

**Ministry of  
Consumer Services**

Office of the Minister

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**SEP 10 2009**

Ms. Linda Stewart  
Executive Director  
Association of Local Public Health Agencies  
425 University Avenue, Suite 502  
Toronto, ON M5G 1T6

Thank you for your correspondence of August 4, 2009, regarding food and beverage marketing to children.

Thank you also for bringing to my attention the example of Quebec's legislation. Ontario consumer law generally does not deal with packaging, label or health related issues. For example, health and safety labels on consumer products are mandated under federal laws such as the *Hazardous Products Act*.

With respect to the underlying issue, the Ministries of Health and Long Term Care and Health Promotion have responsibility for the issues of children's health that your proposal seeks to address, and I see that you have already copied the Ministers responsible with your correspondence.

Again, thank you for taking the time to write about this important matter.

Kind regards,

A handwritten signature in black ink, appearing to read "Ted McMeekin".

Ted McMeekin  
Minister of Consumer Services

**RECEIVED**

**SEP 15 2009**

alPHa