

Supplemental material

Estimating the dietary and health impact of implementing front-of-pack nutrition labeling in Canada: A macrosimulation modeling study

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Table S1. Snack food and beverages grouped by Health Canada’s TRA categories, used in Scenario 3.

Name	Examples	Matching TRA Minor Categories*
Snack foods (Scenario 3)		
Cakes, cookies, and other baked goods	Brownies, cakes, coffee cakes, donuts, Danishes, sweet rolls	A.4, A.5, A.6, A.7, A.8, A.9, A.10, A.14, A.21, A.22, A.23
Crackers	Accompaniment crackers, hard bread sticks, melba toast, snack crackers, dry breads, rusks	A.11, A.12, A.13
Granola and energy bars	Grain-based bars, energy bars, protein bars	A.18, A.19, A.20
Cheese	Cream cheese, cheese spread, flavoured cheese, shredded cheese	D.1
Yogurt	Yogurt in tubs, drinkable yogurt, kefir	D.12, D.15
Frozen desserts	Ice cream, ice milk, frozen yogurt, sherbet, ice cream cone	E.1, E.2, E.3, E.4, A.15
Custard and pudding	Custard, gelatin, pudding	E.5
Chocolate and candies	Confectionaries, chocolate, candies, gum, mints, gummies, marshmallow, halva	M.7, U.1, U.2, U.3, U.4, U.5, U.6, U.10, U.11, O.2
Canned, fresh, and frozen fruits	All fruits (including avocados), lemon/lime juices used as ingredients	J.1, J.2, J.3, J.4, J.5, J.12
Prepared fruits	Applesauce, dried fruit, pickled fruit, fruit for garnish, fruit relishes	J.6, J.7, J.8, J.9, J.10, M.12
Canned, fresh, and frozen vegetables	Fresh, frozen, canned non-starchy vegetables with and without sauce	V.1, V.2, V.3, V.4, V.5, V.6
Potato chips, popcorn, pretzels, and other chips	Potato chips, corn chips, rice chips, pretzels, pulse-based chips, fruit chips, pita chips	S.1
Nuts and seeds	Coated and uncoated, mixes with chocolate and dried fruit	S.2, O.1
Meat snacks	Jerky	S.3
Beverages (Scenario 3)		
Carbonated and non-carbonated beverages	Sugar-sweetened beverages, artificially sweetened beverages, energy drinks, water, vitamin water, coconut water, cocoa and chocolate beverages, non-alcoholic beverages	B.1, B.5
Coffee & Tea	Sweetened and unsweetened coffee & tea	B.3, B.4
Milk and substitutes	Milk (all fat levels), plant-based dairy substitutes (inc. Almonds, cashew, soy, coconut)	D.11
Fruit juices and drinks	Fruit juices, nectars, fruit drinks	J.11

*Snack foods and beverages were grouped in fourteen and four food categories, respectively, using Health Canada’s Table of References Amounts (1).

Table S2. Baseline scenario: Canadian adults' (≥ 19 y) calorie and targeted nutrient intakes by DRI age/sex group, overall and by food and beverage contribution (n=11,992)

CURRENT CALORIE & TARGETED NUTRIENT INTAKES (≥ 19 y)																
	Energy				Sodium				Sugars				Sat fats			
	<i>(kcal/d)</i>	<i>SE</i>	<i>Food</i>	<i>Beverage</i>	<i>(mg/d)</i>	<i>SE</i>	<i>Food</i>	<i>Beverage</i>	<i>(g/d)</i>	<i>SE</i>	<i>Food</i>	<i>Beverage</i>	<i>(g/d)</i>	<i>SE</i>	<i>Food</i>	<i>Beverage</i>
Total 19+	1889	20	1634	255	2729	33	2572	157	86.43	0.95	59.94	27.35	22.84	0.56	21.07	1.98
Males																
19-30 y	2373	51	2019	343	3435	85	3234	195	101.36	3.49	62.98	37.10	28.87	0.82	26.65	2.10
31-50 y	2236	36	1911	317	3247	66	3061	181	96.58	2.11	63.07	32.86	27.01	0.71	24.95	2.07
51-70 y	2039	54	1755	284	2974	86	2807	164	90.31	2.38	62.79	28.45	24.39	1.13	22.55	2.06
> 70 y	1905	88	1649	259	2775	126	2623	150	86.01	4.41	63.32	24.96	22.56	1.60	20.87	2.03
Females																
19-30 y	1710	78	1488	223	2448	122	2301	151	81.02	5.02	53.95	26.59	20.83	1.00	19.12	1.82
31-50 y	1665	32	1455	214	2387	52	2247	145	80.14	2.21	56.27	24.69	20.28	0.38	18.65	1.89
51-70 y	1585	25	1394	200	2272	31	2141	135	77.88	1.20	58.17	22.20	19.30	0.61	17.77	1.93
> 70 y	1464	36	1297	182	2107	45	1987	124	73.86	2.32	58.81	19.29	17.74	0.80	16.35	1.95

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error.

Table S3. Counterfactual scenario: Canadian adults' (≥ 19 y) calorie and targeted nutrient intakes, by FOPL counterfactual scenario tested (n=11,992)

Table S3.1. Potential changes in usual energy intake of implementing a 'high in' FOPL symbol in Canada (≥ 19 y), overall and by DRI age/sex group. Counterfactual energy intake considering reductions of calorie contribution from changes observed in sugar and saturated fat.

<i>ENERGY (kcal/d)</i>															
	<i>n</i>	<i>Baseline mean</i>	<i>SE</i>	<i>S1 mean</i>	<i>SE</i>	<i>S1 Δ</i>	<i>S2 mean</i>	<i>SE</i>	<i>S2 Δ</i>	<i>S3 mean</i>	<i>SE</i>	<i>S3 Δ</i>	<i>S4 mean</i>	<i>SE</i>	<i>S4 Δ</i>
Total 19+	11991	1889	20	1845	20	43	1854	20	35	1873	20	16	1830	19	59
Males															
19-30 y	765	2373	51	2321	50	52	2329	50	44	2351	50	22	2300	49	73
31-50 y	1839	2236	36	2186	36	50	2195	36	41	2216	36	20	2168	35	68
51-70 y	1964	2039	54	1994	53	46	2003	53	36	2023	54	16	1977	52	62
> 70 y	1105	1905	88	1862	86	43	1872	86	33	1891	87	14	1847	85	58
Females															
19-30 y	815	1710	78	1670	76	40	1678	76	33	1694	77	16	1656	75	54
31-50 y	2056	1665	32	1625	31	39	1633	31	31	1650	32	15	1612	31	53
51-70 y	2107	1585	25	1547	24	38	1556	24	29	1573	24	13	1535	24	51
> 70 y	1340	1464	36	1429	34	35	1438	35	26	1454	35	11	1418	34	47

Table S3.1.1. Potential changes in usual energy intake of implementing a ‘high in’ FOPL symbol in Canada (≥ 19 y), overall and by DRI age/sex group. Sensitivity analysis, considering percentage reductions in calories from evidence that was used to construct FOPL counterfactual scenarios.

<i>ENERGY (kcal/d)</i>															
	<i>n</i>	<i>Baseline mean</i>	<i>SE</i>	<i>S1 mean</i>	<i>SE</i>	<i>S1 Δ</i>	<i>S2 mean</i>	<i>SE</i>	<i>S2 Δ</i>	<i>S3 mean</i>	<i>SE</i>	<i>S3 Δ</i>	<i>S4 mean</i>	<i>SE</i>	<i>S4 Δ</i>
Total 19+	11991	1889	20	1826	20	63	1844	20	44	1858	20	31	1657*	19	232
Males															
19-30 y	765	2373	51	2294	49	79	2315	50	57	2334	50	39	2083*	45	290
31-50 y	1839	2236	36	2162	35	74	2183	35	53	2200	36	36	1963*	32	273
51-70 y	1964	2039	54	1972	53	68	1992	53	47	2008	53	31	1791*	49	249
> 70 y	1105	1905	88	1842	86	63	1862	86	43	1877	86	28	1673	78	232
Females															
19-30 y	815	1710	78	1652	75	58	1669	76	42	1680	77	30	1497	68	213
31-50 y	2056	1665	32	1608	31	56	1625	31	40	1636	31	28	1458*	27	207
51-70 y	2107	1585	25	1532	24	53	1549	24	37	1559	24	26	1389*	22	196
> 70 y	1340	1464	36	1415	35	49	1432	35	33	1441	35	23	1284*	32	181

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error; FOPL= front-of-pack labeling; S1=scenario 1; S2=scenario 2; S3=scenario 3; S4=scenario 4. Baseline and counterfactual scenarios are described in methods. Counterfactual scenario 1 and 2 were based on Taillie, et. al. (4). **SCENARIO 1**, overall changes: sodium (mg) -4.7%; sugars (g) -10.2%; saturated fat (g) -3.9%; and **SCENARIO 2**, disaggregated by foods: sodium (mg) -4.6%; sugars (g) -5.4%; saturated fat (g) -3.6%; and beverages: sodium (mg) -5.2%; sugars (g) -13.2%; saturated fat (g) -5.6%. Counterfactual scenario 3 was based on Acton, et. al. (5). **SCENARIO 3**, relative changes disaggregated by snack foods: sodium (mg) -6.3%; sugars (g) -0.1%; saturated fat (g) -6.5%; and beverages: sodium (mg) -5.5%; sugars (g) -8.7%; saturated fat (g) -19.5%. Counterfactual scenario 4 was based on Song, et. al. (6). **SCENARIO 4**, overall changes: sodium (mg) -7.8%; sugars (g) -7.3%; saturated fat (g) -16.3%. * Indicates a statistically significant difference between baseline mean intakes and counterfactual mean intakes.

Table S3.2. Potential changes in usual sodium intake of implementing a ‘high in’ FOPL symbol in Canada (≥ 19 y), overall and by DRI age/sex group.

<i>SODIUM (mg/d)</i>															
	<i>n</i>	<i>Baseline mean</i>	<i>SE</i>	<i>S1 mean</i>	<i>SE</i>	<i>S1 Δ</i>	<i>S2 mean</i>	<i>SE</i>	<i>S2 Δ</i>	<i>S3 mean</i>	<i>SE</i>	<i>S3 Δ</i>	<i>S4 mean</i>	<i>SE</i>	<i>S4 Δ</i>
Total 19+	11992	2729	33	2602*	32	128	2603	32	126	2699	33	31	2517*	31	212
Males															
19-30 y	765	3435	85	3274	81	161	3276	81	158	3397	84	38	3168	79	267
31-50 y	1839	3247	66	3095	63	152	3097	63	150	3212	65	35	2995*	61	252
51-70 y	1965	2974	86	2834	82	139	2836	82	137	2942	85	31	2743	80	231
> 70 y	1105	2775	126	2645	120	130	2647	120	128	2747	123	28	2560	116	216
Females															
19-30 y	815	2448	122	2334	116	115	2335	116	113	2418	121	30	2258	112	190
31-50 y	2056	2387	52	2275	49	112	2277	49	110	2358	51	29	2202	47	186
51-70 y	2107	2272	31	2165	29	106	2167	29	105	2245	30	27	2095*	28	177
> 70 y	1340	2107	45	2008	43	99	2010	43	97	2083	44	25	1943	42	164

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error; FOPL= front-of-pack labeling; S1=scenario 1; S2=scenario 2; S3=scenario 3; S4=scenario 4. Baseline and counterfactual scenarios are described in methods. Counterfactual scenario 1 and 2 were based on Taillie, et. al. (4). **SCENARIO 1**, overall changes: sodium (mg) -4.7%; sugars (g) -10.2%; saturated fat (g) -3.9%; and **SCENARIO 2**, disaggregated by foods: sodium (mg) -4.6%; sugars (g) -5.4%; saturated fat (g) -3.6%; and beverages: sodium (mg) -5.2%; sugars (g) -13.2%; saturated fat (g) -5.6%. Counterfactual scenario 3 was based on Acton, et. al. (5). **SCENARIO 3**, relative changes disaggregated by snack foods: sodium (mg) -6.3%; sugars (g) -0.1%; saturated fat (g) -6.5%; and beverages: sodium (mg) -5.5%; sugars (g) -8.7%; saturated fat (g) -19.5%. Counterfactual scenario 4 was based on Song, et. al. (6). **SCENARIO 4**, overall changes: sodium (mg) -7.8%; sugars (g) -7.3%; saturated fat (g) -16.3%. * Indicates a statistically significant difference between baseline mean intakes and counterfactual mean intakes.

Table S3.3. Potential changes in usual total sugar intake of implementing a ‘high in’ FOPL symbol in Canada (≥ 19 y), overall and by DRI age/sex group.

<i>SUGARS (g/d)</i>															
	<i>n</i>	<i>Baseline mean</i>	<i>SE</i>	<i>S1 mean</i>	<i>SE</i>	<i>S1 Δ</i>	<i>S2 mean</i>	<i>SE</i>	<i>S2 Δ</i>	<i>S3 mean</i>	<i>SE</i>	<i>S3 Δ</i>	<i>S4 mean</i>	<i>SE</i>	<i>S4 Δ</i>
Total 19+	11988	86.43	0.95	77.70*	0.85	8.74	79.79*	0.86	6.64	84.18	0.91	2.26	80.18*	0.88	6.25
Males															
19-30 y	765	101.36	3.49	91.07	3.14	10.29	93.05	3.19	8.31	98.17	3.37	3.19	93.99	3.24	7.37
31-50 y	1837	96.58	2.11	86.80*	1.90	9.79	88.89	1.93	7.69	93.79	2.04	2.80	89.58	1.96	7.00
51-70 y	1964	90.31	2.38	81.19*	2.15	9.13	83.39	2.20	6.93	87.98	2.33	2.33	83.78	2.22	6.53
> 70 y	1105	86.01	4.41	77.33	3.98	8.67	79.65	4.08	6.35	84.05	4.31	1.96	79.80	4.10	6.21
Females															
19-30 y	815	81.02	5.02	72.81	4.50	8.21	74.64	4.60	6.38	78.73	4.86	2.29	75.15	4.65	5.88
31-50 y	2056	80.14	2.21	72.04	1.97	8.10	74.03	2.02	6.11	78.10	2.14	2.05	74.35	2.04	5.80
51-70 y	2107	77.88	1.20	70.03*	1.09	7.85	72.18*	1.12	5.70	76.14	1.18	1.73	72.26*	1.12	5.61
> 70 y	1339	73.86	2.32	66.44	2.10	7.42	68.69	2.17	5.17	72.47	2.29	1.39	68.55	2.17	5.31

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error; FOPL= front-of-pack labeling; S1=scenario 1; S2=scenario 2; S3=scenario 3; S4=scenario 4. Baseline and counterfactual scenarios are described in methods. Counterfactual scenario 1 and 2 were based on Taillie, et. al. (4). **SCENARIO 1**, overall changes: sodium (mg) -4.7%; sugars (g) -10.2%; saturated fat (g) -3.9%; and **SCENARIO 2**, disaggregated by foods: sodium (mg) -4.6%; sugars (g) -5.4%; saturated fat (g) -3.6%; and beverages: sodium (mg) -5.2%; sugars (g) -13.2%; saturated fat (g) -5.6%. Counterfactual scenario 3 was based on Acton, et. al. (5). **SCENARIO 3**, relative changes disaggregated by snack foods: sodium (mg) -6.3%; sugars (g) -0.1%; saturated fat (g) -6.5%; and beverages: sodium (mg) -5.5%; sugars (g) -8.7%; saturated fat (g) -19.5%. Counterfactual scenario 4 was based on Song, et. al. (6). **SCENARIO 4**, overall changes: sodium (mg) -7.8%; sugars (g) -7.3%; saturated fat (g) -16.3%. * Indicates a statistically significant difference between baseline mean intakes and counterfactual mean intakes.

Table S3.4. Potential changes in usual saturated fat intake of implementing a ‘high in’ FOPL symbol in Canada (≥ 19 y), overall and by DRI age/sex group.

<i>SATURATED FAT (g/d)</i>															
	<i>n</i>	<i>Baseline mean</i>	<i>SE</i>	<i>S1 mean</i>	<i>SE</i>	<i>S1 Δ</i>	<i>S2 mean</i>	<i>SE</i>	<i>S2 Δ</i>	<i>S3 mean</i>	<i>SE</i>	<i>S3 Δ</i>	<i>S4 mean</i>	<i>SE</i>	<i>S4 Δ</i>
Total 19+	11991	22.84	0.56	21.95	0.54	0.89	21.98	0.54	0.86	22.08	0.54	0.76	19.12*	0.47	3.72
Males															
19-30 y	765	28.87	0.82	27.75	0.79	1.12	27.79	0.79	1.08	27.94	0.79	0.93	24.18*	0.69	4.69
31-50 y	1839	27.01	0.71	25.96	0.68	1.05	26.00	0.68	1.01	26.14	0.68	0.87	22.61*	0.59	4.40
51-70 y	1964	24.39	1.13	23.44	1.09	0.95	23.48	1.09	0.91	23.61	1.09	0.78	20.42	0.95	3.97
> 70 y	1105	22.56	1.60	21.68	1.54	0.88	21.71	1.54	0.85	21.84	1.54	0.72	18.89	1.34	3.67
Females															
19-30 y	815	20.83	1.00	20.02	0.96	0.81	20.04	0.97	0.79	20.09	0.97	0.74	17.44	0.84	3.39
31-50 y	2056	20.28	0.38	19.49	0.37	0.79	19.52	0.37	0.76	19.57	0.37	0.71	16.98*	0.32	3.30
51-70 y	2107	19.30	0.61	18.55	0.59	0.75	18.57	0.59	0.73	18.62	0.59	0.68	16.16*	0.51	3.14
> 70 y	1340	17.74	0.80	17.04	0.77	0.70	17.07	0.77	0.67	17.12	0.77	0.62	14.85*	0.67	2.89

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error; FOPL= front-of-pack labeling; S1=scenario 1; S2=scenario 2; S3=scenario 3; S4=scenario 4. Baseline and counterfactual scenarios are described in methods. Counterfactual scenario 1 and 2 were based on Taillie, et. al. (4). **SCENARIO 1**, overall changes: sodium (mg) -4.7%; sugars (g) -10.2%; saturated fat (g) -3.9%; and **SCENARIO 2**, disaggregated by foods: sodium (mg) -4.6%; sugars (g) -5.4%; saturated fat (g) -3.6%; and beverages: sodium (mg) -5.2%; sugars (g) -13.2%; saturated fat (g) -5.6%. Counterfactual scenario 3 was based on Acton, et. al. (5). **SCENARIO 3**, relative changes disaggregated by snack foods: sodium (mg) -6.3%; sugars (g) -0.1%; saturated fat (g) -6.5%; and beverages: sodium (mg) -5.5%; sugars (g) -8.7%; saturated fat (g) -19.5%. Counterfactual scenario 4 was based on Song, et. al. (6). **SCENARIO 4**, overall changes: sodium (mg) -7.8%; sugars (g) -7.3%; saturated fat (g) -16.3%. * Indicates a statistically significant difference between baseline mean intakes and counterfactual mean intakes.

Table S3.5. Potential changes in percentage of total energy from saturated fat intake of implementing a ‘high in’ FOPL symbol in Canada (≥ 19 y), overall and by DRI age/sex group.

<i>SATURATED FAT (% total energy/d)</i>															
	<i>n</i>	<i>Baseline mean</i>	<i>SE</i>	<i>S1 mean</i>	<i>SE</i>	<i>S1 Δ</i>	<i>S2 mean</i>	<i>SE</i>	<i>S2 Δ</i>	<i>S3 mean</i>	<i>SE</i>	<i>S3 Δ</i>	<i>S4 mean</i>	<i>SE</i>	<i>S4 Δ</i>
Total 19+	11991	10.56	0.18	10.39	0.18	0.17	10.36	0.18	0.21	10.29	0.18	0.27	9.14*	0.16	1.42
Males															
19-30 y	765	10.73	0.15	10.55	0.15	0.18	10.53	0.15	0.20	10.48	0.15	0.25	9.29*	0.13	1.44
31-50 y	1839	10.60	0.15	10.42	0.14	0.18	10.39	0.14	0.21	10.35	0.14	0.25	9.17*	0.13	1.43
51-70 y	1964	10.44	0.23	10.27	0.23	0.17	10.23	0.23	0.21	10.19	0.22	0.25	9.03*	0.20	1.41
> 70 y	1105	10.31	0.31	10.14	0.31	0.17	10.10	0.31	0.21	10.06	0.30	0.25	8.92*	0.27	1.39
Females															
19-30 y	815	10.66	0.15	10.50	0.14	0.16	10.46	0.14	0.20	10.38	0.14	0.28	9.24*	0.13	1.42
31-50 y	2056	10.63	0.17	10.46	0.17	0.17	10.42	0.17	0.21	10.34	0.17	0.29	9.21*	0.15	1.42
51-70 y	2107	10.56	0.26	10.40	0.25	0.16	10.35	0.25	0.21	10.27	0.25	0.29	9.15*	0.22	1.41
> 70 y	1340	10.43	0.32	10.28	0.31	0.15	10.22	0.31	0.21	10.14	0.31	0.29	9.04*	0.28	1.39

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error; FOPL= front-of-pack labeling; S1=scenario 1; S2=scenario 2; S3=scenario 3; S4=scenario 4. Baseline and counterfactual scenarios are described in methods. Counterfactual scenario 1 and 2 were based on Taillie, et. al. (4). **SCENARIO 1**, overall changes: sodium (mg) -4.7%; sugars (g) -10.2%; saturated fat (g) -3.9%; and **SCENARIO 2**, disaggregated by foods: sodium (mg) -4.6%; sugars (g) -5.4%; saturated fat (g) -3.6%; and beverages: sodium (mg) -5.2%; sugars (g) -13.2%; saturated fat (g) -5.6%. Counterfactual scenario 3 was based on Acton, et. al. (5). **SCENARIO 3**, relative changes disaggregated by snack foods: sodium (mg) -6.3%; sugars (g) -0.1%; saturated fat (g) -6.5%; and beverages: sodium (mg) -5.5%; sugars (g) -8.7%; saturated fat (g) -19.5%. Counterfactual scenario 4 was based on Song, et. al. (6). **SCENARIO 4**, overall changes: sodium (mg) -7.8%; sugars (g) -7.3%; saturated fat (g) -16.3%. * Indicates a statistically significant difference between baseline mean intakes and counterfactual mean intakes.

Table S4. Diet related NCD deaths that could be averted or delayed in Canada due to changes in calorie and critical nutrients content of food and beverage purchases in the presence of ‘high in’ FOPL

Table S4.1. Scenario 1: Estimated number of deaths that could be averted or delayed in Canada after modelling reductions of critical nutrient intakes based on Chilean FOPL evaluations (overall changes: sodium -4.7%, total sugars -10.2%, sat fat -3.9%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	4403 (3916, 4892)	68.3	2419 (2153, 2683)	69.2	1982 (1682, 2262)	67.3
Ischaemic heart disease (I20-25)	2271 (1996, 2548)	35.3	1481 (1302, 1656)	42.3	786 (587, 977)	26.7
Cerebrovascular disease (I60-69)	801 (614, 995)	12.4	356 (276, 432)	10.2	447 (334, 557)	15.2
Heart failure (I50)	727 (473, 969)	11.3	320 (218, 422)	9.1	402 (257, 540)	13.7
Aortic aneurysm (I71)	14 (6, 23)	0.2	9 (4, 15)	0.3	4 (2, 8)	0.1
Pulmonary embolism (I26)	3 (1, 6)	0.0	1 (0, 3)	0.0	1 (0, 3)	0.0
Rheumatic heart disease (I05-09)	2 (1, 5)	0.0	1 (0, 2)	0.0	1 (0, 3)	0.0
Hypertensive disease (I10-15)	587 (455, 705)	9.1	249 (194, 298)	7.1	337 (257, 408)	11.5
Diabetes (E11, E14)	898 (684, 1088)	13.9	490 (380, 590)	14.0	409 (303, 495)	13.9
Cancer	631 (493, 766)	9.8	277 (207, 345)	7.9	352 (276, 430)	12.0
Colorectum (C18-C20)	287 (192, 380)	4.5	150 (99, 200)	4.3	137 (92, 180)	4.7
Gallbladder (C23)	12 (8, 15)	0.2	4 (3, 5)	0.1	8 (5, 10)	0.3
Pancreas (C25)	115 (25, 205)	1.8	55 (11, 99)	1.6	57 (11, 103)	1.9
Breast (C50)	25 (-13, 61)	0.4	0	0.0	24 (-13, 62)	0.8
Endometrium (C54.1)	88 (64, 112)	1.4	0	0.0	88 (64, 111)	3.0
Kidney (C64)	106 (83, 128)	1.6	67 (53, 80)	1.9	39 (31, 47)	1.3
Chronic renal failure (N18)	183 (88, 272)	2.8	93 (45, 137)	2.7	92 (40, 137)	3.1
Liver disease (K70, K74)	332 (200, 456)	5.2	219 (143, 292)	6.3	113 (59, 162)	3.8
<i>Total deaths prevented under 75</i>	<i>2265 (2059, 2469)</i>	<i>35.2</i>	<i>1532 (1396, 1668)</i>	<i>43.8</i>	<i>733 (649, 816)</i>	<i>24.9</i>
Total deaths averted or delayed	6442 (5870, 7020)	100.0	3498 (3193, 3802)	100.0	2943 (2618, 3259)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	6.9		7.5		6.4	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.1.1. Sensitivity analysis (% reduction kcal reported by study). Scenario 1: Estimated number of deaths that could be averted or delayed in Canada after modelling reductions of critical nutrient intakes based on Chilean FOPL evaluations (overall changes: sodium -4.7%, calories -3.5%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	5891 (5272, 6518)	67.6	3311 (2980, 3635)	68.5	2587 (2200, 2981)	66.5
Ischaemic heart disease (I20-25)	3080 (2698, 3448)	35.3	2051 (1811, 2288)	42.4	1034 (747, 1287)	26.6
Cerebrovascular disease (I60-69)	1059 (792, 1315)	12.1	480 (372, 587)	9.9	581 (431, 729)	14.9
Heart failure (I50)	970 (633, 1290)	11.1	440 (298, 572)	9.1	530 (329, 715)	13.6
Aortic aneurysm (I71)	14 (6, 23)	0.2	9 (4, 15)	0.2	5 (2, 8)	0.1
Pulmonary embolism (I26)	3 (1, 6)	0.0	2 (0, 3)	0.0	1 (0, 3)	0.0
Rheumatic heart disease (I05-09)	2 (1, 5)	0.0	1 (0, 2)	0.0	1 (0, 3)	0.0
Hypertensive disease (I10-15)	775 (601, 930)	8.9	333 (261, 400)	6.9	441 (339, 531)	11.3
Diabetes (E11, E14)	1235 (934, 1491)	14.2	690 (525, 824)	14.3	546 (397, 669)	14.0
Cancer	892 (697, 1087)	10.2	405 (309, 505)	8.4	487 (380, 595)	12.5
Colorectum (C18-C20)	408 (278, 539)	4.7	221 (150, 289)	4.6	190 (127, 249)	4.9
Gallbladder (C23)	17 (11, 22)	0.2	6 (4, 8)	0.1	10 (7, 14)	0.3
Pancreas (C25)	160 (37, 288)	1.8	83 (15, 147)	1.7	81 (17, 144)	2.1
Breast (C50)	33 (-17, 86)	0.4	0	0.0	33 (-20, 85)	0.8
Endometrium (C54.1)	121(88, 151)	1.4	0	0.0	120 (87, 152)	3.1
Kidney (C64)	151 (121, 181)	1.7	97 (78, 117)	2.0	54 (43, 64)	1.4
Chronic renal failure (N18)	257 (114, 380)	2.9	131 (63, 196)	2.7	125 (57, 187)	3.2
Liver disease (K70, K74)	452 (266, 627)	5.2	304 (191, 409)	6.3	150 (71, 216)	3.9
<i>Total deaths prevented under 75</i>	<i>3093 (2812, 3361)</i>	<i>35.5</i>	<i>2126 (1943, 2304)</i>	<i>44.0</i>	<i>969 (850, 1080)</i>	<i>24.9</i>
Total deaths averted or delayed	8717 (7968, 9488)	100.0	4835 (4431, 5216)	100.0	3890 (3444, 4311)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	9.4		10.4		8.4	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been

prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.2. Scenario 2: Estimated number of deaths that could be averted or delayed in Canada after modelling reductions of critical nutrient intakes based on Chilean FOPL evaluations, disaggregated by foods and beverages (foods: sodium -4.6%, total sugars -5.4%, sat fat -3.6%; beverages: sodium -5.2%, total sugars -13.2%, sat fat -5.6%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	3550 (3138, 3982)	68.9	1978 (1757, 2218)	69.7	1573 (1337, 1802)	68.2
Ischaemic heart disease (I20-25)	1843 (1622, 2069)	35.8	1213 (1065, 1363)	42.8	631 (476, 771)	27.3
Cerebrovascular disease (I60-69)	645 (492, 791)	12.5	291 (229, 353)	10.3	352 (264, 437)	15.3
Heart failure (I50)	576 (385, 755)	11.2	260 (176, 339)	9.2	317 (207, 422)	13.7
Aortic aneurysm (I71)	13 (6, 23)	0.3	9 (4, 15)	0.3	4 (2, 8)	0.2
Pulmonary embolism (I26)	3 (1, 6)	0.1	1 (0, 3)	0.0	1 (0, 3)	0.0
Rheumatic heart disease (I05-09)	2 (1, 5)	0.0	1 (0, 2)	0.0	1 (0, 3)	0.0
Hypertensive disease (I10-15)	473 (372, 571)	9.2	206 (162, 248)	7.3	270 (207, 326)	11.7
Diabetes (E11, E14)	706 (537, 854)	13.7	391 (303, 469)	13.8	314 (232, 383)	13.6
Cancer	483 (377, 586)	9.4	217 (161, 270)	7.7	265 (205, 324)	11.5
Colorectum (C18-C20)	221 (151, 289)	4.3	118 (79, 157)	4.2	103 (70,136)	4.5
Gallbladder (C23)	9 (6, 12)	0.2	3 (2, 4)	0.1	6 (4, 7)	0.3
Pancreas (C25)	87 (17, 156)	1.7	43 (8, 79)	1.5	43 (7, 77)	1.9
Breast (C50)	17 (-12, 45)	0.3	0	0.0	17 (-12, 46)	0.7
Endometrium (C54.1)	67 (48, 85)	1.3	0	0.0	67 (48, 85)	2.9
Kidney (C64)	82 (64, 99)	1.6	52 (42, 63)	1.8	29 (23, 36)	1.3
Chronic renal failure (N18)	142 (65, 214)	2.8	72 (34, 110)	2.5	70 (31, 106)	3.0
Liver disease (K70, K74)	267 (164, 363)	5.2	177 (115, 239)	6.2	90 (47, 127)	3.9
<i>Total deaths prevented under 75</i>	<i>1853 (1677, 2020)</i>	<i>36.0</i>	<i>1266 (1152, 1389)</i>	<i>44.6</i>	<i>583 (514, 649)</i>	<i>25.3</i>
Total deaths averted or delayed	5151 (4672, 5610)	100.0	2836 (2583, 3100)	100.0	2308 (2049, 2568)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	5.5		6.1		5.0	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total

deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.2.1. Sensitivity analysis (% reduction kcal reported by study). Scenario 2: Estimated number of deaths that could be averted or delayed in Canada after modelling reductions of critical nutrient intakes based on Chilean FOPL evaluations, disaggregated by foods and beverages (foods: sodium -4.6%, calories -1.7%; beverages: sodium -5.2%, calories 9.9%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	4307 (3827, 4785)	68.4	2446 (2180, 2707)	69.1	1856 (1576, 2118)	67.5
Ischaemic heart disease (I20-25)	2247 (1991, 2513)	35.7	1505 (1330, 1686)	42.5	741 (556, 914)	26.9
Cerebrovascular disease (I60-69)	777 (595, 953)	12.3	358 (279, 434)	10.1	418 (312, 521)	15.2
Heart failure (I50)	699 (456, 927)	11.1	322 (217, 424)	9.1	376 (237, 501)	13.7
Aortic aneurysm (I71)	13 (5, 23)	0.2	9 (4, 15)	0.3	4 (2, 8)	0.1
Pulmonary embolism (I26)	3 (1, 6)	0.0	1 (0, 3)	0.0	1 (0, 3)	0.0
Rheumatic heart disease (I05-09)	2 (1, 5)	0.0	1 (0, 2)	0.0	1 (0, 3)	0.0
Hypertensive disease (I10-15)	567 (438, 685)	9.0	250 (194, 301)	7.1	316 (242, 384)	11.5
Diabetes (E11, E14)	878 (670, 1052)	14.0	498 (385, 597)	14.1	381 (279, 465)	13.8
Cancer	608 (472, 739)	9.7	281 (212, 349)	7.9	325 (252, 398)	11.8
Colorectum (C18-C20)	281 (188, 369)	4.5	153 (103, 201)	4.3	127 (85, 166)	4.6
Gallbladder (C23)	11 (8, 15)	0.2	4 (3, 6)	0.1	7 (5, 9)	0.3
Pancreas (C25)	110 (23, 196)	1.7	56 (11, 103)	1.6	53 (10, 94)	1.9
Breast (C50)	20 (-14, 56)	0.3	0	0.0	20 (-15, 56)	0.7
Endometrium (C54.1)	82 (60, 104)	1.3	0	0.0	82 (59, 104)	3.0
Kidney (C64)	104 (82, 125)	1.7	68 (54, 82)	1.9	36 (29, 43)	1.3
Chronic renal failure (N18)	178 (85, 268)	2.8	93 (46, 140)	2.6	85 (39, 131)	3.1
Liver disease (K70, K74)	329 (206, 453)	5.2	223 (141, 299)	6.3	107 (56, 153)	3.9
<i>Total deaths prevented under 75</i>	<i>2274 (2080, 2469)</i>	<i>36.1</i>	<i>1578 (1433, 1716)</i>	<i>44.6</i>	<i>697 (614, 775)</i>	<i>25.3</i>
Total deaths averted or delayed	6293 (5753, 6835)	100.0	3540 (3230, 3842)	100.0	2751 (2443, 3040)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	6.8		7.6		5.9	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been

prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.3. Scenario 3: Estimated number of deaths that could be averted or delayed in Canada after modelling reductions on snack foods and beverages based on a Canadian randomized experimental marketplace study (snack foods: sodium -6.3%, total sugars -0.1%, sat fat -6.5%; beverages: sodium -5.5%, total sugars -8.7%, sat fat -19.5%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	1495 (1346, 1640)	68.5	858 (776, 940)	68.9	636 (547, 723)	67.7
Ischaemic heart disease (I20-25)	817 (731, 901)	37.4	545 (486, 604)	43.8	272 (214, 327)	29.0
Cerebrovascular disease (I60-69)	251 (193, 308)	11.5	117 (91, 142)	9.4	134 (99, 167)	14.3
Heart failure (I50)	235 (154, 316)	10.8	110 (74, 145)	8.8	125 (82, 167)	13.3
Aortic aneurysm (I71)	3 (1, 5)	0.1	2 (1, 3)	0.2	1 (0, 2)	0.1
Pulmonary embolism (I26)	1 (0, 1)	0.0	0 (0, 1)	0.0	0 (0, 1)	0.0
Rheumatic heart disease (I05-09)	1 (0, 1)	0.0	0 (0, 0)	0.0	0 (0, 1)	0.0
Hypertensive disease (I10-15)	188 (145, 230)	8.6	84 (66, 102)	6.7	104 (80, 128)	11.1
Diabetes (E11, E14)	308 (237, 372)	14.1	177 (139, 212)	14.2	131 (97, 159)	14.0
Cancer	200 (156, 246)	9.2	95 (72, 119)	7.6	105 (82, 129)	11.2
Colorectum (C18-C20)	93 (64, 123)	4.3	52 (35, 68)	4.2	41 (28, 54)	4.4
Gallbladder (C23)	4 (2, 5)	0.2	1 (1, 2)	0.1	2 (1, 3)	0.2
Pancreas (C25)	36 (7, 65)	1.6	19 (3, 34)	1.5	17 (3, 31)	1.8
Breast (C50)	5 (-6, 17)	0.2	0	0.0	5 (-6, 17)	0.5
Endometrium (C54.1)	28 (20, 35)	1.3	0	0.0	27 (20, 35)	2.9
Kidney (C64)	35 (28, 42)	1.6	23 (18, 28)	1.8	12 (9, 14)	1.3
Chronic renal failure (N18)	60 (29, 90)	2.7	32 (15, 49)	2.6	28 (12, 43)	3.0
Liver disease (K70, K74)	121 (75, 166)	5.5	83 (54, 111)	6.7	39 (22, 55)	4.2
<i>Total deaths prevented under 75</i>	<i>824 (757, 890)</i>	<i>37.7</i>	<i>574 (529, 618)</i>	<i>46.1</i>	<i>251 (224, 277)</i>	<i>26.7</i>
Total deaths averted or delayed	2183 (2008, 2361)	100.0	1245 (1148, 1340)	100.0	939 (843, 1035)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	2.4		2.7		2.0	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total

deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.3.1. Sensitivity analysis (% reduction kcal reported by study). Scenario 3: Estimated number of deaths that could be averted or delayed in Canada after modelling reductions on snack foods and beverages based on a Canadian randomized experimental marketplace study (snack foods: sodium -6.3%, calories -3.0%; beverages: sodium -5.5%, calories -10.5%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	2843 (2552, 3121)	67.0	1543 (1402, 1691)	68.9	1296 (1116, 1476)	66.2
Ischaemic heart disease (I20-25)	1497 (1326, 1665)	35.3	966 (855, 1073)	43.8	527 (397, 657)	26.9
Cerebrovascular disease (I60-69)	501 (380, 619)	11.8	217 (167, 266)	9.4	284 (211, 357)	14.5
Heart failure (I50)	472 (309, 634)	11.1	207 (134, 275)	8.8	267 (166, 357)	13.6
Aortic aneurysm (I71)	3 (1, 5)	0.1	2 (1, 3)	0.2	1 (0, 2)	0.1
Pulmonary embolism (I26)	1 (0, 1)	0.0	0 (0, 1)	0.0	0 (0, 1)	0.0
Rheumatic heart disease (I05-09)	1 (0, 1)	0.0	0 (0, 0)	0.0	0 (0, 1)	0.0
Hypertensive disease (I10-15)	369 (283, 448)	8.7	153 (120, 186)	6.7	217 (164, 264)	11.1
Diabetes (E11, E14)	622 (471, 756)	14.7	337 (262, 407)	14.2	283 (212, 343)	14.5
Cancer	421 (328, 514)	9.9	185 (140, 232)	7.6	237 (184, 288)	12.1
Colorectum (C18-C20)	192 (129, 253)	4.5	101 (68, 134)	4.2	92 (62, 122)	4.7
Gallbladder (C23)	8 (5, 10)	0.2	3 (2, 4)	0.1	5 (3, 7)	0.3
Pancreas (C25)	77 (15, 138)	1.8	37 (8, 67)	1.5	39 (8, 69)	2.0
Breast (C50)	14 (-11, 39)	0.3	0	0.0	15 (-10, 40)	0.8
Endometrium (C54.1)	60 (43, 76)	1.4	0	0.0	60 (43, 76)	3.1
Kidney (C64)	71 (57, 86)	1.7	45 (36, 54)	1.8	26 (21, 32)	1.3
Chronic renal failure (N18)	125 (57, 187)	2.9	62 (29, 94)	2.6	62 (29, 94)	3.2
Liver disease (K70, K74)	234 (144, 323)	5.5	155 (99, 206)	6.7	81 (45, 114)	4.1
<i>Total deaths prevented under 75</i>	<i>1528 (1403, 1651)</i>	<i>36.0</i>	<i>1027 (945, 1110)</i>	<i>45.0</i>	<i>501 (446, 556)</i>	<i>25.6</i>
Total deaths averted or delayed	4243 (3883, 4583)	100.0	2283 (2104, 2466)	100.0	1957 (1757, 2163)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	4.6		4.9		4.2	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been

prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.4. Scenario 4: Estimated number of deaths that could be averted or delayed after modelling reductions of targeted nutrient intakes based on a meta-analysis that looked at the impact of warning labels on changing consumers' food and beverages purchasing behavior (overall changes sodium - 7.8%, total sugars -7.3%, sat fat -16.3%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	6253 (5555, 6912)	70.2	3528 (3150, 3903)	71.3	2716 (2319, 3093)	68.8
Ischaemic heart disease (I20-25)	3456 (3068, 3839)	38.8	2277 (2023, 2521)	46.0	1180 (918, 1422)	29.9
Cerebrovascular disease (I60-69)	1035 (783, 1282)	11.6	471 (359, 580)	9.5	563 (414, 709)	14.3
Heart failure (I50)	950 (630, 1245)	10.7	429 (288, 558)	8.7	520 (333, 684)	13.2
Aortic aneurysm (I71)	23 (10, 38)	0.3	15 (6, 26)	0.3	7 (3, 12)	0.2
Pulmonary embolism (I26)	5 (1, 10)	0.1	3 (1, 5)	0.1	2 (1, 5)	0.1
Rheumatic heart disease (I05-09)	4 (1, 8)	0.0	2 (0, 4)	0.0	2 (1, 5)	0.1
Hypertensive disease (I10-15)	782 (601, 936)	8.8	336 (264, 402)	6.8	442 (341, 533)	11.2
Diabetes (E11, E14)	1157 (877, 1392)	13.0	642 (495, 769)	13.0	517 (373, 631)	13.1
Cancer	834 (644, 1017)	9.4	375 (283, 465)	7.6	458 (355, 561)	11.6
Colorectum (C18-C20)	384 (259, 506)	4.3	203 (138, 268)	4.1	179 (120, 235)	4.5
Gallbladder (C23)	15 (10, 20)	0.2	6 (4, 7)	0.1	10 (7, 13)	0.3
Pancreas (C25)	150 (29, 268)	1.7	76 (16, 135)	1.5	76 (13, 134)	1.9
Breast (C50)	31 (-18, 80)	0.3	0	0.0	31 (-19, 79)	0.8
Endometrium (C54.1)	114 (83, 143)	1.3	0	0.0	114 (82, 144)	2.9
Kidney (C64)	140 (112, 169)	1.6	90 (72, 108)	1.8	51 (40, 61)	1.3
Chronic renal failure (N18)	242 (110, 358)	2.7	121 (55, 180)	2.4	118 (53, 177)	3.0
Liver disease (K70, K74)	427 (253, 585)	4.8	285 (181, 381)	5.8	143 (70, 206)	3.6
<i>Total deaths prevented under 75</i>	<i>3238 (2952, 3518)</i>	<i>36.4</i>	<i>2237 (2039, 2427)</i>	<i>45.2</i>	<i>1004 (891, 1113)</i>	<i>25.4</i>
Total deaths averted or delayed	8907 (8095, 9667)	100.0	4949 (4521, 5363)	100.0	3947 (3513, 4366)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	9.6		10.6		8.5	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total

deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S4.4.1. Sensitivity analysis (% reduction kcal reported by study). Scenario 4: Estimated number of deaths that could be averted or delayed after modelling reductions of targeted nutrient intakes based on a meta-analysis that looked at the impact of warning labels on changing consumers' food and beverages purchasing behavior (overall changes: sodium -7.8%, calories -12.9%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	15088 (13088, 16926)	67.3	8908 (7948, 9805)	69.4	6138 (4681, 7448)	64.2
Ischaemic heart disease (I20-25)	8715 (7419, 9933)	38.9	6045 (5341, 6711)	47.1	2671 (1486, 3663)	27.9
Cerebrovascular disease (I60-69)	2306 (1333, 3163)	10.3	1048 (643, 1401)	8.2	1241 (686, 1758)	13.0
Heart failure (I50)	2239 (1106, 3119)	10.0	1018 (520, 1389)	7.9	1218 (537, 1692)	12.7
Aortic aneurysm (I71)	23 (9, 39)	0.1	15 (6, 26)	0.1	7 (3, 12)	0.1
Pulmonary embolism (I26)	5 (2, 10)	0.0	2 (1, 5)	0.0	2 (1, 5)	0.0
Rheumatic heart disease (I05-09)	4 (1, 8)	0.0	2 (0, 3)	0.0	2 (1, 5)	0.0
Hypertensive disease (I10-15)	1858 (1278, 2239)	8.3	802 (562, 960)	6.2	1049 (701, 1279)	11.0
Diabetes (E11, E14)	2926 (1675, 3710)	13.1	1654 (977, 2064)	12.9	1289 (676, 1649)	13.5
Cancer	2899 (2252, 3499)	12.9	1363 (1045, 1669)	10.6	1546 (1214, 1877)	16.2
Colorectum (C18-C20)	1364 (924, 1771)	6.1	747 (515, 965)	5.8	622 (435, 808)	6.5
Gallbladder (C23)	53 (37, 69)	0.2	20 (14, 26)	0.2	34 (24, 43)	0.4
Pancreas (C25)	550 (120, 948)	2.5	282 (64, 488)	2.2	269 (59, 464)	2.8
Breast (C50)	99 (-80, 273)	0.4	0	0.0	101 (-77, 272)	1.1
Endometrium (C54.1)	360 (272, 434)	1.6	0	0.0	359 (273, 433)	3.8
Kidney (C64)	483 (393, 569)	2.2	315 (256, 371)	2.5	168 (137, 197)	1.8
Chronic renal failure (N18)	685 (191, 1037)	3.1	357 (100, 523)	2.8	334 (76, 500)	3.5
Liver disease (K70, K74)	906 (166, 1456)	4.0	620 (160, 957)	4.8	289 (-3, 501)	3.0
<i>Total deaths prevented under 75</i>	<i>8114 (7213, 8885)</i>	<i>36.2</i>	<i>5695 (5127, 6202)</i>	<i>44.4</i>	<i>2412 (1980, 2782)</i>	<i>25.2</i>
Total deaths averted or delayed	22412 (19912, 24707)	100.0	12835 (11567, 13995)	100.0	9558 (7871, 11020)	100.0
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	24.1		27.6		20.7	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been

prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S5. Sensitivity analysis using the criteria that WHO used to estimate FOPL cost-effectiveness (7)

<i>Baseline and WHO criteria scenario (calorie, sodium, and saturated fat; ≥19 y)</i>												
	<i>Energy</i>		<i>WHO</i>		<i>Sodium</i>		<i>WHO</i>		<i>Sat fats</i>		<i>WHO</i>	
	<i>(kcal/d)</i>	<i>SE</i>	<i>criteria</i>	<i>SE</i>	<i>(mg/d)</i>	<i>SE</i>	<i>criteria</i>	<i>SE</i>	<i>(g/d)</i>	<i>SE</i>	<i>criteria</i>	<i>SE</i>
Total 19+	1889	20	1793*	20	2729	33	2555*	31	22.84	0.56	19.90*	0.49
Males												
19-30 y	2373	51	2254	48	3435	85	3216	80	28.87	0.82	25.16*	0.71
31-50 y	2236	36	2124	34	3247	66	3040	61	27.01	0.71	23.53*	0.62
51-70 y	2039	54	1937	52	2974	86	2784	81	24.39	1.13	21.25	0.99
> 70 y	1905	88	1810	84	2775	126	2598	118	22.56	1.60	19.65	1.40
Females												
19-30 y	1710	78	1623	74	88	122	2292	114	20.83	1.00	18.15	0.87
31-50 y	1665	32	1580	30	85	52	2235	48	20.28	0.38	17.67*	0.33
51-70 y	1585	25	1505	24	81	31	2127*	29	19.30	0.61	16.81*	0.53
> 70 y	1464	36	1390	34	74	45	1973	42	17.74	0.80	15.45	0.70

Baseline and counterfactual calorie and nutrient intakes were estimated using *CCHS-Nutrition 2015 PUMF data* (2, 3). Usual intakes were estimated using the National Cancer Institute (NCI) method, and analyses were adjusted for age, sex, dietary misreporting status, weekend/weekday, and sequence of dietary recall. Abbreviations: d=day; g=grams; mg=milligrams; kcal=kilocalories; SE=standard error; FOPL= front-of-pack labeling; S1=scenario 1; S2=scenario 2; S3=scenario 3; S4=scenario 4. Sensitivity analysis was based on the criteria that WHO (7) used to estimate FOPL cost-effectiveness. Overall changes: sodium (mg) -6.4%; saturated fat (g) -12.9%; calories (kcal) 5.3%. * Indicates a statistically significant difference between baseline mean intakes and “counterfactual” mean intakes.

Table S5.1. Sensitivity analysis: Estimated number of deaths that could be averted or delayed after modelling reductions of targeted nutrient intakes based on WHO criteria used to estimate FOPL cost-effectiveness (overall changes sodium -6.4%, sat fat %TE -6.8%, calories -5.3%) - by cause of death (95% UI)

Cause of death (ICD-10 Code) ¹	Total (mean, 95% UI) ²	% ³	Men (mean, 95% UI) ²	% ³	Women (mean, 95% UI) ²	% ³
Cardiovascular diseases	8427 (7520, 9320)	67.9	4805 (4328, 5265)	69.0	3642 (3063, 4188)	66.4
Ischaemic heart disease (I20-25)	4562 (4006, 5093)	36.7	3061 (2725, 3403)	44.0	1512 (1077, 1902)	27.6
Cerebrovascular disease (I60-69)	1450 (1070, 1835)	11.7	661 (499, 814)	9.5	795 (566, 1014)	14.5
Heart failure (I50)	1337 (831, 1782)	10.8	604 (392, 798)	8.7	733 (440, 975)	13.4
Aortic aneurysm (I71)	19 (7, 31)	0.2	13 (5, 21)	0.2	6 (3, 10)	0.1
Pulmonary embolism (I26)	4 (1, 8)	0.0	2 (1, 4)	0.0	2 (1, 4)	0.0
Rheumatic heart disease (I05-09)	3 (1, 7)	0.0	1 (0, 3)	0.0	2 (1, 4)	0.0
Hypertensive disease (I10-15)	1069 (818, 1282)	8.6	464 (364, 553)	6.7	609 (454, 733)	11.1
Diabetes (E11, E14)	1715 (1230, 2079)	13.8	956 (718, 1156)	13.7	756 (528, 923)	13.8
Cancer	1322 (1036, 1612)	10.6	603 (458, 745)	8.7	717 (559, 877)	13.1
Colorectum (C18-C20)	613 (415, 800)	4.9	330 (221, 429)	4.7	280 (193, 368)	5.1
Gallbladder (C23)	24 (16, 32)	0.2	9 (6, 12)	0.1	15 (10, 20)	0.3
Pancreas (C25)	240 (50, 427)	1.9	122 (22, 216)	1.8	120 (23, 212)	2.2
Breast (C50)	48 (-31, 125)	0.4	0	0.0	48 (-32, 125)	0.9
Endometrium (C54.1)	176 (129, 217)	1.4	0	0.0	175 (128, 220)	3.2
Kidney (C64)	222 (178, 266)	1.8	144 (115, 171)	2.1	79 (63, 94)	1.4
Chronic renal failure (N18)	365 (161, 539)	2.9	187 (88, 275)	2.7	179 (71, 264)	3.3
Liver disease (K70, K74)	619 (333, 868)	5.0	417 (245, 571)	6.0	203 (86, 296)	3.7
<i>Total deaths prevented under 75</i>	<i>4460 (4064, 4833)</i>	<i>35.9</i>	<i>3090 (2835, 3337)</i>	<i>44.4</i>	<i>1374 (1202, 1540)</i>	<i>25.0</i>
Total deaths averted or delayed	12416 (11351, 13469)	100.0	6960 (6383, 7512)	100	5486 (4839, 6095)	100
<i>Actual number of diet-related NCD deaths in Canada (2019)</i>	<i>92845</i>		<i>46568</i>		<i>46277</i>	
% of actual diet-related NCD deaths that could be averted or delayed ⁴	13.4		14.9		11.9	

1. WHO, International Statistical Classification of Diseases and Related Health Problems, Tenth Revision. 2. 95% UI are based on 10,000 iterations of Monte Carlo analysis built in PRIME. 3. Percentage from total diet-related NCD deaths that could have been prevented or delayed. 4. Percentage of actual deaths in Canada (2019) attributable to the diet-related NCDs under study. Note: total

deaths averted or delayed represent less than the sum of the individual diet related NCD mortality causes given that double counting has been accounted for in PRIME during the modelling process. The same applies to the sum of CVDs and cancers.

Table S6. Age- and sex-specific estimates of the annual number of diet related NCD deaths in Canada, 2019 (8-12)

Males	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
I60-I69: Cerebrovascular diseases	3	7	14	22	30	72	101	190	280	452	641	829	1,018	2,288
I20-I25: Ischaemic heart diseases	2	8	17	65	122	269	573	1,049	1,631	1,999	2,324	2,394	2,691	5,626
C00-C14: Lip, oral cavity and pharynx	2	2	3	4	11	28	53	110	158	158	185	131	86	126
C15: Oesophagus	0	0	3	9	17	33	76	158	238	281	273	232	203	198
C16: Stomach	0	4	5	7	12	22	48	91	130	162	175	175	172	241
C34: Bronchus and lung	2	3	4	12	26	57	211	589	1,133	1,590	1,946	1,815	1,440	1,551
C25: Pancreas	0	3	4	3	13	39	92	200	334	374	475	429	321	431
C18-20: Colorectum	3	5	22	34	61	104	172	318	440	564	680	613	703	1,031
C50: Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C54.1: Endometrium	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C23: Gallbladder	0	0	0	0	1	3	4	6	5	18	15	14	9	19
C64: Kidney	0	0	1	6	8	14	49	89	129	163	191	151	146	225
I10-I15: Hypertensive disease	0	0	5	6	14	27	58	97	117	136	156	167	244	620
E11, E14: Diabetes	5	4	13	16	42	64	100	225	294	390	538	526	522	923
C67: Bladder cancer	0	0	1	2	2	11	16	39	90	136	197	215	289	545
C22: Liver cancer	1	3	3	10	15	15	67	180	291	367	364	308	246	229
C53: Cervix cancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
K70, K74: Liver disease	0	13	17	35	62	115	188	329	363	417	307	229	172	117
I50: Heart failure	0	2	1	0	9	4	35	47	95	119	232	293	480	1,534
I71: Aortic aneurysm	1	1	6	11	12	22	32	41	79	90	141	104	144	260
I26: Pulmonary embolism	2	3	2	1	4	10	15	27	22	25	47	43	31	59
I05-09: Rheumatic heart disease	0	0	1	2	4	3	5	6	10	9	29	34	35	75
N18: Chronic renal failure	1	1	0	2	5	8	7	24	42	72	97	152	183	508

Females	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
I60-I69: Cerebrovascular diseases	3	7	16	19	26	56	89	138	221	322	516	746	1,044	4,494
I20-I25: Ischaemic heart diseases	1	1	3	14	32	70	142	263	511	717	1,067	1,216	1,845	7,230
C00-C14: Lip, oral cavity, and pharynx	1	0	1	2	4	12	16	25	47	43	59	63	50	91
C15: Oesophagus	0	0	1	1	3	6	13	28	53	64	75	82	56	99
C16: Stomach	0	2	5	5	15	14	29	50	49	80	94	106	112	184
C34: Bronchus and lung	0	1	4	12	36	74	187	612	1,009	1,326	1,690	1,596	1,242	1,523
C25: Pancreas	0	1	4	5	12	32	68	154	221	298	374	376	385	565
C18-20: Colorectum	1	1	10	22	56	69	136	192	266	334	430	501	549	1,285
C50: Breast	1	2	42	62	119	193	350	454	508	570	624	585	579	1,179
C54.1: Endometrium	1	0	1	2	9	17	24	66	117	139	164	119	117	128
C23: Gallbladder	0	0	0	0	1	0	7	5	10	17	24	27	24	38
C64: Kidney	0	0	1	1	3	8	16	42	41	63	75	79	91	189
I10-I15: Hypertensive disease	0	0	0	2	7	14	15	27	61	92	124	166	259	1,418
E11, E14: Diabetes	2	3	7	14	14	25	56	112	155	249	308	342	428	1,157
C67: Bladder cancer	0	0	0	1	5	7	11	33	21	52	67	95	99	281
C22: Liver cancer	1	1	0	5	13	15	35	75	117	142	160	152	180	237
C53: Cervix cancer	2	3	12	25	37	36	42	60	46	44	38	29	20	39
K70, K74: Liver disease	2	6	17	28	32	65	104	157	172	203	156	141	95	117
I50: Heart failure	0	2	1	2	3	4	6	26	43	77	159	243	415	2,465
I71: Aortic aneurysm	0	0	1	1	2	3	7	7	18	38	60	84	109	284
I26: Pulmonary embolism	3	2	1	6	8	6	11	18	22	36	45	44	40	115
I05-09: Rheumatic heart disease	1	1	1	2	3	3	6	9	12	29	31	51	63	190
N18: Chronic renal failure	0	4	3	2	1	2	15	14	25	49	79	114	156	552

Table S7. Age- and sex-specific estimates of the Canadian population, 2019 (13)

Age	Male	Female
20-24	1,292,739	1,182,807
25-29	1,353,893	1,272,165
30-34	1,319,176	1,285,925
35-39	1,288,783	1,292,390
40-44	1,198,765	1,223,278
45-49	1,190,901	1,206,950
50-54	1,246,625	1,257,812
55-59	1,368,185	1,383,192
60-64	1,236,748	1,276,958
65-69	1,017,348	1,080,436
70-74	817,561	890,019
75-79	543,317	621,481
80-84	348,047	440,404
85+	304,616	531,841

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