

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Consultations on Canada's Food Guide and Marketing Policies

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Policy and Program Announcements

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Report Highlights:

Health Canada is undertaking a 65-day consultation on Restricting Marketing to Children, and Revision of Canada's Food Guide. The two initiatives are part of Canada's new Healthy Eating Strategy, launched last October. Canadians and stakeholders are invited to participate in the consultation for each of the initiatives. Deadline for submitting comment is August 14, 2017.

Health Canada is undertaking a 65-day consultation on Restricting Marketing to Children, and Revision of Canada's Food Guide. As part of Canada's new [Healthy Eating Strategy](#), Health Canada is working on two initiatives:

- New restrictions on marketing to children to support families in making healthier food choices.
- A revision of Canada's Food Guide to better address the changing food environment, and to support Canadians in making healthier food choices.

Canadians and stakeholders are invited to participate in a 65-day consultation on each of these initiatives, ending August 14, 2017.

Restricting Marketing to Children

Health Canada is currently exploring new restrictions on marketing of unhealthy food and beverages to children. The aim is to make it easier for families to make healthier food choices. Health Canada's approach will reportedly be informed by existing policies in Canada and around the world. More information and the online consultation form can be found [here](#).

The previous deadline has been extended and online submissions are now accepted until August 14, 2017. Additional consultations will be undertaken in 2018.

Revision of Canada's Food Guide

Health Canada is revising Canada's Food Guide. An initial consultation was conducted in the fall of 2016. Results can be found [here](#). The second consultation is now open and will end August 14, 2017. Input is specifically requested on the finalization of healthy eating recommendations, and on ways to effectively communicate nutrition information to Canadians. More information and the online consultation form can be found [here](#).

As part of the revision process, Health Canada completed a review of evidence related to healthy eating. A report summarizing the results of the evidence review, and implications for Canada's Food Guide is available [here](#).