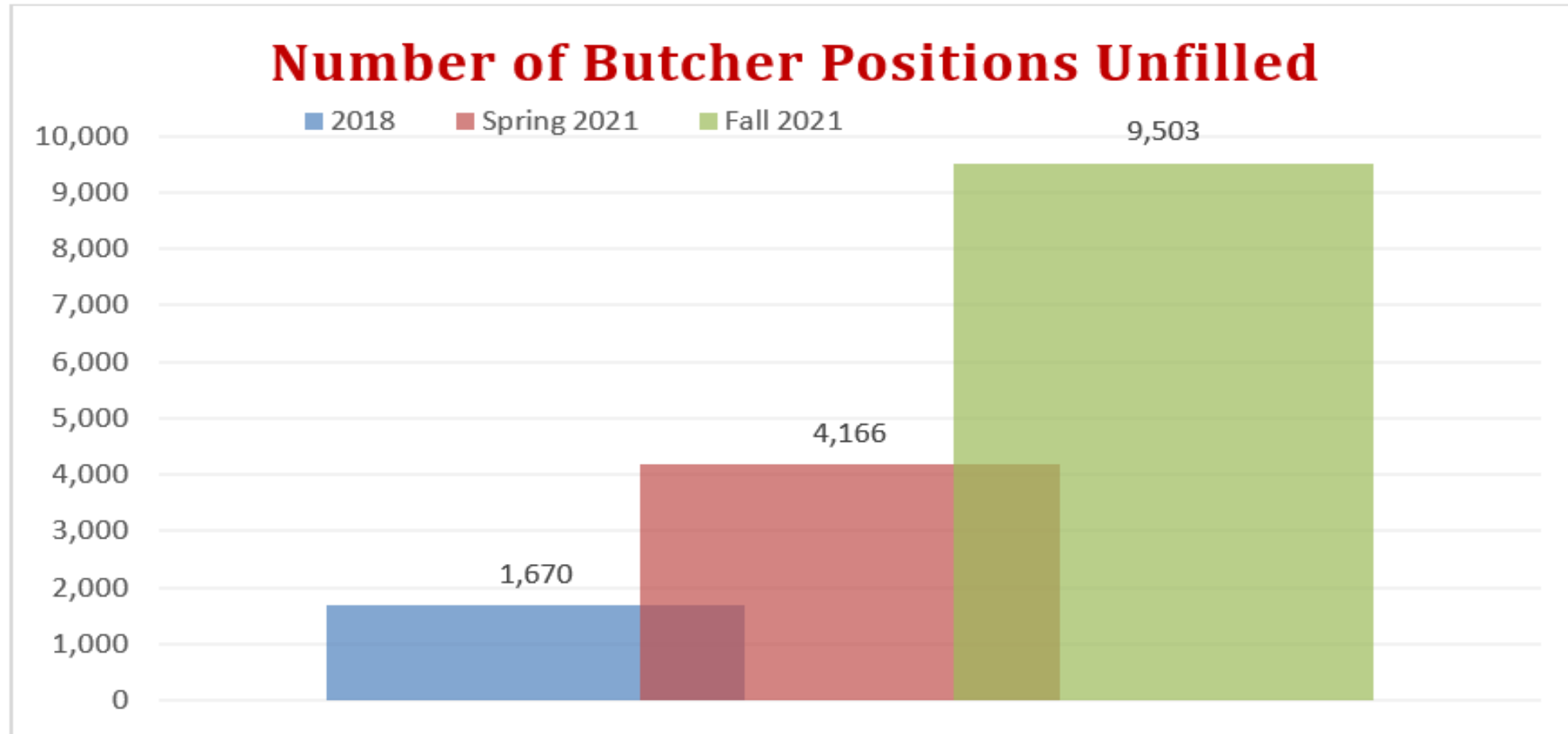
**NEW** CMC Labour Web Page: <https://cmc-cvc.com/industry/labour/>

# TEMPORARY FOREIGN WORKER PROGRAM (TFWP) CAP

- In 2014 a policy change brought the cap from 30% to 10% or 20%, based on how a meat processor was using the program at that time, creating an uneven playing field.
- The TFWP cap makes it difficult for processors to remain competitive in Canada and internationally



## Key Data Points from 2018 to 2021



### National Job Vacancy Rate Canadian Meat Processing

2018	Spring 2021	Fall 2021
7.27%	10.9%	21.1%

# TEMPORARY FOREIGN WORKER PROGRAM (TFWP)

- TFWP Cap was raised to 30% as a temporary measure through Covid, set to expire October 30, 2023 and extended to August 30, 2024
- TFWP Cap of 30% for meat processing needs to be made permanent.
- Prioritization of Agri-Food TFWP Applications
- LMIA 2-year Pilot for meat processing needs to be made permanent



**WHAT'S  
NEXT?**



**FOREIGN ANIMAL  
DISEASES**

27.1	Water
11.6	
18.8	
47.2	
25.9	
20.9	Share Price
27.1	
11.6	
18.8	
47.2	
25.9	
20.9	

# REPORTABLE DISEASES AFFECTING ANIMAL PRODUCTION AND TRADE

## INTERVIEW: ASF is to stay in Europe, says Prof Pejsak

Currently, a dead wild boar is more dangerous than a live one in Eastern Poland, as it is likely the animal will have died of African Swine Fever. These carcasses contaminated by ASFv are the basis of the ongoing spread of ASF in Poland, explains Prof Zygmunt Pejsak – and that's where most attention should go to in order to control the virus.

Don't have any illusions – **African Swine Fever (ASF)** will come to Western Europe. It may take 3 years, it may take 10 years before it is confirmed in Germany, but the message from Prof Dr Zygmunt Pejsak to swine producers all over continental Western Europe is crystal clear: there's no way of stopping the virus circulating in the wild boar population if it is as dense as in Poland or Germany. He recently spoke at a gathering for swine professionals organised by Rabobank, in the south of the Netherlands.



The African swine fever began in the country of Georgia for 10 years and has been spreading in all directions ever since, risking wild herd infection. | Reuters/kacper pempel photo

A virus that is "probably the worst disease we have on this planet" for pigs is seeping into central Europe, spreading across Russia's central Asian expanses and on the threshold of breaking into China.

## Brazil 'free' of foot-and-mouth disease



Recognition should allow Brazilian producers to sell beef at much higher price

## Mexico resumes pork exports as US declares Mexico CSF free

Pork producers in all states of Mexico have been allowed to export pork and pork products into the United States. The US Department of Agriculture recognised Mexico mid-January as free of Classical Swine Fever (CSF).

The decision means that 49 pig slaughter and processing plants throughout Mexico are now permitted to export across the northern border. Up until now, only 9 states of Mexico were allowed to export pork and pork products to the USA. In 2017, the plants in those authorised states jointly exported 15,310 tonnes of pork and pork products to the United States.

### Opening of borders for pork and pork products

The opening of the borders for pork and pork products from all states in Mexico is being credited to the hard negotiating work of the Mexican **agriculture ministry** (Sagarpa).



Read more about CSF and other health issues in the

## US BSE fears played down by industry

By Aidan Fortune

18-Jul-2017 - Last updated on 19-Jul-2017 at 10:45 GMT



The infected cow does not pose a public health risk, USDA said

RELATED TAGS: Bovine spongiform encephalopathy

The US beef industry has

encephalopathy (BSE) in

News

Mar 31, 2018

1105 views

## FMD returns to South Korea's pig herd

South Korea, a country with a recent history in Foot-and-Mouth Disease (FMD) outbreaks, has reported an outbreak in pigs after 2 years of tranquillity on the pig side.

The outbreak was found on a swine farm near Gimpo in the province Gyeonggi, the area located directly around Seoul in the country's north. The outbreak was discovered on 26 March when a sick pig was tested for FMD. The infectious virus was confirmed the day after and reported to the World **Organization for Animal Health** (OIE) 2 days later.

# CANADA'S AFRICAN SWINE FEVER ACTION PLAN

1. Biosecurity and Prevention
2. Preparedness and response
3. Business continuity
4. Risk communications



CMC is fully involved in all working groups and the development of the ASF action plan

- Current food industry actions are aligned with Paris Climate agreement to limit global warming to below 2° C.
- Sustainability programs trying to align with carbon neutral target by 2030 by reducing global standard for GHG emissions.
- Sustainability programs recognize that food processing has environmental impact & work needs to continue to address:
  - More viable options for renewable energy generation,
  - Water use, on-plant water treatment practices, recycling water
  - Waste reduction
  - Packaging: Develop sustainable packaging to provide biodegradable and recyclable options while maintaining food safety and shelf-life standards.



**SUSTAINABLE  
FOOD**

# TOWARDS ZERO PLASTIC WASTE IN CANADA

- ✓ CMC is fully engaged with Environment and Climate Change Canada to help them to understand meat production and the importance of plastic materials for food safety.
- ✓ Industry is willing to reduce plastic recyclable content, but technology needs time to advance.





**ANIMAL  
WELFARE**

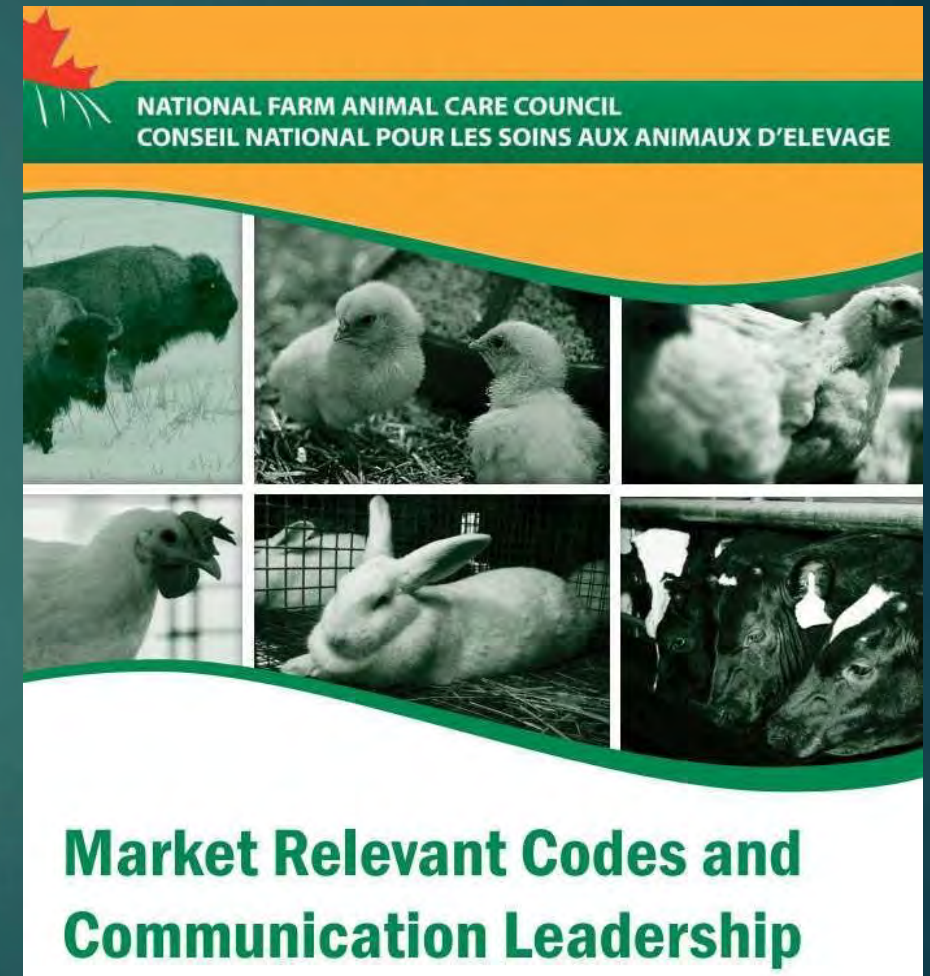
- Produce food humanely, humane treatment of the animals in their care
- Ensure compliance with welfare regulations
- Communicate with producers and transporters: Transfer of Care and control
- Animal Welfare Program, similar to HACCP
- Industry is responsible for the animals it brings in (just as it is responsible for any other “incoming product”)

**PROCESSORS  
RESPONSIBILITY  
FOR ANIMAL  
WELFARE**



# ANIMAL WELFARE CONFIDENCE WITH THE IMPLEMENTATION OF THE CODES OF PRACTICE

- In Canada, National Farm Animal Care Council (NFACC) brings together animal defender groups (not against agriculture), regulators & producers to make collective decisions to enhance animal welfare of farm animals.
- NFACC updated the Codes of Practice with requirements/recommendations for animal food production for all species.
- Codes considered as legislation in some provinces and any violation might become a legal case.
- Pork producers are engaged to follow requirements of the Codes & are monitored by on- farm Food safety program (Canadian Pork of Excellence).

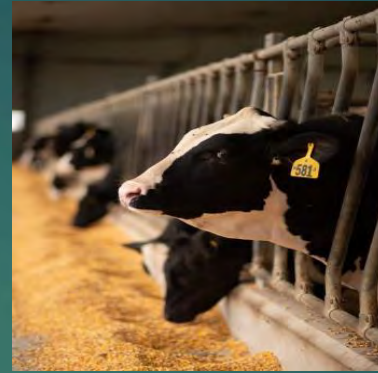


Undercover videos will challenge the whole food chain image, so better respect animal wellbeing at all times and create awareness...



Animal wellbeing practices should be transmitted to customers and consumers by industry members and not by media and animal rights groups which usually have the wrong context of food animal production.

# ANIMAL WELFARE/MARKET ACCESS/ CUSTOMERS



# ANTIMICROBIAL RESISTANCE AND ANTIMICROBIAL USE

## Marketplace

CANADA'S CONSUMER WATCHDOG

We've got your back.

When To Watch  
**Fridays at 8:30 p.m.**  
9 p.m. in Newfoundland & Labrador

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IN SATURDAY'S PAPER  
**ART THEFT THE NEW BANK ROBBERY**

## THE VANCOUVER SUN

### B.C. poultry industry warned to halt use of antibiotic

#### Level of drug-resistant bacteria spikes in grocery-store chicken

The Public Health Agency of Canada is warning B.C. poultry farmers and veterinarians to stop using a coveine antibiotic on chickens. The agency believes the practice is behind a significant spike in drug-resistant *Campylobacter* bacteria found in chicken tested from grocery stores.

The bacteria are resistant to an antibiotic commonly used to treat respiratory infections in human beings and cattle.

The dramatic spike in the bacteria was first noticed during routine sampling of B.C. chicken from grocery stores in 2009. Levels have remained stubbornly above normal in this province ever since.

Positive tests for the resistant strain of *Campylobacter* in retail chicken have ranged as high as 40 per cent in B.C. and 28 per cent in Saskatchewan compared with an average of less than four per cent in the other provinces monitored by the Canadian Integrated Program for Antimicrobial Resistance Surveillance. *Campylobacter* is the most common food-borne pathogen in Canada. It is usually associated with substandard food handling and consumption of undercooked chicken.

RELATED TOPICS

- British Columbia
- Antimicrobial Resistance
- Health and Fitness

STORY TOOLS

- E-mail this Article
- Print this Article

MOST POPULAR NEWS

- Diamonds key to leap toward fast quantum computing
- Two drunks on Air Canada flight diverted to calendar for charity
- Hot hockey women of Vancouver turn the Schneider's goaldancing centre of attention against Predators
- Canucks Game Day: Raymond's return, Schneider's goaldancing centre of attention against Predators
- Yes, I'm a virgin: B.C. women hunt for spiritual purity online
- Female Langley elementary school teacher facing sex charges

## Ceftiofur Resistance in *Salmonella enterica* Serovar Heidelberg from Chicken Meat and Humans, Canada

Lucie Dutil, Rebecca Irwin, Rita Finley, Lai King Ng, Brent Avery, Patrick Boerlin, Anne-Marie Bourgault, Linda Cole, Danielle Daignault, Andrea Desruisseau, Walter Demczuk, Linda Hoang, Greg B. Horsman, Johanne Ismail, Frances Jamieson, Anne Maki, Ana Pacagnella,

CMAJ

NEWS

June 13, 2012

## Farmyard drug use a US battlefield - Canadian wasteland

CMAJ

NEWS

November 25, 2011

### Crackdown on factory farm drug use urged

The federal government must crackdown on the use of antibiotics such as cephalosporins and fluoroquinolones within the nation's meat industry because of the threat that antibiotic resistance poses to public health, says one of the government's leading veterinary drug safety officials.

"The writing is on the wall," Manisha Mehrotra, director of the human safety division within Health Canada's Veterinary Drugs Directorate, told a conference on veterinary antimicrobial stewardship in Toronto, Ontario, earlier this month. "We can no longer have these medically-important drugs [available to meat producers] over the counter. ... We are considering moving to make all the drugs that are medically important available only on prescription. And we are considering re-reviewing all drugs approved before 2004. There needs to be

## The perils of poultry

Published in www.cmaj.ca on Jun. 17.

Alarming new data from the Public Health Agency of Canada suggests that widespread off-label use of cephalosporin antibiotics in poultry hatcheries is triggering human resistance to the class of antibiotics.

Experts say the data warrants restrictions on off-label (use of drugs for unapproved clinical indications, also known as extra-label) farm use of cephalosporins in the interest of public health.

Health Canada's response to date has been the introduction of nonbinding labels warning against off-label cephalosporin use in agriculture — a measure that critics say has had little effect on usage levels.

Although the department promised the European Commission almost a

# ANTIMICROBIAL RESISTANCE

- It's complicated!
- Some antimicrobials are more important than others
- AMR has animal and human health implications
- Few new antimicrobials are being developed
- Prudent use is important
- Surveillance provides valuable information – CIPARS  
- Canadian Integrated Program for Antimicrobial Resistance

## ANTIBIOTIC RESISTANCE

from the farm to the table

### RESISTANCE

Animals can carry harmful **bacteria** in their intestines

When **antibiotics** are given to animals... Antibiotics kill most bacteria But resistant bacteria can survive and multiply

### SPREAD

Resistant bacteria can spread to...

animal products produce through contaminated water or soil prepared food through contaminated surfaces the environment when animals poop

### EXPOSURE

People can get sick with resistant infections from...

contaminated food contaminated environment

Learn 4 steps to prevent food poisoning at [www.foodsafety.gov](http://www.foodsafety.gov)

### IMPACT

Some resistant infections cause...

mild illness severe illness and may lead to death

About **1 in 5** resistant infections are caused by germs from food and animals.

Source: *Antibiotic Resistant Threats in the United States, 2013*

Learn more about antibiotic resistance and food safety at [www.cdc.gov/foodsafety/antibiotic-resistance.html](http://www.cdc.gov/foodsafety/antibiotic-resistance.html)  
Learn more about protecting you and your family from resistant infections at [www.cdc.gov/drugresistance/protecting\\_yourself\\_family.html](http://www.cdc.gov/drugresistance/protecting_yourself_family.html)



ACTS, REGULATIONS & ENFORCEMENT

# Safe Food for Canadians Act and Regulations



**Before 2019**



Solid foundation

Separate regulations for food commodities:

- Meat Inspection Act
- Canada Agricultural Products Act
- Fish Inspection Act
- Consumer Packaging and Labelling Act

Prescriptive

Complex

**Today**



More robust

One regulation for all food commodities

Prevention-focused

Outcome-based

Streamlined

*Safe Food for Canadians Act  
and Regulations*

**LICENSING**

Clear mechanisms for  
identification and  
oversight of regulated  
parties

**PREVENTIVE  
CONTROLS**

Industry  
documentation of  
hazards, and measures  
to address them in  
preventive control  
plans (PCPs)

**TRACEABILITY**

Facilitating effective  
response in case of  
non-compliance

**MAIN  
PILLARS**

**Result:** Stronger, more consistent and outcomes-based rules

- Canadian Food Inspection Agency (CFIA) veterinarians and inspection officials are always present at slaughter
- Every animal is inspected - processing and storage.
- Export health certificates are signed by CFIA officials.
- Establishments comply with export requirements
- Differ from country to country



Canadian Food  
Inspection Agency

Agence canadienne  
d'inspection des aliments



**FEDERALLY  
LICENCED  
ESTABLISHMENTS**

- ✓ Trade agreements in place (bilateral, multilateral) or trade under commercial risk to those countries without trade agreements.
- ✓ Export conditions are negotiated by product for each country by CFIA International Programs
- ✓ Establishment Approval either system approval and/or list of establishments and specific products
- ✓ Only Federal licenced establishments can export (Provincial establishments cannot export or trade inter-provincially)
- ✓ Foreign audits necessary (to open or maintenance of markets)



**DEVELOPING  
EXPORT MARKETS**

- ✓ Meeting international standards enables the meat industry to export their products internationally
- ✓ Export requirements need to be followed by establishments
- ✓ CFIA enforce export requirements
- ✓ Canada's inspection legend stamped in boxes/products
- ✓ CFIA inspectors sign export certificates



CMC is fully involved in the day-to-day work to improve market access, have a consistent inspection and facilitate meat exports by member companies



## Food export requirements library

**i** Although the *Safe Food for Canadians Regulations* (SFCR) came into force on January 15, 2019, certain requirements may apply in 2020 and 2021 based on food commodity, type of activity and business size. For more information, refer to the [SFCR timelines](#).

### On this page

- [Introduction](#)
- [What type of information is available?](#)
- [Don't see your market in the export requirements library?](#)
- [More information on animal and plant health certification](#)
- [Updating foreign country requirements](#)
- [Helping to keep export requirements current](#)
- [Travellers going abroad](#)
- [Taking trade samples overseas](#)
- [Requirements by country](#)
- [Requirements by food product sector](#)



# MARKETING OF MEAT PRODUCTS

## ACTIVITIES

- ✓ Market development
- ✓ Product positioning and marketing activities
- ✓ Market intelligence



**MARKET  
DEVELOPMENT  
SUPPORT**

- **CMC engages on Regulatory and Policy issues that affect the meat industry and our members**
- **Discussed through CMC Committees**
  - **Technical Advisory Group**
  - **Beef & Veal Committee**
  - **Pork Committee**
  - **Public Affairs Committee**
- **Collaboration with industry partners – CCA, Canada Beef, Canada Pork, CPC , Veal Producers, Canadian Bison**



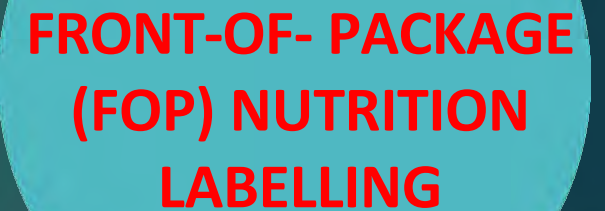
**REGULATION &  
POLICY ISSUES**

*“Recognizing that a healthy population is key to reducing vulnerability to health events, promote healthy eating by advancing the Healthy Eating Strategy. This includes finalizing the front-of-package labelling to promote healthy food choices and supporting restrictions on the commercial marketing of food and beverages to children.”*

**- Minister of Health Mandate Letter, Dec. 16, 2021**

**HEALTHY  
EATING  
STRATEGY**

- July 20, 2022 – FOP labelling regulations were published
- Full compliance as of January 1, 2026
- CFIA published FOP labelling Guidance version 2 in May 2023
- Time needed to change labels and/or reformulate product was reduced, and industry was not provided with the necessary time to implement this massive change



**FRONT-OF- PACKAGE  
(FOP) NUTRITION  
LABELLING**

# FRONT-OF-PACKAGE (FOP) NUTRITION LABELLING

The regulations published on June 30, 2022, say single ingredient food items, such as **ground beef and bison**, poultry, pork and fish, will be exempt from the new FOP nutrition labelling.



a.

b.

c.

d.

Examples of Health Canada's FOP nutrition symbol formats

## ADVERTISING DIRECTED AT CHILDREN

- Health Canada to amend *Food and Drug Regulations* to restrict advertising to children of foods that contribute to excess intakes of sodium, sugars and saturated fat as part of Canada's Healthy Eating Strategy and commitment to protecting children's health.

### Sodium Reduction

- As part of its Health Eating Strategy, Health Canada is committed to work with food industry stakeholders to gradually and safely reduce sodium in the food supply
- Health Canada plans to conduct a comprehensive monitoring on all sodium-related processed food by categories in 2026
- This will be followed by an assessment of progress towards sodium targets



**HEALTHY  
EATING  
STRATEGY**

**THANK YOU!**

**QUESTIONS?**



**Kim O'Neil**

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