

# Evaluating consumption of items that meet Health Canada’s proposed front-of-package labelling requirements among a nationally-representative sample of Canadian adults

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## Introduction

Health Canada’s (HC’s) proposed front-of-package (FOP) label focuses on the deemed “nutrients of concern” – saturated fat, sugar, and sodium<sup>1</sup>.

## Objective

The objective of this study was to evaluate the consumption of items that meet HC’s proposed FOP labelling requirements, as measured by the percentage of energy from items consumed that meet the FOP label thresholds based on total daily energy intake, and the percentage of saturated fat, sugar, and sodium from items consumed that meet FOP label thresholds based on total sugar, sodium, or saturated fat intake, respectively, among Canadian adults.

## Methodology

Twenty-four-hour dietary recall data obtained from the nationally representative Canadian Community Health Survey (CCHS)-Nutrition 2004<sup>2</sup> (n= 15 828) and 2015<sup>3</sup> (n= 13 608) were used to derive the percentage of items consumed that meet Health Canada’s proposed FOP labelling requirements. Survey weights and bootstraps were used to find age and sex stratified median intakes for adults.

## Results

Table 1. Weighted mean and median intakes of items which meet proposed thresholds for front-of-package labelling by percentage of energy intake as shown by age and sex groups among Canadian adults (≥20 y old) from CCHS-Nutrition **2004** (n = 15 828).

	Median % of items consumed that meet FOP label threshold (by energy intake)			
	Saturated Fat	Sodium	Sugar	Saturated fat, sugar, and sodium
All	15.89 ± 0.23	11.86 ± 0.17	10.66 ± 0.17	37.82 ± 0.29
Male	16.51 ± 0.32	12.17 ± 0.26	10.49 ± 0.25	38.85 ± 0.52
Female	15.19 ± 0.34	11.61 ± 0.25	10.86 ± 0.22	36.84 ± 0.41

Table 2. Weighted mean and median intakes of items which meet proposed thresholds for front-of-package labelling by percentage of energy intake as shown by age and sex groups among Canadian adults (≥20 y old) from CCHS-Nutrition **2015** (n = 13 608).

	Median % of items consumed that meet FOP label threshold (by energy intake)			
	Saturated Fat	Sodium	Sugar	Saturated fat, sugar, and sodium
All	16.29 ± 0.31	13.47 ± 0.26	8.57 ± 0.2	37.33 ± 0.38
Male	16.83 ± 0.37	13.9 ± 0.35	8.53 ± 0.28	37.93 ± 0.61
Female	15.74 ± 0.39	12.89 ± 0.37	8.62 ± 0.28	39.84 ± 2.33

## Results

The median amount of energy consumed from items that meet the proposed thresholds for sugar, saturated fat, and sodium in 2004 and 2015 was 37.82% (± 0.29), and 37.33% (± 0.38), respectively.

## Conclusion

Overall, around 37% of energy consumed came from foods and beverages that would require a FOP label for saturated fat, sodium, and/or sugar in both 2004 and 2015.

## Significance

More than one-third of calories consumed by Canadians come from items that would be affected by HC’s FOP label requirements, as well as one-third of Canadians sugar intake, and half of Canadians saturated fat and sodium intake.

## References

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