Members of the Standing Senate Committee on Social Affairs, Science and Technology
Senate, Ottawa, Ontario
Canada, K1A 0A4

Tuesday 6th June, 2017

Dear Members of the Senate Committee on Social Affairs, Science, and Technology,

I know it's a bit strange for a chef and campaigner from the UK to be writing to you about Canadian legislation, but please bear with me.

You don’t need me to tell you that Canada, just like the UK and many other countries, is facing a huge obesity crisis. It’s all in your excellent report *Obesity in Canada*, which me and my team regularly refer to, and recommend to others as essential reading.

As your report says, tackling junk food marketing to kids is a crucial part of any strong child obesity strategy. Children are bombarded with adverts on TV and other platforms. It’s out of control. Canadian kids see 25 million food and beverage ads online every year. And over 90% of the food and drink ads that target kids and teens online are promoting unhealthy products.

So I’m writing to urge you to speedily pass Bill S-228 with an amendment to increase the protected age from under 13 to under 17. We know from the Quebec experience that extending the age range makes a huge difference.

This would absolutely be in the best interests of Canadian children (who are predicted to be the first generation to have poorer health and shorter lifespans than their parents). It would also place Canada as a global beacon of best practice, setting an example for the rest of the world (including the UK) to follow. Please let me know if there is anything I can do to help.

Yours,

Jamie Oliver MBE