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MM55.48.2

August 25, 2014

All members of Council
Toronto City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Members of Council:

RE: Member Motion #MM55.48: Request for Report on ways and means of preventing children and youth under the age of majority from buying energy drinks

On behalf of Food & Consumer Products of Canada (FCPC) I am writing to express concerns with Member Motion MM55.48, regarding the promotion and sale of energy drinks, being considered by Toronto City Council at the August 25-26, 2014 meeting.

FCPC is the largest national industry association in Canada representing companies that manufacture and distribute food, beverage and consumer products. Our members are Canadian-owned and foreign-owned companies, and range from small manufacturers to large multinationals. Together, they represent over 75% of products sold on grocery store shelves in Canada.

FCPC works with governments across the country on the development and implementation of policies that are evidence-based and science-based, and effective and feasible, in that they achieve their desired outcome without unintended consequences. Having reviewed the motion, which does not meet the above-noted principles, we must raise serious concerns and would ask Council to oppose the motion.

Research by Health Canada, whose mandate is to help Canadians maintain and improve their health, does not support a ban on energy drinks for youth under the age of majority¹.

We respectfully suggest that positive health outcomes, particularly in teens, are achieved through open dialogue and public education, not bans.

Further, the motion is incorrect in its claim about legislative precedent in Maryland, where earlier this year proposed legislation to ban the sale of energy drinks to youth under 18 was rejected by the General Assembly of Maryland.

¹ Energy Drinks: An Assessment of the Potential Health Risk in the Canadian Context, Joel Rotstein, Jennifer Barber, Carl Strowbridge, Stephen Hayward, Rong Huang and Samuel Benrejebo Godefroy http://cdn.intechopen.com/pdfs/45380/InTech-Energy_drinks_an_assessment_of_the_potential_health_risks_in_the_canadian_context.pdf

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Industry was surprised to note motion MM55.48 added to the agenda as no public consultations have taken place on the matter. We hope in future Council will look to FCPC as a resource on policy matters related to food, beverage and consumer products, and matters at large impacting the food, beverage and consumer products manufacturing sector in Toronto.

Sincerely,

A handwritten signature in black ink, appearing to read "Michelle Saunders". The signature is fluid and cursive, with the first name being more prominent.

Michelle Saunders
Vice President, Provincial & Territorial Affairs