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Chad MacPherson  
gm@skstockgrowers.com

Dear Mr. MacPherson,

Thank you for your correspondence of June 14, 2022 and sharing your perspectives on the front-of-package nutrition labelling regulations related to ground meat.

As announced by the Minister of Health on June 30, 2022, raw, single ingredient ground meats are exempted from carrying a front-of-package nutrition symbol. Requiring a symbol on ground meats and poultry and not on whole cuts of meat may have led people in Canada to believe that all whole cuts are healthier than ground. The new regulations on front-of-package nutrition labelling, were published in the [Canada Gazette Part II](#) on July 20, 2022.

To help people have the information they need to make healthier choices with respect to exempt foods, following implementation of the regulations, Health Canada will launch a consumer education and awareness campaign that will link to [Canada's food guide](#), which gives advice on choosing foods lower in saturated fat, sodium and sugars.

For more information, please find below the links to the news release and backgrounder for your reference:

<https://www.canada.ca/en/health-canada/news/2022/06/government-of-canada-unveils-new-front-of-package-nutrition-symbol.html>

<https://www.canada.ca/en/health-canada/news/2022/06/front-of-package-nutrition-labelling.html>

Yours sincerely,

Robin Churchill/on behalf of  
Karen McIntyre  
Director General, Food Directorate  
Health Products and Food Branch