

Supplementary Table 1. Description of the Thematic Framework Topic

Topic theme	Codes included in theme* (*codes in bold)
Industry role as a stakeholder	Industry stakeholders' responses including their willingness to employ voluntary measures , previous achievements , and the perceived unique benefits they provide.
Industry engagement in policy development	Industry expectations to be involved in the development of the policy , have regular communication , and be involved in the decision making .
Concerns about the policy	Little discussion of the potential benefits of the policy, and more focus on concerns about unintended consequences and the economic impact and pressure on the food industry .
Consumers response to the policy	Consumer education was described as a priority by all stakeholders, but particularly industry stakeholders who also had concerns that consumers would be confused by the current policy.
Industry perception of a weak evidence base for the policy	Industry stakeholders questioned the evidence base for the FOPL policy and argued for a need for further research . There was limited resistance to these claims by non-industry stakeholders.
Global policy comparisons	Many stakeholders commented on the potential for Canadian agri-food industry to take a leading role or remain in tune with partners by adopting industry-backed transnational FOPL policies rather than lagging behind if the proposed policy was implemented.
Practicalities of policy implementation	Discussion of the technical aspects of FOPL implementation focused on packaging restrictions , pre-set threshold , exemptions , and colour coding .
Front-of Package symbol	There was significant discussion on whether the HC proposed high-in symbol would be the most appropriate compared to other suggested by industry such as ' Facts-UpFront ' and ' refer to the Nutritional Facts Table '.