

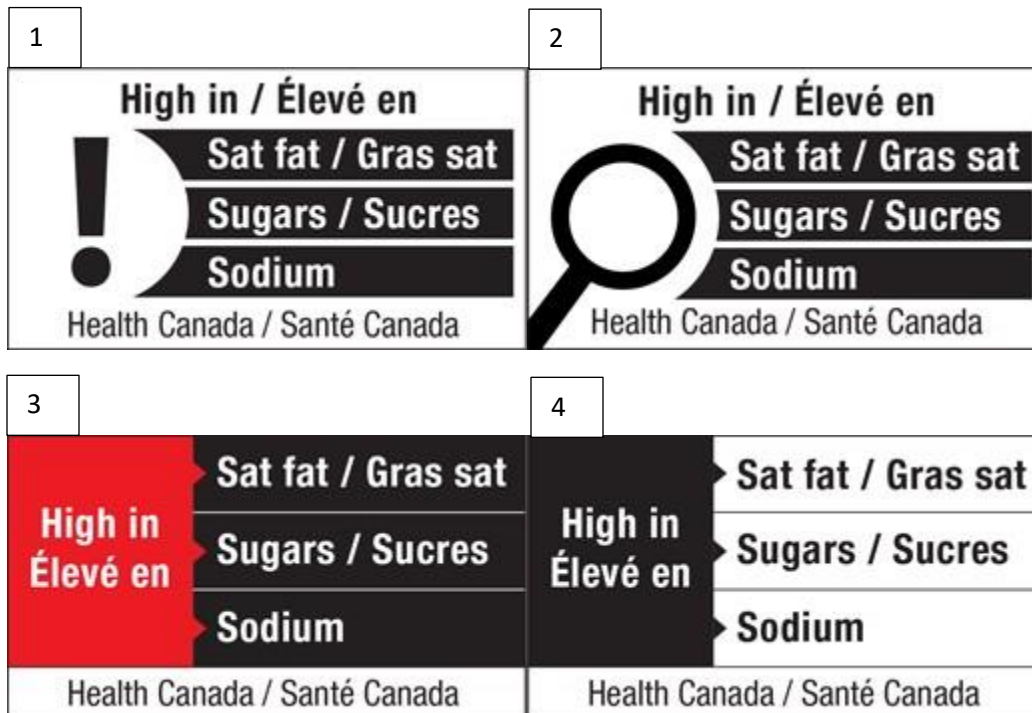
Call to Action for Alberta Sugar Beet Growers!



Background

The Government of Canada is currently engaged in developing new food labels which will target Saturated Fats, Sugars, and Sodium as part of the new Healthy Eating Strategy. ASBG has been working on this project through the Canadian Sugar Beet Producers Association and the Canadian Federation of Agriculture to encourage the Government of Canada to reconsider their decision to label these foods. We now need our growers to help us amplify our concerns.

Originally the labels that were going to be published had stop and yield signs on them. While CFA and its counterparts have been successful in moving the government away from those types of warning labels, the Government is now proposing using one of the labels below. As an organization, we still feel that these are alarmist and do not address the science of total caloric consumption and the role it plays in ensuring healthy diets.



Action Required

We are asking that our members engage in the online consultation that can be found by visiting <https://www.healthyeatingconsultations.ca/front-of-package> and engage in the consultation. While the consultation asks you to choose one of these labels (even though we do not like any of them). We believe that the lesser of all evils is #2. If you could choose this label as the best option, we feel it may do less harm to our industry than the others. In addition, there is a comment section and we would ask for you to provide your own thoughts but also include these key messages;

- Encourage them to stop with this alarmist labelling and rely on nutritional science which is the current existing ingredient list on the labels.
- None of these labels provide factual or scientific information that is of value to consumers and address the holistic approach to healthy lifestyles that is needed for Canadians.
- All these labels perpetuate myths about certain ingredients within food and do not address total caloric intake or level of physical activity which are the most important elements to the health of Canadians.

If you have any questions, please connect with Melody at the office by phone (403) 223-1110 or by email melody@asbg.ca. Thank you for helping us ensure the voice of the sugar beet farmer is heard in this discussion.