



## STATEMENT

**Health Canada’s proposal to revamp infant food and adult weight-loss marketing rules seems to have been cooked up in food company board rooms; the government should protect public health and human rights, not indulge food industry marketing appetites.**

**(February 26, 2024—Ottawa):** Bill Jeffery, Executive Director and General Legal Counsel of the Centre for Health Science and Law, made the following statement on the Court’s December order.

*“Health Canada’s draft plan to overhaul regulations governing the advertising, labelling and promotion of infant foods and weight loss products was plainly cooked up in the boardrooms of companies that sell those products. Health Canada should strive to protect the health of Canadians and give more consideration to the comprehensive guidance from the World Health Organization on infant nutrition or the mountain of peer-reviewed independent scientific research showing that the weight-loss measures it aims to back are ineffectual in the long term and the claims that it plans to authorize are deceptive.*

*The Minister even plans to create a commercial market for the collection and distribution of human breastmilk from the existing non-profit milk banks system that operates on the basis of medical triage and public health rules. The commercialization of breastmilk would foreseeably lead to the redistribution of mother’s milk from poor children in Canada and lower income countries, whose families need a few dollars per day to make ends meet, to healthy infants born to mothers that can afford to pay upwards of six-fold higher prices.*

**For further information, contact:** Bill Jeffery, Centre for Health Science and Law (CHSL) in Ottawa at [billjeffery@healthscienceandlaw.ca](mailto:billjeffery@healthscienceandlaw.ca); Skype: CHSLBillJeffery, or Mobile/Whatsapp: 613-565-2140. Visit [www.healthscienceandlaw.ca](http://www.healthscienceandlaw.ca) to see this statement online, and see a joint-statement endorsed by 35 issue experts and health groups available online [in English](#) et [en français](#) calling for transformative changes to the infant food part of Health Canada’s proposal. CHSL’s additional [technical brief](#):

- Interrogates the adult weight-loss labelling and advertising proposal,
- Details human rights concerns about the proposed commercial human milk market, and
- Itemizes rules from Parliament, the Treasury Board, federal Department of Justice, and Health Canada’s own mission statement that purport to protect against the blatant food industry serving approach Health Canada pursued in this proposal.

**About the Centre for Health Science and Law:** CHSL is a non-profit health advocacy organization specializing in food and nutrition issues, especially concerning federal government law and policy. CHSL is accredited by the UN Economic and Social Council (ECOSOC) and a member of the International Association for Consumer Food Organizations and the Geneva Global Health Hub. Bill Jeffery and CHSL have intervened in food/health issues at the World Health Organization since 2005, Codex Alimentarius Commission since 1998, and several committees of the UN Human Rights Council since 2019 and spent four years advising governments in Africa on the implementation of WHO guidance on the regulation of infant formula on behalf of UNICEF.