

APPENDIX 4

Table 2: Agriculture and Agri-Food Product Composition Change and Public Policy

Public Policies	Composition or consumption shift (documented, hypothesized, or targeted)	Possible Canada policy impetus or constraint	International comparison (U.S., Europe, other)
<p>Policies affecting input or technology costs (such as farm policies as farm-income support programs and commodity-price supports, and trade policies such as import quotas and tariffs, all of which may alter relative prices of major agriculture and agri-food product ingredients)</p>	<p>Increase in high fructose corn syrup in processed foods and drinks</p>		<p>U.S. sugar and corn price policies over the past two decades Mexico's soft drink industry has greater flexibility of substitution in response to changing relative prices</p>
	<p>Consumption switch from full-fat milk to low-fat milk and from high-fat cheeses to lower-fat cheeses</p>	<p>Canadian-administered prices favor production of butterfat over milk solids Import restrictions on milk, cheese, chickens, eggs, and turkeys decrease competition</p>	<p>Milk marketing in the U.S. order pricing that sets incentives for milk components</p>
	<p>Pork has less fat now than twenty years ago</p>	<p>Government- and producer-supported research to improve breed quality and decrease fat Hog pricing and inspection systems rewards particular characteristics</p>	<p>U.S. producer and government supported research to improve meat quality</p>
	<p>Energy-dense foods are cheaper than fruits and vegetables</p>	<p>Research investment in field crops greater than for fruits and vegetables. Lack of plant breeding research on pulses</p>	<p>U.S. research investments for field crops greater than for fruits and vegetables</p>

Building Convergence

Public Policies	Composition or consumption shift (documented, hypothesized, or targeted)	Possible Canada policy impetus or constraint	International comparison (U.S., Europe, other)
<p>Information policy (including mandatory disclosure, regulation of product claims, and nutrition education programs such as: partnership initiatives; the introduction of the mandatory nutrition label to disclose calories, fat, sugars, and salt; and the impact of education campaigns, such as <i>5 to 10 a Day</i> to encourage fruit and vegetable consumption).</p>	<p>Reduction of trans fats in processed foods</p>	<p>Mandatory nutrition labelling (including trans fat labelling) has been introduced in Canada for most packaged foods in 2005</p>	<p>In the U.S., trans fat added to mandatory nutrition label in 2006; Danish ban in 2004 led to rapid elimination</p>
	<p>Increase of whole grains in processed foods</p>	<p>Canada's Food Guide emphasizes whole grain product</p>	<p>U.S. Dietary Guidelines in 2005 emphasize whole grains</p>
	<p>Salt content in processed foods</p>	<p>The government announced formation of Expert Working Group to develop a Salt Reduction Strategy</p>	
	<p>Low-fat product introductions increased in the 1990s</p>	<p>Canada's Food Guide highlights moderation in fat, sugar and salt consumption</p>	<p>U.S. Dietary Guidelines emphasize moderation in fat consumption U.S. mandatory nutrition labelling to disclose fat content EU mandates fat content label disclosure in 2008</p>
<p>Policies influencing business practices (food manufacturing and processing; food marketing – establishing advertising restrictions e.g. on “unhealthy” food, or on children’s programs)</p>	<p>Food marketing to children</p>	<p>A proposed ban on advertising of food and drinks to children in Canada (in Quebec, advertising to children under 13 is prohibited since 1980)</p>	