

July 17, 2018

Office of Legislative and Regulatory Modernization
Policy, Planning and International Affairs Directorate
Health Products and Food Branch
Health Canada
Holland Cross, Suite 14, Ground Floor
11 Holland Avenue
Ottawa, ON K1A 0K9

Sent by e-mail: hc.lrm.consultations-mlr.sc@canada.ca

Re: Health Canada Cost-Benefit Analysis Survey for Restricting Marketing of Unhealthy Food and Beverages to Children in Canada

Dear Health Products and Food Branch,

The Canadian Marketing Association (CMA) appreciates the opportunity to comment on plans to restrict marketing of unhealthy food and beverages to children in Canada. Our members support the government's goal to combat childhood obesity and foster public health.

When we received Health Canada's Cost-Benefit Analysis Survey, we noted that the questions were aimed specifically at businesses in the food and beverage sector who market their products to consumers/children. As a result, we notified our membership and encouraged them to participate. I believe several of our members have responded to the survey.

As the government prepares to finalize its proposal to restrict marketing of these products to children, it is important that it maintain a regulatory environment that does not result in unintended consequences for consumers and unnecessary restrictions on businesses. For example, the changes should not reduce the ability of Canadian companies to compete effectively in marketing food and beverage products to adults. Under the proposed regulatory framework, Canadian broadcasters, publications, advertisers and websites would be at a disadvantage to their U.S. counterparts, as U.S. firms are not subject to similar restrictions. This is particularly important to address in light of the government's commitment to protect Canadian content and support innovation and growth.

The CMA has long been at the forefront of self-regulatory measures to set business best practices through our [Code of Ethics and Standards of Practice \(Code\)](#). CMA members believe that special attention needs to be given to the sensitive issues surrounding marketing to children and to teenagers. Sections K and L of the Code provide marketers with clear guidance on appropriate business practices when marketing to these demographic groups including taking extra care when marketing or communicating to children and respecting involvement of the child's parents or guardian in any communication or transaction.

We would welcome the opportunity to work with officials to develop effective approaches to achieve the government's objective in an effective and balanced manner.

Before closing, I would like to provide some context about the CMA. The CMA is the preeminent voice of the marketing profession in Canada. Our 400+ members (from the corporate, public and NFP sectors, share thought leadership, participate in professional development offerings and contribute to a balanced environment where consumers are respected and businesses can thrive. Our Chartered Marketer (CM) designation ensures that marketing professionals are highly qualified and up-to-date with best practices. We champion self-regulatory standards, including a mandatory Code of Ethics and Standards of Practice, plus resources for consumers to better understand their rights. The Association's members make a significant contribution to the economy through the sale of goods and services, investments in media and new marketing technologies and employment for Canadians.

For any further information regarding the CMA or this submission, please contact Florentina Stancu-Soare, Manager, Regulatory Affairs, at 416-644-3766 or fstancu-soare@thecma.ca.

Sincerely,

A handwritten signature in black ink that reads "John Wiltshire". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

John Wiltshire
President & CEO
Canadian Marketing Association

cc: Honourable Scott Brison, President and Chair, Treasury Board of Canada
Honourable Ginette C. Petitpas Taylor, Minister of Health