###### **Appendix 1.**Absolute and Relative Differences in Median Calorie and Fat Levels in Products with and without Fat Claims\*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subcategory in Schedule M**† |  |  | **Fat (g/g RA or mL RA)** | | | | **Calories (kcal/g RA or mL RA)** | | | |
|  | **Fat Claim Status** | **n (%)** | **Median (Q1, Q3)** | **Absolute Difference (% Change) in Median** | **Stat. Sig. (P Value)** | **Nut. Sig.** | **Median (Q1, Q3)** | **Absolute Difference (% Change) in Median** | **Stat. Sig. (P Value)** | **Nut. Sig.** |
| **BAKERY PRODUCTS** |  |  |  |  |  |  |  |  |  |  |
| Bread, excluding sweet quick-type rolls | None | 134 (73%) | 1.5 (1.0, 2.1) |  |  |  | 128 (118, 135) |  |  |  |
|  | Claim | 49 (27%) | 1.4 (1.1, 2.0) | -0.1 (-7%) | NS | NS | 123 (119, 130) | -5 (-4%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Bagels, tea biscuits, scones, rolls, buns, croissants, tortillas, soft bread sticks, soft pretzels and corn bread | None | 165 (73%) | 2.2 (1.2, 3.9) |  |  |  | 146 (138, 161) |  |  |  |
|  | Claim | 62 (27%) | 1.2 (0.9, 1.8) | -1.0 (-45%) | P<0.01 | ‡ | 147 (138, 156) | 1 (1%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Crackers, hard bread sticks and melba toast | None | 210 (88%) | 3.2 (2.0, 4.2) |  |  |  | 90 (86, 96) |  |  |  |
|  | Claim | 28 (12%) | 1.7 (1.3, 2.3) | -1.5 (-47%) | P<0.01 | ‡ | 84 (80, 90) | -6 (-7%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Dry breads, matzo, and rusks | None | 17 (74%) | 3.5 (1.5, 4.5) |  |  |  | 129 (122, 130) |  |  |  |
|  | Claim | 6 (26%) | 0.9 (0.7, 1.0) | -2.6 (-74%) | P<0.05 | ‡ | 110 (100, 120) | -19 (-15%) | P<0.05 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| French toast, pancakes, and waffles | None | 46 (88%) | 7.5 (6.2, 9.6) |  |  |  | 204 (193, 225) |  |  |  |
|  | Claim | 6 (12%) | 2.5 (2.1, 2.7) | -5.0 (-67%) | P<0.01 | ‡ | 172 (161, 176) | -32 (-16%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Grain-based bars, without filling or coating | None | 69 (81%) | 3.4 (2.9, 4.3) |  |  |  | 127 (120, 129) |  |  |  |
|  | Claim | 16 (19%) | 1.5 (1.5, 1.5) | -1.9 (-56%) | P<0.01 | ‡ | 110 (110, 110) | -17 (-13%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Rice cakes and corn cakes | None | 43 (69%) | 2.1 (1.9, 2.3) |  |  |  | 64 (64, 68) |  |  |  |
|  | Claim | 19 (31%) | 0.5 (0.0, 2.4) | -1.6 (-76%) | P<0.05 | ‡ | 60 (58, 69) | -4 (-6%) | P<0.05 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| **CEREALS AND OTHER GRAIN PRODUCTS** |  |  |  |  |  |  |  |  |  |  |
| Hot breakfast cereals | None | 34 (60%) | 2.2 (1.9, 2.7) |  |  |  | 156 (150, 158) |  |  |  |
|  | Claim | 23 (40%) | 2.1 (1.7, 2.4) | -0.1 (-5%) | NS | NS | 151 (149, 158) | -5 (-3%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Ready-to-eat breakfast cereals, puffed and coated, flaked, extruded, without fruit or nuts (20 g to 42 g per 250 mL) | None | 27 (32%) | 1.1 (1.0, 1.7) |  |  |  | 120 (110, 120) |  |  |  |
|  | Claim | 58 (68%) | 1.0 (0.0, 1.1) | -0.1 (-9%) | P<0.01 | NS | 114 (110, 120) | -6 (-5%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Ready-to-eat breakfast cereals, fruit and nut type, granola (weighing 43 g or more per 250 mL) and biscuit type | None | 93 (64%) | 4.0 (2.7, 6.0) |  |  |  | 220 (203, 234) |  |  |  |
|  | Claim | 52 (36%) | 1.4 (1.0, 2.5) | -2.6 (-65%) | P<0.01 | ‡ | 202 (193, 215) | -18 (-8%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Pastas without sauce | None | 295 (77%) | 1.0 (1.0, 1.5) |  |  |  | 302 (300, 310) |  |  |  |
|  | Claim | 88 (23%) | 1.4 (1.0, 2.3) | 0.4 (40%) | P<0.01 | NS | 302 (300, 310) | 0 (0%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| **DAIRY & SUBSTITUTES** |  |  |  |  |  |  |  |  |  |  |
| Cheese, including cream cheese and cheese spread, except those listed as a separate item | None | 309 (81%) | 9.0 (7.0, 10.0) |  |  |  | 109 (90, 120) |  |  |  |
|  | Claim | 71 (19%) | 4.8 (4.0, 5.6) | -4.2 (-47%) | P<0.01 | ‡ | 70 (60, 82) | -39 (-36%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Cottage cheese | None | 8 (35%) | 2.3 (1.5, 2.6) |  |  |  | 108 (100, 113) |  |  |  |
|  | Claim | 15 (65%) | 1.1 (0.4, 1.1) | -1.2 (-52%) | P<0.05 | ‡ | 100 (100, 111) | -8 (-7%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Quark, fresh cheese and fresh dairy desserts | None | 52 (83%) | 23.3 (20.0, 23.3) |  |  |  | 300 (267, 300) |  |  |  |
|  | Claim | 11 (17%) | 16.7 (14.0, 16.7) | -6.6 (-28%) | P<0.01 | ‡ | 233 (220, 233) | -67 (-22%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Plant-based beverages, milk, buttermilk and milk-based drinks | None | 115 (70%) | 4.0 (2.5, 5.0) |  |  |  | 130 (110, 160) |  |  |  |
|  | Claim | 50 (30%) | 2.5 (0.4, 3.0) | -1.5 (-38%) | P<0.01 | ‡ | 107 (90, 130) | -23 (-18%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Sour cream | None | 8 (50%) | 4.5 (4.0, 4.5) |  |  |  | 50 (50, 50) |  |  |  |
|  | Claim | 8 (50%) | 0.7 (0.4, 1.5) | -3.8 (-84%) | P<0.01 | ‡ | 23 (20, 30) | -27 (-54%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Yogurt | None | 53 (56%) | 4.0 (2.6, 5.6) |  |  |  | 158 (117, 175) |  |  |  |
|  | Claim | 42 (44%) | 0.3 (0.0, 2.6) | -3.7 (-93%) | P<0.01 | ‡ | 124 (93, 144) | -34 (-22%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| **DESSERTS** |  |  |  |  |  |  |  |  |  |  |
| Ice cream, ice milk, frozen yogurt, sherbet | None | 211 (75%) | 7.0 (6.0, 9.0) |  |  |  | 150 (130, 180) |  |  |  |
|  | Claim | 71 (25%) | 2.5 (1.0, 3.5) | -4.5 (-64%) | P<0.01 | ‡ | 110 (110, 120) | -40 (-27%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Dairy desserts, frozen, such as cakes, bars, sandwiches or cones | None | 81 (84%) | 15.2 (7.5, 22.2) |  |  |  | 261 (207, 341) |  |  |  |
|  | Claim | 16 (16%) | 2.3 (1.2, 6.3) | -12.9 (-85%) | P<0.01 | ‡ | 142 (136, 192) | -119 (-46%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Custard, gelatin and pudding | None | 81 (63%) | 2.5 (1.0, 3.2) |  |  |  | 140 (80, 160) |  |  |  |
|  | Claim | 47 (37%) | 0.0 (0.0,0.0) | -2.5 (-100%) | P<0.01 | ‡ | 80 (80, 80) | -60 (-43%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **EGGS AND EGG SUBSTITUTES** |  |  |  |  |  |  |  |  |  |  |
| Eggs | None | 27 (75%) | 4.7 (4.7, 5.2) |  |  |  | 66 (66, 69) |  |  |  |
|  | Claim | 9 (25%) | 0.0 (0.0,0.0) | -4.7 (-100%) | P<0.01 | ‡ | 24 (24, 25) | -42 (-64%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **FATS AND OILS** |  |  |  |  |  |  |  |  |  |  |
| Dressing for salad | None | 180 (79%) | 10.0 (6.0, 13.5) |  |  |  | 100 (80, 140) |  |  |  |
|  | Claim | 48 (21%) | 0.5 (0.0, 5.5) | -9.5 (-95%) | P<0.01 | ‡ | 30 (20, 70) | -70 (-70%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Mayonnaise, sandwich spread and mayonnaise-type dressing | None | 23 (59%) | 7.0 (4.0, 11.0) |  |  |  | 70 (40, 100) |  |  |  |
|  | Claim | 16 (41%) | 2.8 (1.8, 5.0) | -4.2 (-60%) | P<0.01 | ‡ | 35 (28, 50) | -35 (-50%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **MARINE AND FRESH WATER ANIMALS** |  |  |  |  |  |  |  |  |  |  |
| Marine and fresh water animals without sauce | None | 127 (84%) | 10.7 (1.7, 14.4) |  |  |  | 229 (103, 275) |  |  |  |
|  | Claim | 25 (16%) | 1.1 (0.4, 1.8) | -9.6 (-90%) | P<0.01 | ‡ | 100 (97, 113) | -129 (-56%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **LEGUMES** |  |  |  |  |  |  |  |  |  |  |
| Beans, peas and lentils | None | 138 (79%) | 1.1 (1.0, 2.0) |  |  |  | 328 (200, 350) |  |  |  |
|  | Claim | 36 (21%) | 1.0 (1.0, 2.0) | -0.1 (-9%) | NS | NS | 220 (210, 260) | -108 (-33%) | P<0.05 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **MEAT, POULTRY AND SUBST.** |  |  |  |  |  |  |  |  |  |  |
| Luncheon meats | None | 49 (45%) | 4.3 (1.5, 7.6) |  |  |  | 80 (60, 110) |  |  |  |
|  | Claim | 59 (55%) | 1.3 (0.6, 1.5) | -3.0 (-70%) | P<0.01 | ‡ | 57 (54, 63) | -23 (-29%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Cuts of meat and poultry without sauce | None | 33 (70%) | 12.5 (11.0, 16.0) |  |  |  | 240 (213, 258) |  |  |  |
|  | Claim | 14 (30%) | 2.2 (1.3, 4.4) | -10.3 (-82%) | P<0.01 | ‡ | 138 (120, 150) | -102 (-43%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Patties, cutlettes, chopettes, steakettes, meatballs, sausage meat and ground meat | None | 113 (78%) | 12.9 (8.6, 16.9) |  |  |  | 204 (160, 240) |  |  |  |
|  | Claim | 31 (22%) | 6.4 (5.0, 8.8) | -6.5 (-50%) | P<0.01 | ‡ | 148 (120, 159) | -56 (-27%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Cured meat products | None | 27 (82%) | 5.8 (3.0, 8.0) |  |  |  | 116 (85, 128) |  |  |  |
|  | Claim | 6 (18%) | 1.7 (1.5, 2.3) | -4.1 (-71%) | P<0.01 | ‡ | 70 (61, 70) | -46 (-40%) | P<0.05 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Canned meat and poultry | None | 22 (71%) | 4.8 (3.7, 5.3) |  |  |  | 74 (63, 85) |  |  |  |
|  | Claim | 9 (29%) | 1.5 (1.0, 2.5) | -3.3 (-98%) | P<0.05 | ‡ | 69 (58, 70) | -5 (-7%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Meat and poultry with sauce | None | 89 (84%) | 15.4 (9.8, 18.2) |  |  |  | 266 (210, 300) |  |  |  |
|  | Claim | 17 (16%) | 1.7 (1.5, 2.1) | -13.7 (-89%) | P<0.01 | ‡ | 134 (124, 146) | -132 (-50%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **MISC** |  |  |  |  |  |  |  |  |  |  |
| Bread crumbs and batter mixes | None | 129 (85%) | 2.1 (1.0, 2.9) |  |  |  | 119 (112, 126) |  |  |  |
|  | Claim | 22 (15%) | 0.4 (0.0, 1.2) | -1.7 (-81%) | P<0.01 | ‡ | 111 (107, 114) | -8 (-7%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| **COMBINATION DISHES** |  |  |  |  |  |  |  |  |  |  |
| Measureable with a cup | None | 453 (79%) | 7.5 (4.5, 10.7) |  |  |  | 300 (258, 340) |  |  |  |
|  | Claim | 118 (21%) | 5.0 (3.0, 8.0) | -2.5 (-33%) | P<0.01 | ‡ | 310 (263, 340) | 10 (3%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| **SAUCES, DIPS, GRAVIES** |  |  |  |  |  |  |  |  |  |  |
| Dips, such as legume or dairy-based | None | 87 (90%) | 4.2 (3.0, 6.3) |  |  |  | 63 (47, 85) |  |  |  |
|  | Claim | 10 (10%) | 2.5 (2.0, 3.9) | -1.7  (-40%) | P<0.01 | ‡ | 46 (44, 49) | -17 (-27%) | P<0.05 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| Major main entree sauce | None | 110 (71%) | 2.5 (1.0, 7.3) |  |  |  | 80 (60, 130) |  |  |  |
|  | Claim | 45 (29%) | 1.5 (1.0, 2.0) | -1.0 (-40%) | P<0.01 | ‡ | 70 (60, 80) | -10 (-13%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Minor main entree sauce | None | 109 (74%) | 0.0 (0.0, 1.5) |  |  |  | 30 (20, 80) |  |  |  |
|  | Claim | 39 (26%) | 0.0 (0.0, 0.5) | 0.0 (0%) | NS | NS | 20 (19, 29) | -10 (-33%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **SNACKS** |  |  |  |  |  |  |  |  |  |  |
| Chips, pretzels, popcorn, extruded snacks, grain-based snack mixes and fruit-based snacks | None | 314 (84%) | 13.0 (10.0, 16.0) |  |  |  | 250 (238, 266) |  |  |  |
|  | Claim | 61 (16%) | 2.7 (1.0, 5.6) | -10.3 (-79%) | P<0.01 | ‡ | 190 (180, 213) | -60 (-24%) | P<0.01 | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| **SOUPS** |  |  |  |  |  |  |  |  |  |  |
| All varieties | None | 157 (47%) | 3.5 (1.5, 7.5) |  |  |  | 135 (80, 190) |  |  |  |
|  | Claim | 177 (53%) | 1.4 (0.0, 2.0) | -2.1 (-60%) | P<0.01 | ‡ | 90 (50, 110) | -45 (-33%) | P<0.01 | ‡ |
|  |  |  |  |  |  |  |  |  |  |  |
| **VEGETABLES** |  |  |  |  |  |  |  |  |  |  |
| Pickles and pickled vegetables | None | 43 (77%) | 0.0 (0.0,0.0) |  |  |  | 11 (5, 30) |  |  |  |
|  | Claim | 13 (23%) | 0.0 (0.0,0.0) | 0.0  (0%) | NS | NS | 4 (3, 25) | -7 (-64%) | NS | NS |
|  |  |  |  |  |  |  |  |  |  |  |
| Vegetable sauce or puree | None | 8 (50%) | 0.0 (0.0,0.1) |  |  |  | 26 (18, 30) |  |  |  |
|  | Claim | 8 (50%) | 0.0 (0.0,0.0) | 0.0 (0%) | NS | NS | 29 (25, 30) | 3 (12%) | NS | NS |

RA = Reference Amount, as defined in Schedule M of the Canadian *Food and Drug Regulations* (Government of Canada, 2003); NS = Not Significant; Stat. Sig. = Statistical Significance (P<0.05); Nut. Sig. = Nutritional Significance, defined as the difference in median levels between products with and without fat claims per subcategory is ≥25%.

\*Fat claims included fat free, low in fat, reduced in fat, lean, extra lean, and all the permitted/authorized wording variations in the *Regulations* and indicated in the Canadian Food Inspection Agency Labelling Guide (2014a).

†The number of Schedule M subcategories included in the final analysis was 40 (5,790 products). Overall categories were excluded if less than 5% of products carried a fat claim. Subcategories were excluded if less than 10% or less than 6 products carried a fat claim.

‡Nutritionally significant