

Honourable Senator
The Senate of Canada
Ottawa, Ontario
Canada
Sent by email

December 4th, 2018

Dear Senator,

Food Secure Canada is writing to ask for your support in ensuring that Bill S-228 is placed on the Senate's priority list and voted on before the Senate adjourns for the holidays.

Food Secure Canada is a pan-Canadian alliance of organizations and individuals working together to advance food security and food sovereignty. Food Secure Canada is committed to zero hunger, a sustainable food system, and healthy and safe food.

We encourage you and your colleagues to back this important piece of legislation that was thoroughly studied in the Senate over the past two years and passed by the House of Commons in September 2018. Bill S-228 and the protection of children from the marketing of unhealthy food and beverages will also be an important component of the upcoming National Food Policy.

Bill S-228 is based on evidence and is a critical component of a multi-pronged strategy to protect children's health. Children deserve to be protected from harmful junk food marketing and parents should be supported in trying to instill nutritious eating habits. With unhealthy diet being the leading risk factor for death in Canada and with costs exceeding \$26 billion per year, now is the time to act. It is quite clear that self-regulation mechanisms by industry are insufficient and we have solid evidence that children are being targeted by industry with unhealthy food and beverage advertising at an alarming rate.

It is important to underline that the federal government has indicated very clearly that sponsorship of kids' community team sports will be exempted from the regulations. The Bill will not impact children's sports sponsorships.

This legislation is an unprecedented opportunity to positively impact the health of children in Canada and begin to turn the tide on chronic disease. Importantly, a shift to healthier eating is a win/win not only for health but for Canadian agriculture, local communities and the environment. By moving towards healthier sustainable diets, we are building a better future for all.

Children's health has waited long enough. It is time to pass Bill S-228.

Thank you for your time and your commitment to protecting the health and well-being of children living in Canada through prioritizing a vote on Bill S-228 - an important component of a healthier, more just and sustainable food system.



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