

## ***New Guidelines Defining Product of Canada and Made in Canada on Food Labels & Advertising***

July 18, 2008

*The following is excerpted from a broadcast e-mail from the Canadian Society of Customs Brokers.*

### **CFIA – Canadian Food Inspection Agency**

In the past few months, the Government of Canada has received numerous letters and enquiries regarding Product of Canada labeling on food. Recent media reports have also noted consumer dissatisfaction in determining the amount of Canadian content in foods, and their surprise to find how little Canadian content is in products they consider to be Canadian from reading the label.

Canadians want credible, meaningful information about the foods they buy. Many want to purchase food products that are made and processed using Canadian standards, which they trust with good reason. Some simply want assurance that a significant amount of the product contains Canadian ingredients.

Recognizing this, on May 21, 2008, Prime Minister Stephen Harper and the Minister of Agriculture and Agri-Food, the Honourable Gerry Ritz announced the new Canadian Food Labeling initiative. This initiative proposed to better define Product of Canada and Made in Canada claims on food labels and in advertising.

On July 15, 2008 the Government of Canada announced the new labeling guidelines. The revised guidelines will help Canadians make informed choices about the products they are purchasing. They were developed to reflect consumer and industry expectations about what constitutes a Canadian product and to promote compliance with subsection 5(1) of the Food and Drugs Act and subsection 7(1) of the Consumer Packaging and Labeling Act.

This notice is available in its entirety on the CFIA website at:

<http://www.inspection.gc.ca/english/fssa/labeti/inform/prodcane.shtml>.