

Guide to Food Labelling and Advertising

(CANADA)

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Preface

Since 1961, the *Guide for Food Manufacturers and Advertisers* has served as an important reference document for the food industry on policies and regulations for the labelling and advertising of foods in Canada, in particular those falling under the *Food and Drugs Act* and *Consumer Packaging and Labelling Act*. By providing clear policy advice and basic ground rules respecting the use of labelling and claims, the *Guide* seeks to enhance industry compliance and consumer protection.

In recent years, the *Guide* has undergone two major amendments, in 1993 and again, ten years later, in 2003.

In 1993, a review of the *Guide* was initiated and included:

- the revision of policies and updating of regulations in the existing *Guide*,
- the consolidation of various labelling and advertising policies, handbooks and manuals into a single compendium and
- the development of processes for the ongoing updating and communication of labelling policies.

At that time, a Review Committee comprised of industry and consumer associations (see membership below) advised on planning and priorities for the project and reviewed in detail the *Guide* format, content, distribution and updating process as well as individual policy proposals. A sub-group of the Review Committee (Canadian Advertising Foundation, Canadian Council of Grocery Distributors and the Grocery Products Manufacturers of Canada) developed the guiding principles on behalf of the food industry, in consultation with the associations which are listed as supporting the principles.

The result of the review was an expanded *Guide*, the "*Guide to Food Labelling and Advertising*". A number of policies were revised or introduced as a result of consultation: "Kosher", "Home-made", "Organic", "Bran", "Lean", "Sweetened", "Salted", "Fresh", "Negative Claims", "Compliance Guidelines for Nutrition labelling" and "% (name of the nutrient)-Free". Others had minor updates or included new information.

In 2003, the *Guide* underwent another amendment process to include the nutrition labelling, nutrient content claims and diet-related health claims amendments of the *Food and Drug Regulations*. The *Guide* was reorganized, reformatted, updated and expanded to include guidelines on the nutrition labelling format, nutrient content claims, and diet-related health claims.

Industry and Consumer Associations will be asked to confirm their support of the guiding principles.

The revised *Guide* was renamed the *2003 Guide to Food Labelling and Advertising* (the *2003 Guide*)

Amendments will be made to the *2003 Guide* to further clarify policies or as new policies are issued. In addition, the *2003 Guide* will be expanded to include labelling requirements specific to commodities.

Amendments in 2003 Guide to Food Labelling and Advertising

This page lists sections of the *2003 Guide to Food Labelling and Advertising* affected by updates or changes. Please note that corrections to typographical or other minor errors which do not impact the nature of the material are not included. In addition, these updates have all been incorporated into the online html and pdf versions of the [*2003 Guide to Food Labelling and Advertising*](#).

*All changes were made before December 2005 unless otherwise noted.

Preface

- No changes

Chapter 1

Section 1.4.3

- (2007-08) CFIA 's Label Registration Unit address change, changed from 1431 Merivale Rd. Nepean ON K1A 0Y9 to Label and Recipe Registration Unit Canadian Food Inspection Agency, 8 Colonnade Road, Ottawa Ontario K1A 0Y9

Section 1.6

- Address change in British Columbia New address is 400-4321 Still Creek Avenue, Burnaby British Columbia V5C 6S7.
- Victoria office moved from Commerce Circle to 103-4475 Viewmont Avenue Victoria British Columbia V8Z 6L8.
- Removed address of Longueuil office address.
- Telephone number change - Newfoundland and Labrador, new number is 709-772-8912.
- Quebec office changed from Gare Maritime Champlain to Place Iberville IV Suite 100, 2954 Laurier Boulevard Ste-Foy Quebec G1V 5C7.

- (2007-03) Change in postal code for Nova Scotia area office - B3B 1Y9
- (2007-03) Scarborough office changed to Markham address - 145 Renfrew Drive Unit 160, Markham Ontario L3R 9R6 Telephone: 905-513-5977

Chapter 2

Section 2.4 Bilingual Requirements

- Bilingual Requirements address change

Section 2.8.2 Component Declarations (2007-03)

- **Allergic reactions:** To assist consumers in avoiding the potentially serious consequences of allergic and sensitivity reactions to foods, the CFIA urges the inclusion of the following foods or their derivatives in food label ingredient lists when present as ingredients or components, even in those cases where these ingredients are otherwise exempted from declaration

was changed to

- **Allergic reactions:** To assist consumers in avoiding the potentially serious consequences of allergic and sensitivity reactions to foods, the CFIA requires the inclusion of the following foods or their derivatives in food label ingredient lists when present as ingredients or components, even in those cases where these ingredients are otherwise exempted from declaration:

Section 2.13.1 Standard Container Sizes for Wine, Syrups and Peanut Butter

- Section 2.13.1.(b) Addition of container standard sizes:
"125, 250, 375, 500, or 750 ml"

Annex 2-3 and 2-4

- (2007-03) The following statement was added to annexes 2-3 and 2-4: However, a pre-packaged food product labelled with a list of ingredients is unsafe for people with food allergies if some of those ingredients or components are priority allergens and are not declared on the label. Failure to declare allergenic components may be contrary to Subsection 5(1) of the Food and Drugs Act and Subsection 7(1) of the Consumer Packaging and Labelling Act. These products may therefore be subject to regulatory measures taken by the CFIA, including a product recall.

Chapter 3

- No Change

Chapter 4

Section 4.8.3 Certification

- CAQ name change to CAAQ and new web address.

Section 4.19 Product of Canada, Made in Canada updated. (2008 - 07)

Chapter 5

Section 5.4.3 Declaring Nutrients Outside the Nutrition Facts Table

- mcg changed to µg
- Addition of NE (niacin equivalents)''

Chapter 6

Table 6-1 Core Nutrition Information

- Column 3, item 7 cholesterol rounding was updated to read:
(1) The amount in milligrams:
(a) if the product meets the conditions set out in column 2 of item 27 of the table following B.01.513 for the subject "free of cholesterol" set out in column 1, to "0 mg";
and
(b) in all other cases, to the nearest multiple of 5 mg;

Section 6.4.3

- Energy Value of Inulin - An energy value of 2.2 Cal (9.2 kJ) per gram should be used for inulin.

Section 6.8 Carbohydrates

- (2006-07) addition of erythritol as a sugar alcohol

Section 6.8.1 Dietary fibre

- (2006-08) changes to definition

Section 6.8.3 Sugar Alcohols

- (2006-07) addition of erythritol

Section 6.9.1 Calculating Protein Ratings.

- Changed Protein Efficiency Ratio (PER) of Egg to 3.0 in calculation of Protein Rating in Whole Egg. Protein Rating of Whole Egg is 38.4

Table 6-11 Energy Values of Sugar Alcohols, Polydextrose and Glycerol

- (2006-07) Addition of erythritol
- (2007-07) Added energy value of 2.0 Cal/g for Fructooligosaccharide and changed title of table 6-11 from Energy Values of Sugar Alcohols, Polydextrose and Glycerol to Energy Values of Sugar Alcohols, Polydextrose, Glycerol and Fructooligosaccharide.

Table 6-12 Dietary Fibre - Summary of Sources, Acceptability and Labelling

- a notation was added regarding the acceptable use of oat hull fibre in bar-type meal replacements.
- (2006-04) a notation was added regarding the acceptable use of inulin from chicory root as a fibre source.
- (2006-06) a notation was added regarding the use of ground pea hulls (Best Cooking Pulses (BCP)).
- (2006-08) a notation was added regarding the addition of Sensus Frutafit to inulin section.
- (2006-08) Woodstone Foods is now Nutri-Pea Ltd. in the pea hull category.
- (2007-05) Cargill's Oliggo-Fiber inulin was added.

Table 6-13 Protein Efficiency Ratios (May, 2004) - New PER values from Health Canada

- Changes:
 - Beef , muscle changed to: Beef or veal muscle
 - Cheese cheddar = 2.8 changed to Cheese, cheddar = 2.5
 - Egg whole = 3.8 changed to Egg whole = 3.0
 - Fish (also see tuna) = 3.6 changed to Fish = 2.7
 - Kidney, beef = 2.9 changed to Kidney, beef = 2.7
 - Pork, tenderloin = 3.3 changed to Pork, tenderloin = 2.7
- Additions:
 - Poultry = 2.7 added
 - Muscle Meats (bison, lamb, etc) = 2.7 added
- Removed:
 - Milk, skim (heated) = 1.5
 - Wheat germ = 2.9

Chapter 7

Table 7-10. Summary table for Sodium (salt) Claims, item e)

- column 2: removal of asterisk
- column 2: Note added, "For the definition of similar reference food see 7.9.2 of this Guide."
- last column, add "B.01.500" for FDR reference.

Chapter 8

Section 8.5 Biological Role Claims

- Correction in web address for "[Institute of Medicine of the National Academies](http://www.iom.edu)" changed to: www.iom.edu

Table 8-2 Summary Table of Biological Role Claims

- Addition of DHA in Biological role Claims.

Section 8.13 Eating Well with Canada's Food Guide

- (2007-04) New Food Guide was amended in the Guide with new links and new information on reproduction of the guide.
- (2007-06) Added link to the Copyright Guidelines for Non-Commercial Reproduction of Canada's Food Guide.

Chapter 9

Section 9.2. Sweeteners and Sweetening Agents

- Polydextrose replaced with maltitol.

Section 9.2.3 Sugar Alcohols

- (2006-07) erythritol added

Section 9.4.3. Sensory Characteristic Descriptions

- Section repealed.

Section 9.9 under "Weight-reduction diets"

- Reference to section 8.7 corrected to 8.9.2

Chapter 10

- No changes

Chapter 11

- Corrections/changes in Table of contents sections 11.4.3, 11.5.3, 11.7.3, 11.9.2, 11.9.3, Table 11-2, Table 11-3, and Table 11-4
- Table 11-1 and Table 11-3 should be reprinted

Chapter 12

- Many changes throughout - reprint

Chapter 13

- no changes

Chapter 14

- no changes

Chapter 15

- no changes

Guiding Principles for the Federal Food Labelling and Advertising System

1. **Policies** will be developed in a responsible manner to ensure that federal food labelling policies and regulations:

- are necessary to protect health and safety and to prevent product misrepresentation and fraud;
- promote an informed food choice, by providing consumers with reliable and comparable information, that reflects current food technology and nutrition recommendations and that can be easily understood;
- support marketplace equity and fair competition;
- respect obligations under international and federal provincial trade agreements;
- do not entail costs of implementation that outweigh benefits to society.

2. **Consultations** will be conducted in a timely and thorough manner with interested parties so that regulations and policies will be responsive to stakeholder needs.

3. Final regulations and policies will be **communicated** to all stakeholders:

- those who are subject to the policy or regulation will be informed in a timely manner; and,

- communications will be clear, concise and complete, so that requirements will be readily understood by all those affected.

4. Enforcement of regulations and policies will be applied in a fair and responsible manner.

Guiding Principles for Labelling and Advertising by the Canadian Food and Beverage Industry

The Canadian food and beverage industry, working in partnership with government, is committed to:

- maintain truth and integrity in consumer communications
- strive to ensure that product communications comply with existing food regulations and current practices and policies
- allow consumers to make informed choices by striving to promote messages in advertising and labelling that:
 - reflect consumer requirements for food consistent with current health, safety and nutrition recommendations;
 - reflect current technological advancements;
 - do not mislead the consumer;
 - promote fair competition in the marketplace.

Chapter 1 – Introduction

1.1 Reason for the 2003 Guide

The *2003 Guide* provides information on food labelling and advertising requirements as well as policies which apply to statements and claims made for foods, including alcoholic beverages. As such, it is a tool to assist industry in compliance with legislation and consumer protection. Food claims which adhere to the guidelines set out in this document are considered to comply with the provisions set out in the *Food and Drugs Act (FDA)* and the *Food and Drug Regulations (FDR)*, the *Consumer Packaging and Labelling Act (CPLA)* and *Regulations (CPLR)* and other relevant legislation.

Where it has been established that inequity or economic fraud has arisen when a segment of the food industry fails to adhere with these guidelines, the Canadian Food Inspection Agency will take steps designed to bring about national compliance.

Note: The framework set out in this *Guide* for the labelling and advertising of food specifically applies to foods imported into, manufactured in and/or sold in Canada. The policies do not apply to foods destined solely for export unless otherwise indicated.

1.2 Legislative Framework: Key Acts and Regulations

In this *Guide*, references to the Food and Drug Regulations appear between square brackets, for example, [B.01.001]. When references to other legislation are made, the abbreviated name of the Act or Regulations will follow the reference, for example, [2, *CPLR*]. For the abbreviations used to represent various pieces of legislation, [refer to the Glossary](#).

1.2.1 The Food and Drugs Act and the Food and Drug Regulations

Subsection 5(1) of the *Food and Drugs Act (FDA)* prohibits the labelling, packaging, treating, processing, selling or advertising of any food (at all levels of trade) in a manner that is false, misleading or deceptive to consumers or is likely to create an erroneous message regarding the character, value, quantity, composition, merit or safety of the product. Subsections 3(1) and (2) prohibit health claims that might suggest that a food is a treatment, preventative or cure for specified diseases or health conditions, **unless provided for in the regulations**.

A food that does not meet the requirements of the Regulations is in violation of the Act:

An article of food that is not labelled or packaged as required by, or is labelled or packaged contrary to, the regulations shall be deemed to be labelled or packaged contrary to subsection (1) [5(2), *FDA*].

The *Food and Drug Regulations (FDR)*, as they apply to food, prescribe, among other things, the labelling of all prepackaged foods, including requirements for ingredient labelling, nutrition labelling, durable life dates, nutrient content claims, diet-related health claims and foods for special dietary use. It also sets out bilingual labelling requirements.

1.2.2 The Consumer Packaging and Labelling Act

The *Consumer Packaging and Labelling Act (CPLA)* provides for a uniform method of labelling and packaging of prepackaged consumer goods (products sold at retail). It contains provisions regarding prevention of fraud and provides for mandatory label information with which consumers can make informed choices. It also requires the use of metric units of measurement and bilingual labelling.

No dealer shall apply to any prepackaged product or sell, import into Canada or advertise any prepackaged product that has applied to it a label that contains any false or misleading representation relating to or that may reasonably be regarded as relating to that product [7(1), *CPLA*].

No dealer shall, in advertising any prepackaged product, make any representation as to net quantity except in accordance with this Act and the Regulations [5, *CPLA*].

1.2.3 Definitions: The *Food and Drugs Act* and the *Consumer Packaging and Labelling Act*

The following excerpts from the *Food and Drugs Act (FDA)* and *Consumer Packaging and Labelling Act (CPLA)* are important in regard to food advertising and labelling. It should be noted that the definition of a term can vary from one piece of legislation to another. Therefore, care is needed to ensure the applicable definition is used.

"Advertise" means to make any representation to the public by any means whatever, other than a label, for the purpose of promoting directly or indirectly the sale of a product" (2, *CPLA*).

"Advertisement" includes any representation by any means whatever for the purpose of promoting directly or indirectly the sale or disposal of any food. . ." [2, *FDA*].

"Distributor" – see "manufacturer"

"Label" includes any legend, word or mark attached to, included in, belonging to or accompanying any food . . ." [2, *FDA*].

"Label" means any label, mark, sign, device, imprint, stamp, brand, ticket or tag" [2, *CPLA*].

"Manufacturer or distributor" means a person, including an association or partnership, who under their own name, or under a trade-, design or word mark, trade name or other name, word or mark controlled by them, sells a food . . . " [A.01.010].

"Prepackaged product" means any product that is packaged in a container in such a manner that it is ordinarily sold to or used or purchased by a consumer without being re-packaged" [2, *CPLA*].

"Prepackaged product" means any food that is contained in a package in the manner in which it is ordinarily sold to or used or purchased by a person" [B.01.001]

"Sell" includes offer for sale, expose for sale, have in possession for sale and distribute, whether or not the distribution is made for consideration" [2, *FDA*].

"Sell" includes:

- a) offer for sale, expose for sale and have in possession for sale, and
- b) display in such manner as to lead to a reasonable belief that the substance or product so displayed is intended for sale" [2, *CPLA*].

1.2.4 Relevant Legislation Administered by the CFIA

Other legislation may impose requirements on the advertising and labelling of food in addition to those imposed by the *Food and Drugs Act (FDA)* and *Food and Drug Regulations (FDR)* and the *Consumer Packaging and Labelling Act (CPLA)* and *Regulations (CPLR)*. There are many federal and provincial acts and regulations that pertain to agricultural practices and to the production, manufacture, composition, packaging, labelling, grading, marketing, storage, advertising, importation and exportation of food products. [See 1.6 of this Guide.](#)

At the federal level, these include:

- the *Canada Agricultural Products Act (CAPA)* and *Regulations (CAPR)*
- the *Meat Inspection Act (MIA)* and *Regulations, 1990 (MIR, 1990)*
- the *Fish Inspection Act (FIA)* and *Regulations (FIR)*

The above legislation applies to federally registered or licensed plants. The *Canadian Agricultural Products Act (CAPA)* is a trade and commerce act with regulations pertaining to dairy products, eggs, processed eggs, fresh fruit and vegetables, honey, livestock and poultry carcass grading, maple products, and processed products (processed fruit and vegetables). The *Fish Inspection Act* and the *Meat Inspection Act* apply to fish and fish products and meat and meat products respectively, which are marketed through import, export and interprovincial trade. More information may be obtained through our website.

1.3 Other Relevant Federal Legislation

Other federal legislation may also have to be considered, such as:

- the *Competition Act*
- the *Trade-marks Act*
- the *Radio and Television Broadcasting Regulations* under the *Broadcasting Act*

The *Competition Act* and the *Trade-marks Act* are both administered by Industry Canada. [A Guide to Trade-marks](#) is available through the [Canadian Intellectual Property Office's website\(CIPO\)](#).

The *Radio and Television Broadcasting Regulations* under the *Broadcasting Act* are administered by the Canadian Radio-television and Telecommunications Commission (CRTC). ([For more information, see Chapter 3 of this Guide.](#))

Other legislation, such as the *Weights and Measures Act and Regulations*, can be relevant in some instances. (For a reference to the *Weights and Measures Act and Regulations*, [see 2.6 and 2.15 of this Guide, Net Quantity, and Labels of Shipping Containers.](#))

1.3.1 The Broadcasting Act

Broadcast advertising of alcoholic beverages is subject to the *Radio and Television Broadcasting Regulations* under the *Broadcasting Act* which require compliance with the Code for Broadcast Advertising of Alcoholic Beverages, revised February 1, 1997. Commercial messages must not be designed to promote the general consumption of alcoholic beverages. ([See 1.5.2 of this Guide.](#))

1.4 Purpose of Food Labelling

The food label is one of the most important and direct means of communicating product information between buyers and sellers. It is one of the primary means by which consumers differentiate between individual foods and brands to make informed purchasing choices.

A label serves three primary functions.

- It provides basic product information (including common name, list of ingredients, net quantity, durable life date, grade/quality, country of origin and name and address of manufacturer, dealer or importer).
- It provides health, safety, and nutrition information. This includes instructions for safe storage and handling, nutrition information such as the quantity of fats, proteins, carbohydrates, vitamins and minerals present per serving of stated size of the food (in the Nutrition Facts table), and specific information on products for special dietary use.
- It acts as a vehicle for food marketing, promotion and advertising (via label vignettes, promotional information and label claims such as "low fat", "cholesterol-free", "high source of fibre", "product of Canada", "natural", "organic", "no preservatives added", and so on).

1.4.1 Canadian Federal Food Labelling Responsibility

Federal responsibility for development of Canadian food labelling requirements is shared among two federal departments, Health Canada and the Canadian Food Inspection Agency (CFIA).

Health Canada

Health Canada is responsible, under the *Food and Drugs Act (FDA)*, for the establishment of policies and standards relating to the health, safety, and nutritional quality of food sold in Canada.

Canadian Food Inspection Agency

The Canadian Food Inspection Agency (CFIA) is responsible for the administration of food labelling policies related to misrepresentation and fraud in respect to food labelling, packaging and advertising (*FDA*), and the general agri-food and fish labelling provisions respecting grade, quality and composition specified in the *Canada Agricultural Products Act (CAPA)*, the *Meat Inspection Act (MIA)* and the *Fish Inspection Act (FIA)*. In addition, the CFIA has responsibility for

the administration of the food-related provisions of the *Consumer Packaging and Labelling Act (CPLA)*, including basic food label information, net quantity, metrication and bilingual labelling.

The CFIA is responsible for the enforcement of **all** of the above requirements.

1.4.2 CFIA's Food Labelling Information Service

The CFIA Food Labelling Information Service consolidates and coordinates voluntary federal food label reviews. This service is particularly directed to facilitating market entry for new businesses. (For contact information, see [1.6 of this Guide, Canadian Food Inspection Agency Food Labelling Information Service](#)).

1.4.3 CFIA's Label Registration Unit

Certain food labels **must** be registered by the CFIA Process, Formulation and Label Registration Unit.

1. Labels originating from **federally registered Canadian meat, poultry and processed fruit and vegetable establishments** require label registration as follows:

a) from Canadian federally registered meat and poultry establishments:

i) all labels intended for prepackaged products of prepared edible meat products for domestic sale, except:

- meat products exempted under paragraph 3(1)(i) of the *Meat Inspection Regulations*,
- salted Kosher meat, and
- salted casings; and

ii) all labels for single ingredient meat and poultry where an animal production claim is made such as "organic", "vegetable grain fed – no animal by-products" or "raised without antibiotics".

b) from Canadian federally registered establishments processing fruit and vegetable products:

- all labels intended for prepackaged products where grades, standards of identity and/or prescribed container sizes exist in the *Processed Products Regulations*.

2. Labels originating from **foreign meat, poultry and processed fruit and vegetable establishments** require label registration as follows:

a) from foreign establishments authorized to export meat products to Canada:

- i) same as from Canadian registered establishments; and
 - ii) all labels intended for prepackaged products of single ingredient edible meat products intended to be sold directly to consumers at the retail level in Canada.
- b) from foreign establishments wishing to import regulated processed fruit and vegetable products into Canada in larger than the largest (LTL) container sizes.

Submission of registration requests:

Label registration requests are to be submitted using form CFIA/ACIA 1478 accompanied by the appropriate number of labels and recipes. This form is available on the [CFIA website](#). Consult the CFIA Fees Notice to determine whether a fee is applicable for your product.

Mail completed registration forms to:

Clerk
Label and Recipe Registration Unit
Canadian Food Inspection Agency
8 Colonnade Road
Ottawa, Ontario
K1A 0Y9

1.5 Food Advertising Responsibilities

All advertising for food, including alcoholic beverages, is subject to the *Food and Drugs Act* and the *Food and Drug Regulations* and the *Consumer Packaging and Labelling Act and Regulations*. (See [Chapter 3 of this Guide](#).)

1.5.1 Radio and Television Advertising for Food

The Code of Ethics of the Canadian Association of Broadcasters states no commercial message containing a claim or endorsement of a food or non-alcoholic beverage to which the *Food and Drugs Act and Regulations* apply may be broadcast unless the script for the commercial message or endorsement has been approved by the Food and Beverage Clearance Section of Advertising Standards Canada (ASC) and carries a current script clearance number. (Please refer to [3.14 of this Guide](#).)

Advertisements are reviewed using criteria in the *Food and Drugs Act and Regulations* and other related explanatory documents. Information on the procedure for submitting scripts to ASC is found in [3.14 of this Guide](#).

1.5.2 Radio and Television Advertising for Alcoholic Beverages

Radio and television advertising for alcoholic beverages is regulated under the *Radio and Television Broadcasting Regulations* under the *Broadcasting Act*. Broadcasters must adhere to the *Code for Broadcast Advertising of Alcoholic Beverages* to maintain a Canadian Radio-Television and Telecommunication Commission (CRTC) licence. In response to a request from the alcoholic beverage advertisers and the broadcasters, Advertising Standards Canada (ASC) has established the Alcoholic Beverage Advertising Clearance Section to review and assign a clearance approval number to advertising copy. ([See 3.14 of this Guide.](#))

1.5.3 Print Advertising for Food and Alcoholic Beverages

There is currently no mandatory federal requirement for the review of print advertising for food and alcoholic beverages. Print ads, however, may be voluntarily submitted for review to any one of the offices of the Canadian Food Inspection Agency's Food Labelling Information Service. ([See 1.6 of this Guide.](#))

1.5.4 Provincial Jurisdiction for Alcoholic Beverage Advertising

Some provincial liquor boards have criteria for print advertising. It would therefore be advisable to verify this issue with the provincial liquor board of the province(s) where the promotion of alcoholic beverages will take place, to ascertain whether the print advertising must meet provincial requirements.

[See Chapter 10 of this Guide, "Guide to the Labelling of Alcoholic Beverages,"](#) for the *Addresses of Provincial and Territorial Liquor Boards*.

1.5.5 Internet Advertising and the World Wide Web

Canada considers information available through the Internet as advertising and as such, it is subject to the same criteria as other advertising.

1.6 Sources of Additional Information on Labelling and Claims

The following acts and regulations are available on the [Department of Justice Website](#) at: <http://canada.justice.gc.ca>

- i) the *Food and Drugs Act* and the *Food and Drug Regulations* (H41-1-2001 F (French) or E (English)),
- ii) the *Consumer Packaging and Labelling Act* (YX55-1985-C-38),
- iii) the *Consumer Packaging and Labelling Regulations* (RE910),
- iv) the *Canada Agricultural Products Act*,
- v) the *Meat Inspection Act*,

- vi) the *Fish Inspection Act*
- vii) the *Competition Act*
- viii) the *Trade-marks Act*

Office consolidations are available from **Canadian Government Publishing** at the address indicated below.

Canadian Government Publishing

Communication Canada

Ottawa, Ontario K1A 0S9

Telephone: 613-941-5995 or 1-800-635-7943

Facsimile: 613-954-5779 or 1-800-565-7757

Canadian Food Inspection Agency Food Labelling Information Service

Additional information on labelling and claims is available from offices of the Canadian Food Inspection Agency.

British Columbia

Canadian Food Inspection Agency

400-4321 Still Creek Avenue

Burnaby, British Columbia V5C 6S7

Tel. (604) 666-6513

Fax (604) 666-1261

Canadian Food Inspection Agency

1905 Kent Road

Kelowna, British Columbia V1Y 7S6

Tel. (250) 470-4884

Fax (250) 470-4899

Canadian Food Inspection Agency

103-4475 Viewmont Avenue

Victoria, British Columbia V8Z 6L8

Tel. (250) 363-3455

Fax (250) 363-0336

Alberta

Canadian Food Inspection Agency

7000 - 113 Street, Room 205

Edmonton, Alberta T6H 5T6

Tel. (780) 495-3333

Fax (780) 495-3359

Canadian Food Inspection Agency

110 Country Hills Landing NW, Suite 202

Calgary, Alberta T3K 5P3

Tel. (403) 292-4650

Fax (403) 292-5692

Saskatchewan

Canadian Food Inspection Agency

301-421 Downey Road

Saskatoon, Saskatchewan S7N 4L8

Tel. (306) 975-8904

Fax (306) 975-4339

Manitoba

Canadian Food Inspection Agency

269 Main Street, Room 613

Winnipeg, Manitoba R3C 1B2

Tel. (204) 983-2220

Fax (204) 983-6008

Ontario

Tel. 1-800-667-2657

e-mail: labelwindow@inspection.gc.ca

Central Region:

Canadian Food Inspection Agency

709 Main Street West

Hamilton, Ontario L8S 1A2

Tel. (905) 572-2201

Fax (905) 572-2197

Northeast Region:

Canadian Food Inspection Agency

38 Auriga Drive, Unit 8

Ottawa, Ontario K2E 8A5

Tel. (613) 274-7374

Fax (613) 274-7380

Toronto Region:

Canadian Food Inspection Agency

1124 Finch Avenue West, Unit 2

Downsview, Ontario M3J 2E2

Tel. (416) 665-5055

Fax (416) 665-5069

Southwest Region:

Canadian Food Inspection Agency

1200 Commissioners Road East, # 19

London, Ontario N5Z 4R3

Tel. (519) 691-1300

Fax (519) 691-0148

Canadian Food Inspection Agency

145 Renfrew Drive, Unit 160

Markham, Ontario L3R 9R6

Tel. (905) 513-5977

Fax (905) 513-5971

Quebec

All non-mandatory label reviews originating in Québec should go to the Trois-Rivières office:

Canadian Food Inspection Agency

25 des Forges Road, Suite 418

Trois-Rivières, Québec G9A 6A7

Tel. (819) 371-5207

Fax (819) 371-5268

Canadian Food Inspection Agency

Carillon Place II

7101 Jean Talon Street East, Suite 600

Anjou, Quebec H1M 3N7

Tel. (514) 493-8859

Fax (514) 493-9965

Canadian Food Inspection Agency

Place Iberville IV

Suite 100, 2954 Laurier Boulevard

Ste-Foy, Quebec G1V 5C7

Tel. (418) 648-7373

Fax (418) 648-4792

Nova Scotia

Canadian Food Inspection Agency

1992 Agency Drive

Dartmouth, Nova Scotia B3B 1Y9

Tel. (902) 426-2110

Fax (902) 426-4844

New Brunswick

Canadian Food Inspection Agency

850 Lincoln Road

P.O. Box 2222

Fredericton, New Brunswick E3B 5G4

Tel. (506) 452-4964

Fax (506) 452-3923

Prince Edward Island

Canadian Food Inspection Agency

690 University Avenue

Charlottetown, Prince Edward Island C1E 1E3

Tel. (902) 566-7290

Fax (902) 566-7334

Newfoundland

Canadian Food Inspection Agency

Northwest Atlantic Fisheries Centre

P.O. Box 5667

St. John's, Newfoundland A1C 5X1

Tel. (709) 772-8912

Fax (709) 772-5100

Chapter 2 - Basic Labelling Requirements

Food Labelling Requirements

The following basic food labelling requirements are discussed in this Chapter:

- Common name,
- Net quantity declaration,
- Dealer name and address,
- List of ingredients,
- Nutrition Facts table, and
- Durable life date.

2.1 Definitions [B.01.001; 2, FDA; 2, CPLA]

"Prepackaged product" means any food that is contained in a package in the manner in which it is ordinarily sold to or used or purchased by a person" [B.01.001]

"Label" includes any legend, word or mark attached to, included in, belonging to or accompanying any food, drug . . ." [2, FDA]

"Prepackaged product" means any product that is packaged in a container in such a manner that it is ordinarily sold to or used or purchased by a consumer without being re-packaged"[2, CPLA]

"Label" means any label, mark, sign, device, imprint, stamp, brand, ticket or tag [2, CPLA]

2.2 General Labelling Requirements [5(1), FDA; A.01.016, B.01.005 to B.01.008; 14 to 16, CPLA]

All of the information on food labels must be true and not misleading or deceptive, and the required information must be:

- Easily read and clearly and prominently displayed (with a recommended minimum type height of 1.6 mm (1/16 inch), based on the lowercase letter "o", unless otherwise specified); and
- On any panel except the bottom,* except for the information required to appear on the principal display panel.

* In certain cases, such as the Nutrition Facts table and the Durable Life Date, information may appear on the bottom panel in some instances (see 2.11.1 and Chapter 5 of this *Guide* for details).

2.3 Foods Requiring a Label [B.01.003; 4, CPLA]

All **prepackaged products** require a label with the following exceptions:

- One-bite confections, such as a candy or a stick of chewing gum, sold individually; and
- Fresh fruits or vegetables packaged in a wrapper or confining band of less than 1/2 inch (12.7 mm).

Note: Clerk-served foods which are packaged at the time of sale are not considered to be prepackaged foods and are therefore exempt from having a label.

2.4 Bilingual Requirements [B.01.012, B.01.054; 6,CPLR]

All **mandatory** information on food labels must be shown in both official languages, i.e., **French and English**, with one exception:

- The **identity and principal place of business** of the person by or for whom the prepackaged product was manufactured, processed, produced or packaged for resale, may be in either English or French.

In addition, **all information** on the labels of the following may be in one official language only:

- **Shipping containers** that are not offered for sale to consumers;
- **Local products** sold in a local area in which one of the official languages is the mother tongue of less than 10 percent of the residents;
- Official **test market products** (see 2.15, Test Market Foods); and
- **Specialty foods**, as defined by the *Food and Drug Regulations*.

The province of Quebec has additional requirements concerning the use of the French language on all products marketed within its jurisdiction. Information on these requirements can be obtained from:

Centre québécois d'inspection des aliments et de santé animale
200 Chemin Sainte-Foy
Québec, Québec G1R 4X6
Tel.: (418) 380-2120 and 1-800-463-5023
Fax: (418) 380-2169
email: dga@mapaq.gouv.qc.ca

Quebec French language labelling information can also be found at the Website of l'Office de la langue française: <http://www.olf.gouv.qc.ca/>

2.5 Common Name [B.01.001, B.01.006; 10, CPLA]

The **common name** of a food is:

- The name prescribed by the *FDR*, e.g., "orange juice from concentrate", "60% whole wheat bread", "milk chocolate", "mayonnaise"; or
- The name prescribed by any other federal regulation, e.g., mixed vegetables, breakfast sausage; or
- When **not** prescribed by regulation, the name by which the food is commonly known, e.g., orange drink, vanilla cookies, chocolate cake.

When a prescribed common name for a food is used, the product must meet the compositional standard established for the food by the applicable regulation. Conversely, when a food meets a prescribed compositional standard, the prescribed common name, when there is one, must be used.

The common name must be shown on the **principal display panel** of the food label (i.e., main panel) in **both French and English**, with a minimum type height of 1.6 mm (1/16 inch), based on the lowercase letter "o".

The common name must not be misleading. For example:

- It should not incorporate words unwarranted by the composition of the food.
- It should not improperly suggest a place of origin.
- It should not resemble, directly or phonetically, the name of another product for which it is an imitation or substitute.

2.5.1 Abbreviations

Abbreviations, including initials, should not be used if they lead to deception. Generally, the *Food and Drug Regulations* and the *Consumer Packaging and Labelling Regulations* do not permit the use of abbreviations to provide mandatory labelling information except where specified in the regulations or policies.

2.6 Net Quantity [4, *CPLA*; 14 and 18, *CPLR*; 9, *Weights and Measures Act*; 46 to 48, *Weights and Measures Regulations*]

Prepackaged products must have a **net quantity** declaration **with the following exceptions**:

- Prepackaged individual servings of food prepared by a commissary and sold in automatic vending machines or mobile canteens;
- Prepackaged individual portions of food that are served by a restaurant, airline, etc. with meals or snacks;
- Certain products (called catchweight products) which, due to their nature, cannot be packaged to a predetermined weight (e.g., turkeys, meat cuts, etc.) and are **sold to a retailer** by a manufacturer. The retailer is responsible for applying the net quantity declaration prior to offering the food for sale.

The *CPLA* and *CPLR* require net quantity declarations on labels of foods packaged for consumers and prescribe how the declaration must appear. The *Weights and Measures Act and Regulations* require a declaration of net quantity for foods **that have not been prepackaged for retail sale** (i.e., those foods not covered by the *CPLA*).

A **minimum type height** of 1.6 mm, based on the lowercase letter "o", is required for all information in the net quantity declaration, **except for the numerals** which are to be shown in bold face type and in the size shown in the following table.

2.6.1 Minimum Type Height for Net Quantity [14, *CPLR*]

≤ means less than or equal to

> means greater than

Area of Principal Display Surface		Minimum Type Height of Numerals	
square centimetres	square inches	millimetres	inches
≤32	≤5	1.6	1/16
> 32 to ≤258	> 5 to ≤40	3.2	1/8
> 258 to ≤645	> 40 to ≤100	6.4	1/4
> 645 to ≤2580	> 100 to ≤400	9.5	3/8
> 2580	> 400	12.7	1/2

The **net quantity** must be declared in **metric units** on the **principal display panel** on consumer packages in **both French and English**. The following **metric symbols** are considered to be **bilingual** (and should **not** be followed by any punctuation):

g - for grams

kg - for kilograms

ml, mL or mℓ - for millilitres

l, L or ℓ - for litres

In general, the net quantity must be indicated [21, *CPLR*]:

- **By volume** for liquids; e.g., millilitres, or litres (for amounts more than 1000 ml);
- **By weight** for solids; e.g., grams, or kilograms (for amounts more than 1000 g); or
- **By count** for certain foods, such as candied apples.

The net quantity must be **rounded** to three figures, unless the net quantity is below 100, when it may be rounded to two figures.

For example:

453.59 becomes 454

85.6 becomes 86

6.43 becomes 6.4

2.6.2 Canadian Units of Measure [17, CPLR]

Although **Canadian** (previously named "Imperial") units of measure are not required on labels, they are permitted to be used in addition to the required metric units. When the net quantity is shown in both metric units and Canadian units, the metric units should be declared first and the two must be grouped together on the label with no intervening material.

The Canadian units "fluid ounces" and "ounces" are not interchangeable terms. For example, fluids such as juices and soft drinks must always be described as "fluid ounces" rather than "ounces". The following conversions may be used:

1 fl oz Canadian = 28.413 ml

1 oz = 28.350 g

2.6.3 Canadian versus U.S. Measure

U.S. (American) units of measure may also be used on labels provided an appropriate and accurate metric net quantity is declared. The U.S. fluid ounce is slightly larger than the Canadian fluid ounce and, if shown, does not need to be identified as "U.S.".

The following conversion factors may be used:

1 fl oz U.S. = 1.041 fl oz Canadian = 29.574 ml

U.S. fluid measures, other than the U.S. fluid ounce, are smaller than Canadian measures and must be identified as "U.S." on the label. Non metric declarations (e.g., fluid ounces, pounds, quarts, etc.), if shown, may be in English **or** French.

2.7 Name and Address [B.01.007; 10, CPLA; 31, CPLR]

The **name and address** of the responsible party by or for whom a prepackaged product is manufactured or produced, must be declared on any part of the food container except the bottom, in a minimum type height of 1.6 mm (1/16 inch) based on the lowercase letter "o", in **either** French **or** English. The address must be complete enough for postal delivery within a reasonable delay.

When a product packaged for sale to consumers has been wholly produced or manufactured outside of Canada, and the label carries the name and address of a Canadian dealer, the terms

"imported by/importé par" or "imported for/importé pour" must precede this address, **unless** the geographic origin of the product is placed immediately adjacent to the Canadian name and address.

2.8 List of Ingredients [B.01.008, B.01.010]

Prepackaged multi-ingredient foods require an **ingredient list, with the following exceptions:**

- Prepackaged products packed from bulk at retail (except for mixed nuts and meat products packed by a retailer which contain phosphate salts and/or water: these products **do require** an ingredient list);
- Prepackaged individual portions of food served with meals or snacks by restaurants, airlines, etc. (e.g., coffee creamers, ketchup, etc.);
- Prepackaged individual servings of food prepared by commissaries and sold in mobile canteens or vending machines;
- Prepackaged meat, poultry and poultry meat by-products barbecued, roasted or broiled on the retail premises; and
- Standardized alcoholic beverages and vinegars.

In general, ingredients must be listed in **descending order of proportion by weight**, as determined before they are combined to make the food. The exceptions are spices, seasonings and herbs (except salt), natural and artificial flavours, flavour enhancers, food additives, and vitamin and mineral nutrients and their derivatives or salts, which may be shown at the end of the ingredient list in any order. The ingredient list must be shown in both **English and French** unless otherwise exempted by the *Food and Drug Regulations* [B.01.012].

2.8.1 Ingredient Common Name

- **Ingredients** and their **components (ingredients of ingredients)** must be declared by their common names in the list of ingredients on a food label. (See *Mandatory Common Names of Ingredients and Components*, Annex 2-1 of this Guide.)
- Certain foods and classes of foods, when used as ingredients, may be listed by **collective or class names**. (*Class Names for Ingredients*, Annex 2-2 of this Guide.)
- To assist consumers in making safe food choices, **the CFIA encourages industry to identify the source in the common name of ingredients**, such as hydrolysed plant proteins, starches, modified starches and lecithin (e.g., hydrolysed soy protein, *wheat* starch, modified *wheat* starch, *soy* lecithin).
- When preparations of vitamins, mineral nutrients, food additives and flavour enhancers, are added to foods, these must be shown in the list of ingredients by the common name of the **active ingredient(s)** present, e.g., vitamin A palmitate. Yeast preparations may be declared as "yeast".

2.8.2 Component Declarations

Components (ingredients of ingredients) can be declared either:

- In parentheses following the ingredient name in descending order of proportion by weight in the ingredient; **or**
- In descending order of proportion by weight in the finished food as if they were ingredients, without listing the ingredient itself.

Many foods, when used as ingredients in other foods, are exempt from a declaration of their components. (See *Ingredients Exempt from Component Declaration*, Annex 2-3 of this *Guide*.)

Certain **food preparations and mixtures**, including flavours and seasonings, when used as ingredients, are exempt from a declaration of **most** of their components. (See *Component Declarations*, Annex 2-4(a) of this *Guide*) The components which, if present, **must be declared as if they were ingredients** include salt, monosodium glutamate, hydrolyzed plant protein, aspartame, potassium chloride and any components which perform a function in, or have an effect on the final food, e.g., flavour enhancers. (See *Component Declarations*, Annex 2-4 of this *Guide*, sections (b) and (c).)

Allergic reactions: To assist consumers in avoiding the potentially serious consequences of allergic and sensitivity reactions to foods, the CFIA requires the inclusion of the following foods or their derivatives in food label ingredient lists when present as ingredients or components, even in those cases where these ingredients are otherwise exempted from declaration:

- **peanuts;**
- **tree nuts** (almonds, Brazil nuts, cashews, hazelnuts [filberts], macadamia nuts, pecans, pinenuts, pistachios, walnuts);
- **sesame seeds;**
- **milk;**
- **eggs;**
- **fish, crustaceans** (e.g., crab, crayfish, lobster, shrimp) and **shellfish** (e.g., clams, mussels, oysters, scallops);
- **soy;**
- **wheat,** and
- **sulphites.**

2.8.3 Declaration of Processing Aids

Processing aids are substances which are added to a food for a technological effect during processing and which are not present in the finished food product or are present at insignificant and non-functional levels. Note that food additives are **not** processing aids.

The substances listed in Table 2-1 below which are added to a food during processing for a "processing aid" function are not considered food ingredients, and are not required to be declared in the list of ingredients.

Processing Aids
Table 2-1

Substances Currently Exempt From Declaration in the List of Ingredients	
1.	Hydrogen for hydrogenation purposes, currently exempt under B.01.008
2.	Cleansers and sanitisers
3.	Head space flushing gases and packaging gases
4.	Contact freezing and cooling agents
5.	Washing and peeling agents
6.	Clarifying or filtering agents used in the processing of fruit juice, oil, vinegar, beer, wine and cider (The latter three categories of standardized alcoholic beverages are currently exempt from ingredient listing.)
7.	Catalysts that are essential to the manufacturing process and without which, the final food product would not exist, e.g., nickel, copper, etc.
8.	Ion exchange resins, membranes and molecular sieves that are involved in physical separation and that are not incorporated into the food
9.	Desiccating agents or oxygen scavengers that are not incorporated into the food
10.	Water treatment chemicals for steam production

2.9 Nutrition Facts Table

The Nutrition Facts table provides information on energy (Calories) and thirteen nutrients, based on a serving of stated size. The Nutrition Facts table must appear on the label in the prescribed manner. Refer to [Chapter 5 of this Guide](#) for detailed information on the presentation of the Nutrition Facts table and those situations where a product is exempt from this requirement.

2.10 Artificial Flavours [34, CPLR]

When an **artificial flavour** (e.g., artificial apple flavour) is added to a food, whether alone or with natural flavouring agents, and a vignette on a food label suggests the natural flavour source (e.g., picture of an apple), a declaration that the added flavouring ingredient is an **imitation, artificial or simulated** flavour must appear on or adjacent to the vignette in both French and English. ([See 3.3 of this Guide, Impressions and Vignettes.](#)) This regulation applies to foods packaged for sale to consumers. The information must be in at least the same type height as that required for the

numerals in the net quantity declaration. ([See Minimum Type Height for Net Quantity, 2.6.1 of this Guide.](#))

2.11 Durable Life Date [B.01.007]

"**Durable life**" is the period, starting on the day a food is packaged for retail sale, that the food will retain its normal wholesomeness, palatability and nutritional value, when it is stored under conditions appropriate for that product.

A **durable life date** ("**best-before**" date) is required on prepackaged foods with a durable life of 90 days or less, **with the following exceptions**:

- Prepackaged fresh fruits and vegetables;
- Prepackaged individual portions of food served by restaurants, airlines, etc. with meals or snacks;
- Prepackaged individual servings of food prepared by a commissary and sold in automatic vending machines or mobile canteens; and
- Prepackaged donuts.

2.11.1 Foods Packaged at Other Than Retail

When a food packaged at other than retail has a durable life of 90 days or less, a "**best before**"/"**meilleur avant**" date, and **storage instructions** (if they differ from normal room storage conditions), must be declared in both **French and English** on any panel except the bottom of the container. The date, however, may be placed on the bottom of the container, as long as a clear indication of its location is shown elsewhere on the label. [B.01.005 (4)]

The **bilingual symbols** for the months in the durable life date are as follows:

JA for JANUARY	JL for JULY
FE for FEBRUARY	AU for AUGUST
MR for MARCH	SE for SEPTEMBER
AL for APRIL	OC for OCTOBER
MA for MAY	NO for NOVEMBER
JN for JUNE	DE for DECEMBER

If the year is required for clarity, the durable life date must be given with the **year** first (at least the last two digits), followed by the **month** and then the **day**. An example of an acceptable declaration is as follows:

Best before
04 JN 28
Meilleur avant

2.11.2 Foods Packaged at Retail

Retail-packed foods with a durable life of 90 days or less may be labelled with either a durable life date and any necessary storage instructions, or a packaging date and accompanying durable life information, on the label or on a poster next to the food.

2.12 Previously Frozen

The words "previously frozen" must appear on the principle display panel or on an adjacent sign if frozen single ingredient meat or poultry (and their by-products), or single ingredient meat of any marine or fresh water animal (including fish) has been thawed prior to sale. Fish or other seafood which has been Frozen at Sea (FAS) and thawed prior to deboning, filleting, etc. must be labelled with a "previously frozen" statement.

Where **part** of a food referred to above has been frozen and thawed prior to sale, the words "made from fresh and frozen portions" or "made from fresh and frozen (naming the food)" shall be shown in the same manner as described above.

2.13 Standard Container Sizes [36, CPLR]

Container sizes have been standardized under the *CPLR* for certain foods prepackaged for sale to consumers. [These foods are listed in 2.13.1 of this Guide.](#) In addition, the *Canada Agricultural Products Act*, the *Fish Inspection Act* and the *Meat Inspection Act* have established standard sizes for selected fresh and processed fruits and vegetables, dairy, honey and maple products, fish and selected meat and poultry products.

2.13.1 Standard Container Sizes for Wine, Syrups and Peanut Butter [36, CPLR]

a) wine

- 50, 100, 200, 250, 375, 500 or 750 ml
- 1, 1.5, 2, 3 or 4 litre

b) glucose syrup and refined sugar syrup

- 125, 250, 375, 500 or 750 ml
- 1 litre, 1.5 litres
- more than 1.5 litres - multiples of 1 litre

C) peanut butter

- 250, 375, 500, 750 g
- 1, 1.5, 2 kg

2.14 Other Mandatory Information

Other mandatory information may be required depending on the food or the types of claims being made, e.g., percent alcohol by volume for alcoholic beverages [Division 2, *FDR*], percent milk fat for some dairy products [Division 8, *FDR*], percent acetic acid for vinegars [Division 19,

FDR], a declaration that a food contains or is sweetened with aspartame [Division 1, *FDR*], etc. Nutrient content declarations are required when nutrient content statements or claims are made ([see Chapter 5 of this Guide](#)). As with all mandatory information on labels, such statements must be in both **French and English** as required by B.01.012.

2.14.1 Food Irradiation

There are two aspects of food irradiation which are subject to federal controls: safety and labelling.

Division 26 of the *Food and Drug Regulations* recognizes food irradiation as a food process. From a safety perspective, Health Canada is responsible for regulations specifying which foods may be irradiated and the treatment levels permitted.

See the following Table 2-2 for the foods which may be irradiated and sold in Canada [B.26.003]

Irradiated Foods Which May be Sold in Canada
Table 2-2

Item	Food	Purpose of Treatment
1.	Potatoes	To inhibit sprouting during storage
2.	Onions	To inhibit sprouting during storage
3.	Wheat, flour, whole wheat flour	To control insect infestation in stored food
4.	Whole or ground spices and dehydrated seasoning preparations	To reduce microbial load

Regulations for the labelling of irradiated foods are administered by the CFIA and apply equally to all domestic and imported foods in Canada. The labelling regulations as outlined in the *Food and Drug Regulations* [B.01.035] require the identification of wholly irradiated foods with both a written statement such as "irradiated" or "treated with radiation" or "treated by irradiation" and the international symbol:



Ingredients that constitute more than 10 percent of the final food must be identified in the list of ingredients as "irradiated". Signs accompanying bulk, displays of irradiated foods are also required to carry the same identification as that shown on package labels. Advertisements for irradiated foods must clearly reveal that the food has been irradiated.

Shipping containers also require the identification of wholly irradiated foods with a written statement such as "irradiated" or "treated with radiation" or "treated by irradiation" but do not require the international symbol.

2.15 Labels of Shipping Containers [B.01.012]

Labels of shipping containers, such as those for commercial, industrial or institutional use, are exempt from bilingual labelling requirements. Shipping containers, for the purposes of this section, include both the outer cases and inner packages providing these are not for sale to consumers. **Containers used to ship prepackaged retail food products may show the mandatory information in either official language if these containers are not sold directly to consumers.** It is recommended that the labelling information be provided in the language of the client, but this is not required. Such products require a net quantity declaration under the *Weights and Measures Act* in either metric or Canadian measure. All other labelling information, as required by the *FDR*, must be provided as indicated in this document, including a list of ingredients.

2.16 Test Market Foods [6(1), CPLR; B.01.012]

In general, a **Test Market Food** must comply with current legislation in all respects, except for the bilingual labelling requirement and standardized container sizes under the *Consumer Packaging and Labelling Regulations*. Note: Other sets of regulations may also permit Test Market Foods, requirements should be verified with the applicable legislation.

By regulation, for a food to be granted a Test Market Food status, it must never have been sold in Canada in that form and must differ substantially from any other food sold in Canada with respect to its composition, function, state or packaging form. A Test Market Food includes food for which a manufacturer or distributor has been issued a Temporary Marketing Authorization Letter under *FDR* ([see 2.17 of this Guide](#)).

A dealer wishing to conduct a test market must, six weeks prior to conducting the test market, file a **Notice of Intention to Test Market** in the prescribed form and manner. The Notice of Intention to Test Market should be completed on company letterhead and should include the following:

- a) A **description** of the prepackaged product, together with submission of a **sample** in prepackaged form **or** alternatively, an **illustration** of the prepackaged product and the label;
- b) The **quantity** to be distributed;
- c) The **period of time** for test marketing (maximum period is 12 months); and
- d) The **geographic area or region** in which the test market is to be conducted.

- An entire province is considered too large an area for test-market purposes.
- Cities are generally accepted, provided they do not include a "local government unit" where either French or English is the "mother tongue" of 10 percent or more of the population **and** provided the mandatory label information is to be shown only in the other official language.
- Census information regarding potentially-restricted areas may be obtained from:

Statistics Canada
General Enquiries
R.H. Coates Building
Tunney's Pasture
Ottawa, Ontario K1A 0T6
Tel. (613)-951-8116
or
<http://www.statcan.ca>

- e) Dealers must also include information, with supporting data, to substantiate that the test market product was **not previously sold in Canada in that form** and to establish that it **differs substantially** from any other product sold in Canada with respect to its composition, function, state or packaging form.

The **Notice of Intention to Test Market** should be addressed to:

Director, Bureau of Food Safety and Consumer Protection
Canadian Food Inspection Agency
159 Cleopatra Drive
Nepean, Ontario, K1A 0Y9

2.17 Temporary Marketing Authorization Letter [B.01.054, B.01.055]

There is a distinction between a Test Market Food ([see 2.15 of this Guide](#)) and a food which has received **Temporary Marketing Authorization**.

A **Temporary Marketing Authorization Letter (TMAL)**, issued by the Assistant Deputy Minister of the Health Products and Food Branch, Health Canada, authorizes the sale of a food that does not meet one or more of the compositional, packaging, labelling or advertising requirements under the *Food and Drugs Act and Regulations*. The authorization is granted for a specified period of time, within a designated area and in a specified quantity for a specific manufacturer or distributor. A TMAL does **not** exempt foods from the requirements under the *Consumer Packaging and Labelling Act and Regulations*.

The purpose of a Temporary Marketing Authorization is to generate information in support of a proposed amendment to the *Food and Drug Regulations*.

For example, as a condition for obtaining a TMAL for the use of non-permitted labelling on a food, the companies involved agree:

- to use only those non-permitted labelling statements approved by the Health Products and Food Branch,
- to use these to carry out studies to determine consumer attitudes to the labelling and advertising material, and
- to submit the results of these studies to the Health Products and Food Branch.

Once the TMAL is issued, those manufacturers or producers of foods which are subject to mandatory label registration through the CFIA (such as registered meats and processed products), will be expected to follow normal procedures to register their labels ([see Chapter 1 of this Guide](#)).

Applications for a Temporary Marketing Authorization Letter should be addressed to:

Assistant Deputy Minister
Health Products and Food Branch
Health Canada
Ottawa, Ontario K1A 0L2

Questions regarding any procedural details in applying for the TMAL may be addressed to:

Chief, Nutrition Evaluation Division
Bureau of Nutritional Sciences, Food Directorate
Health Products and Food Branch
Health Canada
Ottawa, Ontario K1A 0L2
Tel. (613) 957-0352
Fax (613) 941-6636

2.18. Interim Marketing Authorization [B.01.056]

The Interim Marketing Authorization (IMA), allows the sale of foods not in compliance with the regulations while an amendment to permit their ongoing legal sale is being processed. Permission is given through the publication of a Notice of Interim Marketing Authorization in *Canada Gazette* Part I and is effective beginning on the date of publication.

Categories of amendments eligible for IMA are limited to a food which:

- a) contains an agricultural chemical or any of its derivatives in excess of the maximum residue limit that has been established in Division 15, or for which a maximum residue limit has not been established; or
- b) contains a veterinary drug in excess of the maximum residue limit established in Division 15, *FDR*, or for which a maximum residue limit has not yet been established; or

- c) contains a food additive in excess of the level of use listed in Division 16, *FDR*, or for which there are no provisions in Division 16, *FDR*; or
- d) contains an ingredient in a form not listed in the standard for that food in the *Food and Drug Regulations*; or
- e) contains an added vitamin or mineral nutrient for which no provision is found in the Table to Division 3, Part D, *FDR*, or which is present at a level that is at variance with the prescribed level.

An IMA does not have a fixed duration but remains in effect until the proposed regulatory amendment is promulgated in *Canada Gazette* Part II.

For more information, contact:

Director
Bureau of Food Regulatory, International and Interagency Affairs
A.L. 0702C
Health Canada
Ottawa, Ontario K1A 0L2
Tel. (613) 957-1828
Fax (613) 941-3537

Annex 2-1

Mandatory Common Names of Ingredients and Components [B.01.010(3)(a)]

The following table lists the **mandatory** common names for foods **used as ingredients or components** (ingredients of ingredients) in other foods.

Item	Ingredient or Component	Mandatory Common Name
1.	any oil, fat or tallow described in Section B.09.002 of Division 9, except lard, leaf lard or suet	the name of the meat from which the oil, fat or tallow is obtained plus "oil", "fat" or "tallow"
2.	shortening or margarine containing fats or oils, except shortening or margarine containing coconut oil, palm oil, palm kernel oil, peanut oil or cocoa butter	"shortening" or "margarine" modified by "vegetable oil" or "marine oil" or by the common name of the vegetable, animal or marine oil or fat used
3.	shortening or margarine containing coconut oil, palm oil, palm kernel oil, peanut oil or cocoa butter	"shortening" or "margarine" modified by the common name of the vegetable oil or fat used
4.	meat	the name of the meat

5.	poultry meat	the name of the poultry
6.	fish	the name of the fish
7.	plant protein product	the name of the plant plus "protein product"
8.	hydrolysed plant protein produced by the enzymatic process	"hydrolysed" plus the name of the plant plus "protein"
9.	any protein isolate	the name of the source of the protein plus "protein" or the common name of the protein isolate
10.	any meat by-product described in Section B.14.003, other than gelatin	the name of the meat plus "by-product" or the name of the meat plus the name of the meat by-product
11.	any poultry meat by-product described in Section B.22.003	the name of the poultry plus "by-product" or the name of the poultry plus the name of poultry meat by-product
12.	any oil or fat referred to in Section B.09.002 that has been hydrogenated or partially hydrogenated, including tallow, but not including lard	"hydrogenated" plus the name of the meat from which the oil, fat or tallow is obtained, plus "oil", "fat" or "tallow"
13.	any oil or fat referred to in Section B.09.002 of Division 9, including tallow, that has been modified by the complete or partial removal of a fatty acid	"modified" plus the name of the meat from which the oil, fat or tallow is obtained, plus "oil", "fat" or "tallow"
14.	one or more vegetable fats or oils that have been hydrogenated or partially hydrogenated except coconut oil, palm oil, palm kernel oil, peanut oil or cocoa butter	"hydrogenated vegetable oil" or "hydrogenated vegetable fat" or "hydrogenated" plus the specific name of the oil or fat
15.	coconut oil, palm oil, palm kernel oil, peanut oil or cocoa butter that has been hydrogenated or partially hydrogenated	"hydrogenated" plus the specific name of the oil or fat
16.	one or more marine fats or oils that have been hydrogenated or partially hydrogenated	"hydrogenated marine oil" or "hydrogenated marine fat" or "hydrogenated" plus the specific name of the oil or fat
17.	one or more vegetable fats or oils that have been modified by the complete or partial removal of a fatty acid, except coconut oil, palm oil, palm kernel oil,	"modified vegetable oil" or "modified vegetable fat" or "modified" plus the specific name of the oil or fat

	peanut oil or cocoa butter	
18.	coconut oil, palm oil, palm kernel oil, peanut oil or cocoa butter that has been modified by the complete or partial removal of a fatty acid	"modified" plus the specific name of the oil or fat
19.	one or more marine fats or oils that have been modified by the complete or partial removal of a fatty acid	"modified marine oil" or "modified" plus the specific name of the oil or fat

Annex 2-2

Class Names for Ingredients [B.01.010(3)(b)]

The following table provides optional common names for foods or classes of foods used as ingredients or components in other foods. These collective names may be used provided that none of the individual ingredients/components of that class is shown separately in the list of ingredients by its common name.

Item	Ingredient or Component	Optional Common Name
1.	one or more vegetable fats or oils, except coconut oil, palm oil, palm kernel oil, peanut oil or cocoa butter	"vegetable oil" or "vegetable fat"
2.	one or more marine fats or oils	marine oil
3.	one or more of the colours listed in Table 3 of Division 16, except annatto where used in accordance with paragraph B.14.031(i) or clause B.14.032(d)(xvi)(A) and except allura red and sunset yellow FCF where used in accordance with clauses B.14.032(d)(xvi)(B) and (C), respectively.	colour
4.	one or more substances prepared for their flavouring properties and produced from animal or vegetable raw materials or from food constituents derived solely from animal or vegetable raw materials	flavour
5.	one or more substances prepared for their flavouring properties and derived in whole or in part from components obtained by chemical synthesis	"artificial flavour", "imitation flavour" or "simulated flavour"

6.	one or more spices, seasonings or herbs except salt	"spices", "seasonings" or "herbs"
7.	any of the following in liquid, concentrated, dry, frozen or reconstituted form, namely, butter, buttermilk, butter oil, milk fat, cream, milk, partly skimmed milk, skim milk and any other component of milk the chemical composition of which has not been altered and that exists in the food in the same chemical state in which it is found in milk	milk ingredients
7.1	any of the following in liquid, concentrated, dry, frozen or reconstituted form, namely, calcium-reduced skim milk (obtained by the ion-exchange process), casein, caseinates, cultured milk products, milk serum proteins, ultrafiltered milk, whey, whey butter, whey cream and any other component of milk the chemical state of which has been altered from that in which it is found in milk	modified milk ingredients
7.2	one or more ingredients or components set out in item 7 combined with any one or more ingredients or components set out in item 7.1	modified milk ingredients
8.	any combination of disodium phosphate, monosodium phosphate, sodium hexametaphosphate, sodium tripolyphosphate, tetrasodium pyrophosphate and sodium acid pyrophosphate	"sodium phosphate" or "sodium phosphates"
9.	one or more species of bacteria	bacterial culture
10.	one or more species of mould	"mold culture" or "mould culture"
11.	preparation containing rennin	rennet
12.	milk coagulating enzymes from <i>Aspergillus oryzae</i> RET-1 (pBoel777), <i>Endothia parasitica</i> , <i>Mucor miehei</i> or <i>Mucor pusillus</i> Lindt	microbial enzyme
13.	one or more substances the function of	the name of the plant or animal source

	which is to impart flavour and that are obtained solely from the plant or animal source after which the flavour is named	plus the word "flavour"
14.	toasted wheat crumbs made by cooking a dough prepared with flour and water, which may be unleavened, or chemically or yeast leavened, and which otherwise complies with the standard prescribed by Section B.13.021 or B.13.022	toasted wheat crumbs
15.	that portion of chewing gum, other than the coating, that does not impart sweetness, flavour or colour	gum base
16.	sugar, liquid sugar, invert sugar or liquid invert sugar, singly or in combination	sugar
17.	glucose syrups and isomerized glucose syrups, singly or in combination, where the fructose fraction does not exceed 60 percent of the sweetener on a dry basis	glucose-fructose
18.	glucose syrups and isomerized glucose syrups, singly or in combination, where the fructose fraction exceeds 60 percent of the sweetener on a dry basis	fructose syrup
19.	sugar or glucose-fructose, singly or in combination	sugar/glucose-fructose
20.	water to which carbon dioxide is added	carbonated water
21.	one or more of the following food additives, namely, potassium bisulphite, potassium metabisulphite, sodium bisulphite, sodium metabisulphite, sodium sulphite, sodium dithionite, sulphurous acid and sulphur dioxide	"sulphiting agents" or "sulphites"
22.	demineralized water or water otherwise treated to remove hardness or impurities, or fluoridated or chlorinated water	water
23.	wine vinegar, spirit vinegar, alcohol vinegar, white vinegar, grain vinegar, malt vinegar, cider vinegar or apple vinegar, singly or in combination	vinegar

Annex 2-3

Ingredients Exempt from Component Declaration [B.01.009(1)]

The following table lists foods which, when used as **ingredients** in other foods, are **exempt** from a declaration of their **components** (ingredients of ingredients).

However, a pre-packaged food product labelled with a list of ingredients is unsafe for people with food allergies if some of those ingredients or components are priority allergens and are not declared on the label. Failure to declare allergenic components may be contrary to Subsection 5(1) of the Food and Drugs Act and Subsection 7(1) of the Consumer Packaging and Labelling Act. These products may therefore be subject to regulatory measures taken by the CFIA, including a product recall.

Item	Ingredient
1.	butter
2.	margarine
3.	shortening
4.	lard
5.	leaf lard
6.	monoglycerides
7.	diglycerides
8.	rice
9.	starches or modified starches
10.	bread subject to compositional standards in Sections B.13.021 to B.13.029
11.	flour
12.	soy flour
13.	graham flour
14.	whole wheat flour
15.	baking powder
16.	milks subject to compositional standards in Sections B.08.003 to B.08.027
17.	chewing gum base
18.	sweetening agents subject to compositional standards in Sections B.18.001 to B.18.018

19.	cocoa, low-fat cocoa
20.	salt
21.	vinegars subject to compositional standards in Sections B.19.003 to B.19.007
22.	alcoholic beverages subject to compositional standards in Sections B.02.001 to B.02.134
23.	cheese for which a standard is prescribed in Division 8, if the total amount of cheese in a prepackaged product is less 10 percent of that packaged product
24.	jams, marmalades and jellies subject to compositional standards in Sections B.11.201 to B.11.241 when the total amount of those ingredients is less than 5 percent of a prepackaged product
25.	olives, pickles, relish and horseradish when the total amount of those ingredients is less than 10 percent of a prepackaged product
26.	one or more vegetable or animal fats or oils for which a standard is prescribed in Division 9, and hydrogenated, modified or interesterified vegetable or animal fats or oils, if the total of those fats and oils contained in a prepackaged product is less than 15 percent of that prepackaged product
27.	prepared or preserved meat, fish, poultry meat, meat by-product or poultry by-product when the total amount of those ingredients is less than 10 percent of a prepackaged product that consists of an unstandardized food
28.	alimentary paste that does not contain egg in any form or any flour other than wheat flour
29.	bacterial culture
30.	hydrolysed plant protein
31.	carbonated water
32.	whey, whey powder, concentrated whey, whey butter and whey butter oil
33.	mould culture
34.	chlorinated water and fluorinated water
35.	gelatin
36.	toasted wheat crumbs used in or as a binder, filler or breading in or on a food product

Annex 2-4 Component Declarations

a) Preparations Exempt from a Component Declaration [B.01.009(2)]

The following table lists food preparations and mixtures which, when used as ingredients in other foods, are **exempt** from a declaration of their components (**except** for the components listed in the **following tables b) and c)**).

However, a pre-packaged food product labelled with a list of ingredients is unsafe for people with food allergies if some of those ingredients or components are priority allergens and are not declared on the label. Failure to declare allergenic components may be contrary to Subsection 5(1) of the Food and Drugs Act and Subsection 7(1) of the Consumer Packaging and Labelling Act. These products may therefore be subject to regulatory measures taken by the CFIA, including a product recall.

Item	Preparation/Mixture
1.	food colour preparations
2.	flavouring preparations
3.	artificial flavouring preparations
4.	spice mixtures
5.	seasoning or herb mixtures
6.	vitamin preparations
7.	mineral preparations
8.	food additive preparations
9.	rennet preparations
10.	food flavour-enhancer preparations
11.	compressed, dry, active or instant yeast preparations

b) Components of Preparations Which Must ALWAYS Be Declared [B.01.009(3)]

The following substances, when present in the preparations and mixtures listed in table a) above, must **always be shown by their common names** in the list of ingredients of the food to which the preparation or mixture is added, as if they were ingredients of that food.

1.	salt
2.	glutamic acid or its salts, includes monosodium glutamate (MSG)
3.	hydrolysed plant protein
4.	aspartame

5.	potassium chloride
6.	any ingredient or component that performs a function in, or has any effect on, that food

c) Components of Foods which Must ALWAYS Be Declared [B.01.009(4) and B.01.009(5)]

- i) The following foods must **always be listed by name** in the list of ingredients when they are present in the foods listed in Annex 3 and the preparations and mixtures listed in table a) above.

1.	peanut oil
2.	hydrogenated peanut oil, including partially hydrogenated peanut oil, as per B.01.010 (14)
3.	modified peanut oil

- ii) **Lysozyme from egg white** must **always be listed by name** in the list of ingredients, including when present in cheese that makes up less than 10 percent of a prepackaged product (item 23, Annex 3) or in a sandwich made from bread. Lysozyme from egg white is permitted in "(naming the variety) cheese" and cheddar cheese [B.08.033, B.08.034].

Chapter 3 - Advertising Requirements

3.1 General Principles

In general, mandatory information or claims that are acceptable on a food label may also be used to advertise that food. Unacceptable label information is generally also not acceptable in advertising. Therefore, manufacturers and advertisers should ensure that their labels comply with federal statutes before developing advertisements for the foods.

Food manufacturers wishing an opinion on a label may request government officials to review the specific label. ([See 1.6 of this Guide : Canadian Food Inspection Agency Food Labelling Information Service.](#)) However, a label review does not constitute a review of the advertising script, which will be discussed later in this Chapter.

3.2 Common Names

In advertisements, a food should be described by its common name. For example, orange juice from concentrate [B.11.133] should be described as "orange juice from concentrate" and not "orange juice". After referring to the product by its proper common name at least once in the

advertisement, it may be acceptable to use the generic term "juice" or the brand name for subsequent or additional references. Ingredients mentioned in advertising should also be designated by their common names. ([See 4.2 of this Guide for a comprehensive discussion of Common Names, Coined Names, Trade Names and Brand Names.](#))

3.3 Impressions

The words and visual depictions used in advertisements as well as the impressions they create are important. Any exaggeration or innuendoes, such as the depiction of incredible performance or feats, associated with the consumption of a food should be avoided, as they may create false, misleading, or deceptive impressions. Similarly, illustrations of scientific equipment and machinery should not be used if they might offend Section 5(1) of the *FDA* or Section 7(1) of the *CPLA*. [Refer to 3.4.5 of this Guide, Reference to Laboratories, for more information.](#)

Under Section 7 of the *Consumer Packaging and Labelling Act*, it is considered false or misleading to use any expression, word, figure, depiction, symbol or other device that implies that an ingredient is present when it is not, or that implies an ingredient is not present when it is present.

Ingredients that are not present in a food may not be illustrated on the label of the food or in an advertisement **unless** it is made clear that the ingredient is not a part of the food.

Note that **qualifying statements or disclaimers** cannot be used to correct a false or misleading statement or vignette. Some labels and advertisements use asterisks if they need to direct the consumer's attention to a statement in an obscure location. However, it is **not acceptable** to use this technique to explain that a featured statement or vignette is not exactly what it appears to be. It **is acceptable** to use asterisks to direct the consumer's attention to additional information which is not mandatory.

3.3.1 Failure to Disclose

It is unacceptable to use partial truths to create a false impression concerning a food. This includes the failure to disclose the essential facts concerning the properties or composition of the food being advertised, particularly when emphasis is given to the more desirable characteristics or to expensive ingredients.

For example, it is technically possible to simulate meats, nuts, chocolate, etc. that have the physical appearance, texture and taste of the food simulated. Advertisements for the products must disclose the presence of the simulated nuts, meat or chocolate, especially when the nuts, meat or chocolate content of the food is emphasized. The advertisement must not create an erroneous impression that more of the real ingredients are present than is the case.

An erroneous impression may be created by illustrations as well as by words, which is why any pictorial representation of the product must accurately portray the product.

3.4 Avoiding Misleading Description

Words that have no explicit meaning when used to describe foods create false, deceptive or misleading impressions about the food or its consumption, and often lead to claims that are misunderstood by consumers.

In general, the meaning of descriptive words should be clear. Words such as "**balanced**" or "**prescribed**" should be avoided as they are often misunderstood and are consequently misleading.

Words or phrases implying that a food is nutritionally perfect should not be used. Superlatives such as "**best**", words of unusual emphasis such as "**sensational**" and comparatives such as "**better**" and "**superior**" are all likely to be regarded as misleading or deceptive.

Special care must be taken when using comparisons to provide sufficient information to enable consumers to evaluate the claim. ([See 3.7 of this Guide.](#))

3.4.1 Alarmist Advertising

Advertisers should not create alarm by suggesting that any one food is essential to health or nutritional well-being. Conversely, advertisers should not claim that a competitor's product contains harmful or undesirable ingredients or constituents or that other foods may not be as nutritious as their own. Advertisers should not suggest some foods are good while others are bad nor associate guilt with certain foods ([see Chapter 8 of this Guide, Health Claims](#)).

3.4.2 Atmosphere

The creation of a vague, mysterious, provocative or otherwise unusual atmosphere that has no relation to the product or its origin should be avoided.

3.4.3 Accuracy in Illustrations

Pictures and charts are common and valuable aids to advertising. These aids should not be used to deceive, mislead or misrepresent the qualities or value of a product.

Where the picture professes to represent the food offered for sale, the actual marketplace product should be shown. If the product must be prepared, then the product prepared according to directions should be shown in the picture.

3.4.4 Illustrations of People

Several principles govern the use of illustrations of people in advertisements.

- Where pictures purport to represent a known person, the actual person should be portrayed in the advertisement.

- Representations of professional people, like illustrations of laboratories or of scientific apparatus ([see 3.4.5, below](#)), should not be used to create "atmosphere" if they have no direct connection with the product.
- "Before and after" pictures are to be avoided.

3.4.5 Reference to Laboratories

The term "**laboratory**" suggests scientific personnel, scientific equipment and scientific research. Advertisements should not imply that a company maintains a laboratory unless actual laboratory functions are carried out by, or under, the direct supervision of, qualified scientific personnel.

3.5 Supporting References

References, whether to scientific literature, media reports, general publications or surveys, must be used with care to avoid confusing or misleading the consumer.

3.5.1 Scientific and Technical References and Terms

Statistics and references from technical literature are usually unsuitable for commercial advertising. In cases where the subject is controversial or where there are differences of scientific opinion, it is misleading to choose only favourable opinions with no indication that an equally-competent authority has given an unfavourable opinion. Any scientific and/or technical references are subject to restrictions set out in the *Food and Drugs Act and Regulations*.

Scientific and technical terms may not be properly understood by the public. Therefore, they should be avoided in advertising directed at the general public, unless fully explained.

Coined technical terms should not be invented to impress the potential purchaser. However, there is no objection to registered trade names of ingredients appearing on the label (e.g., NutraSweet), providing:

- their use does not create a misleading impression with respect to the product being sold,
- the trade name does not appear within the list of ingredients, and
- the ingredient(s) associated with the trade name is properly declared within the list of ingredients by using the common name of the ingredient and when required, declaring its components.

3.5.2 Statutory References and Terms [B.01.013]

Any reference, direct or indirect, to the *Food and Drugs Act and Regulations* on any food label or in any food advertisement is prohibited by B.01.013, unless the reference is specifically required or permitted by the Act or Regulations.

Terms which are defined in any statute of the Parliament of Canada and regulations made pursuant thereto, are expected to comply with the specified legal definition when used in advertising. Terms such as "ingredient", "durable life", "packaging date", "age of an alcoholic beverage" and "vitamin" are examples of terms defined in the *Food and Drug Regulations*. For example, if a label of a meat claims "contains no filler", none of the ingredients defined as "filler" in B.14.001 may be present in the product.

Consumer perception of the meanings of the terms must also be considered.

3.5.3 Reference to Media Reports and Publications

In food advertisements, it is not acceptable to quote from press reports, magazines or other publications if the quoted statement would not be permissible under the *Food and Drug Regulations*. Generally, government publications also should not be used as a basis for advertising claims or references unless they comply with the *Food and Drugs Act and Regulations*.

The wording used in excerpts from press reports, magazines and government publications may not be acceptable. Even if the information is factual, the wording in food advertisements must be in compliance with all applicable provisions of the *Food and Drug Regulations*. In some cases, quotations taken out of context can be considered misleading.

3.5.4 Reference to Surveys and Questionnaires

Surveys and questionnaires are used to obtain opinions on foods from selected groups of consumers. Opinions on flavour, texture, taste and appearance of foods are usually not objectionable if the claims can be substantiated and are not derogatory. For example, claims such as "Inuits say that Super brand orange juice is the best tasting," must be supported by an adequate survey.

Advertisement Standards Canada has prepared a publication, *Guidelines for the Use of Comparative Advertising in Food Commercials*. It outlines the criteria for the use of research and survey data in support of advertising claims, which includes types of claims, research methods for consumer studies and documentation required to support a claim. [See 3.14 of this Guide](#) for contact information and to obtain a copy.

Opinions pertaining to nutrition, composition and market share may be objectionable unless expressed in a manner which complies with the Food and Drugs Act and Regulations. Claims such as, "Our product is the best tasting" could require substantiation or else be open to competitive challenge.

3.6 Endorsements, Awards and Seals of Approval

Chapter 8 of this *Guide* deals with *Third-Party Endorsements, Logos and Seals of Approval*.

In general, endorsements must be used with care.

- **Professional endorsements** for specific foods and diets may be misleading and generally are considered inappropriate for advertising purposes. The advertiser is responsible for ensuring that the endorsers are, in fact, whom they appear to be and/or are legitimate representatives of the group or organization for whom they speak. As well, their statements must not violate the *Food and Drugs Act and Regulations* or the *Competition Act*.
- When awards, seals and certificates of approval are cited, the consumer should be made fully aware of the reasons for which they were granted.
- **Awards** should be mentioned **only** if the praiseworthy qualities for which the award was won are also outlined and are still valid for the product. The date of the award should also be mentioned. Any suggestion that the food product is nutritionally superior to others, or that the award was won for reasons other than those for which it was actually won, may be misleading, false, and deceptive.
- Descriptive terms implying certification (e.g., "**certified**", "**approved**" or "**certificate of analysis**"), may be misleading unless the facts pertaining to the "certification" or "approval" are known to the consumer, or are shown on the label or in the advertisement. One acceptable use of certification, for example, is the inspection legend under the *Meat Inspection Act*, which indicates that the product containing the meat ingredient comes from an establishment under the jurisdiction of the Canadian Food Inspection Agency (CFIA).
- **Personal opinions**, testimonials, honest convictions or alleged new discoveries are judged in the same manner as other claims. ([See 3.5.4, Surveys and Questionnaires, earlier in this chapter](#))

Endorsements or testimonials which deal with the sensory qualities of a product, such as flavour, texture, taste, appearance or similar attributes, are usually acceptable when these claims can be readily evaluated by consumers.

3.7 Using Comparisons Carefully

For comparative claims related to the nutrient content of food, [see Chapter 7 of this Guide, Nutrient Content Claims](#). For a fuller discussion of comparative food advertising, Advertising Standards Canada has prepared a publication, *Guidelines for the Use of Comparative Advertising in Food Commercials*. It outlines criteria for comparative advertising in food and non-alcoholic beverage commercials, along with practical guidelines for the use of these criteria. While subsection 5(1) of the *Food and Drugs Act* does not make specific reference to comparative advertising, the *Guidelines on Comparative Food Advertising* provide some assistance when determining if an advertisement is false or misleading.

Copies of this publication may be obtained from Advertising Standards Canada. [See 3.14 of this Guide for more information.](#)

Foods (or selected food factors) cannot be compared **unless** the comparison is complete, and the foods are similar in character, composition or other attribute of the food relevant to the comparison being made. The comparison of one food with another should not create doubt about the value of the other food. Considerable care must be taken, especially:

- i) when comparing solid foods with liquid foods either on a mass-for-mass or volume-for-volume basis;
- ii) when comparing a food consumed in small quantities with one consumed in large quantities; and
- iii) when comparing a food eaten occasionally with one that is consumed regularly.

3.7.1 Dangling Comparisons

Words such as "better" and "richer" often imply a comparison without indicating the factor being compared or the product used as a reference point. Without these clarifications, a comparison is incomplete and could be misleading. For example, if a product is an improvement over one previously made by the same firm, this should be clearly indicated along with the nature of the improvement.

Similarly, foods are often described as "**new**" or "**improved**". The term "new" implies that the food has never before been offered for sale by the manufacturer, or that the product has been substantially altered. However, in many cases, the term "new" simply describes the packaging, the labelling or such factors as a new flavour.

"Improved" implies that the food, or some aspect of the food, has been modified to make it better than before. The way in which a food is new or improved should be stated on the label and in advertisements, unless the reason is perfectly clear.

The claim that a product is "new" or "improved" is valid for a period of **one year or less** in the region where it is made. After that period, the claim would be considered misleading: the altered product could no longer be considered "new". However, manufacturers that have distinct marketing areas for their products (e.g., different plants supplying different regions of the country), could choose to phase in the "new" version of the product, using a different schedule in each market area. For example, a company with seven distinct marketing areas could decide to introduce the new version of its product in Winnipeg, and then in a different area of the country every two months. In a year, the product would no longer be "new" in Winnipeg, but it might well be new in another region.

3.7.2 "Light" Products

The use of "light", "lite" or any other phonetic rendering of the word as a nutrition claim is restricted to products which meet the criteria for "light in energy or fat", as set out in item 45 of the table following B.01.513. ([See 7.10 of this Guide for a fuller explanation.](#))

The term "light" is also permitted when it refers to a product's **sensory characteristics** (e.g., light in colour, taste, flavour etc.). In this case, the sensory characteristic to which the term refers must accompany the claim.

The sensory characteristic shall be shown adjacent to the most prominent light statement or claim (e.g., "light tasting", "lite coloured"), without any intervening printed, written or graphic material, in letters of at least the same size and prominence as the most prominent claim. A claim on the principal display panel is considered to be more prominent than any claim elsewhere on the label.

Some exceptions to the use of the term 'light', which are specifically provided for in the *Food and Drug Regulations*, are also set out in [7.10 of this Guide, Light Claims](#), which outlines the use of the term in conjunction with products such as maple syrup and rum (to indicate a paler colour), beer (to indicate a lower alcoholic content), salt fish (to indicate a lower level of salt) and syrup (to indicate a lower sugar content in the packing medium for canned fruit) [B.01.502(2)].

Similar criteria apply when the sensory characteristic "light" is found within an advertisement. In print advertising and in the visual portion of a television ad, the requirements are the same as those for a label, with the additional stipulation that the sensory characteristic must appear concurrently and for the same amount of time as the claim for television ads. For radio and the audio portion of television advertisements, the sensory characteristic must be stated either immediately before or immediately after the "light" claim.

3.8 Appropriated or Inferred Claims

It is misleading to make a claim for a product or its use so that the merits of another article, with which it may be associated or used, are directly or indirectly appropriated to the product being promoted.

3.9 Language Requirements

There are no bilingual requirements under federal statutes concerning food advertising. There are, however, bilingual requirements respecting mandatory statements on the labels of prepackaged products. ([See 2.4 of this Guide, Bilingual Requirements.](#))

3.10 Net Contents [paragraph 7(2)(a), CPLA]

Claims such as "big litre", "jumbo litre" and "full litre" must not be used, since they contravene the *Consumer Packaging and Labelling Act* which prohibits any qualification of the declared net quantity of a prepackaged product. ([See also 2.6 of this Guide, Net Quantity](#))

3.11 Labels in Advertisements

Generally, labels depicted in advertisements should be current labels. Partial reproductions may be used in advertisements if the information shown is meaningful to consumers and is not misleading or deceptive. Mandatory statements that appear near the common name should not

be removed in any partial reproduction of a label. For example, these label statements should not be removed: "previously frozen" and "artificial smoke flavouring added" where applicable for meats and "carbonated" for carbonated mineral waters.

3.12 Advertisements for Bulk Beef, Veal, Pork and Lamb [B.14.018], [B.14.019]

The *Food and Drug Regulations* apply to the advertising of beef, veal, pork and lamb carcasses. Where a carcass or a portion weighing over seven kilograms is advertised for sale, the advertisement must include an **indication of the grade** assigned to the carcass by a Canadian or foreign grading authority. If no grade has been assigned, the advertisement must indicate that the carcass has not been graded.

Further requirements apply when that same meat advertisement states a **selling price**.

B.14.019. (1) Where a carcass of beef, veal, pork or lamb or a portion thereof that weighs 7 kg or more is advertised for sale and a selling price is stated in the advertisement, the advertisement shall

- (a) contain the words "price per kilogram is based on carcass weight before cutting, boning and trimming" or the words "price per kilogram is based on the weight of the meat after cutting, boning and trimming", whichever words are applicable; and
- (b) where in addition to the selling price a charge is payable for cutting, boning, trimming, wrapping or freezing the carcass or portion thereof, indicate
 - (i) the amount of the additional charge, and
 - (ii) where the additional charge is payable on a price per unit weight basis, whether the additional charge is based on the weight of the carcass or portion thereof before or after the carcass has been cut, boned and trimmed.

(2) Any information required by subsection (1) to appear in an advertisement shall be located therein immediately adjacent to the selling price stated therein, without any intervening written, printed or graphic matter.

3.13 Educational Advertising

All statements designed to promote the consumption or sale of a food are considered to be advertising and therefore are subject to a variety of legislation:

- the *Food and Drugs Act and Regulations*,
- the *Consumer Packaging and Labelling Act* [Section 7],
- other federal or provincial statutes and guidelines, including the *Competition Act* [subsections 52(1), 52.1 and 74.02], and the *Trade-marks Act* [Section 7],

When developing educational material which may be used in an advertisement, one must ensure that it contains no false or misleading claims and that all statements comply with the above-mentioned Acts and Regulations ([see Educational Material Versus Advertising Material, 8.10 of this Guide](#)).

3.14 Broadcast Advertising

Advertising Standards Canada (ASC) can review broadcast advertising scripts to promote compliance with the *Food and Drugs Act* and the *Food and Drug Regulations* and the *2003 Guide to Food Labelling and Advertising*. Staff review advertising copy to confirm that food is not advertised in a manner which is false, misleading, deceptive or likely to create an erroneous impression regarding its character, value, quantity, composition, merit or safety (Subsection 5(1) *Food and Drugs Act*). Copy is also reviewed with respect to opinions pertaining to nutrition, composition and market share which should be expressed in a manner which complies with the *Food and Drugs Act* and the *Food and Drug Regulations*.

Broadcast advertisements for a food advertiser or for a food product may be cleared by the Advertising Standards Canada. However, advertisements that do not make a "Food and Beverage Claim" are exempt from clearance.

Advertising Standards Canada has prepared the following publications :

- Script Clearance Procedure for Broadcast Advertisement
- Guidelines for the Use of Research and Survey Data in Support of Advertising Claims
- Guidelines on Comparative Food Advertising
- Alcoholic Beverage Broadcast Advertising Clearance Procedure and Form
- "No Claim" Food and Beverage Broadcast Advertising: Clearance Exemption Policy Document

Copies of the abovementioned publications may be obtained from:

Advertising Standards Canada
Suite 1801, South Tower
175 Bloor Street East
Toronto, Ontario M4W 3R8
Tel. (416) 961-6311
Fax (416) 961-7904
Internet: www.adstandards.com

Or

Normes canadiennes de la publicité
4823, rue Sherbrooke ouest, Suite 130
Montréal (Québec) H3Z 1G7
Tel. (514) 931-8060

Fax (514) 931-2797

Internet : www.adstandards.com

Chapter 4 - Composition, Quality, Quantity and Origin Claims

4.1 General Impressions

Refer to [Chapter 3 of this Guide](#) for additional guidance in making claims in food advertisements. The general information is intended to help those making food claims to comply with the *Food and Drug Regulations* and other applicable legislation, by reviewing criteria and setting out examples of both good practices and misleading or deceptive ones.

[Chapter 3](#) deals with appropriate use of words and images when making claims about a food product, including such issues as the honest use of comparisons and endorsements. The information applies equally to anyone making a food claim, whether in advertisements or on food labels, or other displays.

This Chapter takes a more detailed look at claims related to a food's composition and quality, and it deals briefly with appropriate methods of informing consumers about net quantity and the origin of a food.

4.2 Composition and Quality - Names of Foods

4.2.1 Common, Coined, Trade and Brand Names [B.01.001]

"Common name" when used in reference to a food, means:

- the name of the food printed in boldface type in the *Food and Drug Regulations*;
- the name prescribed by any other regulation; or
- if the name of the food is not so printed or prescribed, the name by which the food is generally known.

Generally, the following principles apply.

- a. A food should be described in advertisements by its common name. For example, orange juice from concentrate should be described as "orange juice from concentrate" and not

"orange juice". After referring to the product by its proper common name at least once in the advertisement, it is acceptable to use the generic term "juice" or the brand name for subsequent or additional references.

- b. Coined names, trade names, brand names or company names used as a brand name are subject to all provisions of the *Food and Drugs Act* and the *Consumer Packaging and Labelling Act*, whether or not these names are registered or trade-marked.
- c. A few coined and trade names have been accepted as common names for certain unstandardized foods where these are well known to consumers due to long exposure (e.g., Pepsi-Cola). It is unlikely that coined names will be accepted for other products.
- d. Common names that incorporate words not justified by the composition of the food are considered misleading.
- e. It is misleading for names to suggest (directly or by phonetic rendering) benefits or results that are not likely to be obtained.
- f. A product must not use the name of another product it resembles, or of which it is an imitation or substitute. (This applies whether the name is used directly or by phonetic rendering in a manner likely to deceive.)
- g. The common name should not improperly suggest a place of origin ([see 4.20.1 of this Guide, Geographical Terms](#)).
- h. An ingredient mentioned in a common name of a food should be present in a significant proportion. If the name of an ingredient is mentioned in the common name of a product to denote the flavour of the product, this should be clear in the advertisement and on the label. ([For exceptions, see 9.6.1 of this Guide, Beverages or Beverage Mixes Identified with Name of a Fruit.](#))
- i. Mixes that incorporate the name of a standard food into their common name (e.g., French dressing mix) would be expected to exhibit the characteristics of the named standard food when prepared according to directions, but would not necessarily be required to comply in all respects with the standard for the food. For example, an anti-caking agent suitable for use in unstandardized foods would be acceptable in a French dressing mix, although it would not be permitted in the standard for French dressing.

4.2.2 Qualified Descriptive Common Names of Standardized Foods

The common name of a standardized food must not be used to describe any food unless that food meets the provisions set in the standard for composition, strength, potency, purity, quality or other properties for that food.

Where a standard provides for optional ingredients, or prescribes a range regarding the amount of an ingredient or constituent that may be present in a food, the common name may be modified to indicate that an ingredient or constituent is absent or is contained at a specific level in the food (e.g., "no salt added mayonnaise" or "65% vegetable oil mayonnaise"). However, when the modification is also a nutrient content claim, all applicable criteria, including both composition and labelling requirements, must be met. For example, the common name "no salt added mayonnaise" could only be used if the food meets the criteria for "no added sodium or salt" as set out in the table following B.01.513 ([see also 7.21 and Table 7-10 of this Guide](#)).

A **modified common name** of a standardized food **may not** be used to describe a food that does not meet that standard **unless** the following conditions are met.

- It must always be clear to consumers that the food so described does not meet the standard.
- The consumer is told, in all respects, on the label and in advertisements, the provision(s) which the food does not meet within the standard. This information must always be in evidence in a clear and prominent manner as part of the common name on labels and in advertisements (e.g., flavoured shortening, coloured sugar).

In some cases, the modified common name of the standardized food is not sufficient to describe the differences between the food so designated and the standardized food. In cases such as "light/lite (naming the standard food)", information must be shown in a **clear** and **prominent** manner on the principal display panel of labels and in advertisements, describing in all respects how the modified food differs from the standardized food ([see 7.9 of this Guide, Requirements for Comparative Claims](#)).

Note that manufacturers do not always have the option of modifying a standardized common name, whether or not the modification is made clear on the label. For example, manufactures must, by Regulation, add Vitamin D to milk. Therefore, a product labelled "Milk with no added Vitamin D" would be illegal.

4.2.3 Stressing or Highlighting Particular Ingredients

It is misleading to over-emphasize the importance, presence or absence of an ingredient or substance in a food because of its desirable or undesirable qualities, or for any other reason.

For example, it is misleading to over-emphasize the presence of wheat germ in breakfast cereal when the amount present is the amount normally found in the grain used in making the cereal. Also, it is misleading to over-emphasize the presence of butter in a cake when butter is actually the minor shortening ingredient.

In principle, any emphasis regarding the presence of an ingredient, component or substance should be accompanied by a statement regarding the amount of that ingredient, component or substance present in the food.

4.2.4 Minute or Trace Ingredients

Food labels and advertisements should not stress (by analytical tables or otherwise), the presence of elements or substances found in minute or trace quantities. Other than as required or permitted in the Nutrition Facts table, mineral nutrients in trace quantities in foods should not be declared except in the case of mineral water, where the amount of each "mineral" present may be stated, providing this declaration is not over-emphasized ([see 9.7 of this Guide, Mineral Water and Spring Water](#)).

4.2.5 Common Names and Descriptions with Characterizing Ingredients - Butter, Cream, Malt

Care should be exercised in the use of the words "**butter**" and "**cream**" in the name of a food or in descriptions relating to that food. These words should not be used to describe a food that is or has been made, in part, of cream or butter, unless the food contains an amount of cream or butter sufficient to characterize the product.

- If butter is the **sole** shortening agent, the term "**all butter**" may be used as part of the common name (e.g., "all butter cake").
- If butter is the **major** shortening agent employed, the term "**butter**" may be used as part of the common name. However, the impression should not be created that the product contains solely "butter" as the shortening agent (e.g., "butter cake" is acceptable).
- If butter is a **minor** shortening agent but is still present, the term "**butter**" alone should not be used as part of the common name. However, "butter flavour(ed)" may be used (e.g., "butter flavoured cake") or the amount of butter present may be stated.

When it is clear that the terms "butter", "cream" or "creamy" refer to texture, form, colour, etc. and not to the butter or cream content of a food, their use may be acceptable, e.g. peanut butter, cream eggs, Bavarian cream pie, apple butter, butter tarts, chocolate creams.

The term "**malted**" must be used with care. A food is not "malted" simply because malt extract has been added. "Malted" means that the carbohydrate has been modified by suitable treatment with the diastase of malt. Unless such treatment has been given, "malt flavoured" is the appropriate term to use.

4.3 Negative Claims Pertaining to the Absence or Non-Addition of a Substance

(See also [Table 7-2 of section 7.6 of this Guide](#), Altering the Wording of Permitted Nutrient Content Claims pertaining to nutritional characteristics.)

A "**negative claim**" is a statement about:

- the absence of a particular ingredient, substance or class of substances in a food because the substance is not inherent to the food;
- a substance that is not present in the food either through direct addition or through carry-over; or
- a substance that has been removed from the final food.

Claims to the effect that a food does not contain an ingredient or substance must be factual and not misleading as required by subsection 5(1) of the *Food and Drugs Act* and section 7 of the *Consumer Packaging and Labelling Act*. Generally, a negative statement pertaining to the absence or non-addition of a substance to a food is acceptable under the conditions which follow.

a) The statement is true.

The ingredient, substance or class of substances claimed to be absent, must be totally absent and must not have been added directly to the food or to any of its ingredients. Where industry wishes to make a negative claim based on a physiologically insignificant level, the claim should be justified: appropriate research and analytical data should demonstrate both that the level is appropriate, and that any residual amount of the substance claimed to be absent is below this threshold and is declared on the label.

The maximum acceptable level is defined as:

- zero for allergens (e.g., peanuts, tree nuts, fish, shellfish and eggs);
- the level of physiological insignificance in the case of food hypersensitivity agents (e.g., 10 ppm for sulfites); and
- the non-detectable limit using an acceptable methodology, in cases where no physiological thresholds have been established.

Rationale: The guidelines were revised to eliminate the differentiation between "non-addition" and "inherently absent". A study by the National Institute of Nutrition (*Consumer Use and Understanding of Nutrition Information on Food Package Labels*, January 1992), showed consumers do not, in fact, make a distinction between subtle differences in terminology (e.g., "**no preservatives added**", or "**contains no preservatives**", or "**not preserved**"). The general perception is that consumers wish to know if a substance is present or if it is not, regardless of whether it is intentionally added or is present due to incidental carry-over.

Since physiologically insignificant levels for many substances are not well documented, case-by-case assessment will be required. Submissions should be made by industry, with the appropriate literature review and supporting scientific data, to Health Canada and CFIA.

b) The statement is not misleading.

Factual statements should not give an erroneous impression about the product's composition and quality.

For example, a "**no added water**" claim for a pasta sauce where water has been added indirectly as inherent water in another ingredient gives an erroneous impression about the product's water content as compared to other pasta sauces. To avoid misrepresentations of this kind, it is recommended that positive (rather than negative) claims be made, such as "**made from fresh tomatoes**".

As well, a negative statement should not create a false impression that the product is uniquely different from other similar products. For example, when a class of foods is **inherently free** of a substance or where **it is not permitted** by Regulation to contain the substance, this must be made clear. A claim that the substance is absent will be considered misleading unless it is

appropriately qualified by a statement to the effect that the claim is not unique to the food but is common to all foods of the same class [5(1), *FDA*].

Rationale: If a claim is made that a substance is absent from a food where the Regulations do not permit it to be added or where it is inherently absent from the food and all other similar foods of the same class, it infers a **false uniqueness** and gives an unfair advantage to that food. It also infers that other similar foods contain the ingredient or substance.

However, the information that a substance is absent in a food may be beneficial information to individuals who wish to avoid certain substances. Therefore, negative claims are accepted, but only under circumstances which reduce the potential for misrepresentation. The conditions for making negative statements reflect labelling policies of the U.S. Department of Agriculture, the U.S. Food and Drug Administration, Codex standards and comments received on Consultation Document No. 11 of the Review Committee for the *Guide to Food Labelling and Advertising* (1996).

For example, a "**no colour added**" claim for wieners suggests that other wieners may contain colour when, in fact, colour is not permitted to be added to wieners. However, it is acceptable to state: "**No wieners sold in Canada contain added colour.**"

Similarly, non-cola soft drinks **could not** be labelled or advertised as "**caffeine-free**" (since caffeine is not permitted by Regulation to be added to this food), unless the claim is accompanied by a statement to the effect that "**all non-cola drinks are caffeine-free**", or that a non-cola drink is "**a caffeine-free food**".

Compliance with this policy will be assessed on a case-by-case basis, to recognize the increasing concerns regarding food sensitivities and the presence of allergens in foods. Undeclared (i.e., carried-over) ingredients or components in a food (such as sulfiting agents or peanuts), could be the cause of serious health problems to individuals with sensitivities, particularly when consumers assume that the allergen or sensitizing agent is not present because it is not declared. In all cases, the onus remains with industry to demonstrate compliance.

4.3.1 No Preservative Claims

Claims pertaining to the absence or non-addition of a food class such as "**contains no preservatives**" and "**no preservatives added**" are permitted where none of the preservatives found in Division 16 of the *Food and Drug Regulations* has been directly added or none are present due to carry-over. For example, it would be misleading to make a "**no preservative**" or "**no preservative added**" claim in bakery products if sodium propionate were added indirectly through a dough-conditioning premix.

There is no objection to claims for the absence of preservatives when the food contains naturally-occurring constituents which can provide a preservative function (e.g., naturally-occurring benzoates in cranberry juice, acetic acid in vinegar and citric acid in lemon juice, etc).

Ingredients such as cultured whey, cultured dextrose, cultured skim milk, etc., can be **specifically manipulated** to contain high levels of peptides and propionic, butyric and lactic acids. These ingredients can act as preservatives. If foods contain these ingredients, claims pertaining to the absence of preservatives are **not** appropriate. Traditional preservatives such as **salt and sugar** are exempt from this policy.

Rationale: Claims that preservatives have not been added to a food, or are absent from it, are permitted if these statements are factual. In cases where preservatives are present as the result of incidental carry-over, even if the amount present is below detectable limits, the claim should not be made.

For example, ascorbic acid **is added** to apple juice to preserve the colour of the juice during processing. It degrades to very low or insignificant levels, but despite this degradation, this additive has already performed its preservation function. Therefore, a "**no preservative**" claim is not considered appropriate for the final product.

4.3.2 No Preservative Claims for Multi-Functional Additives

Certain food additives such as ascorbic acid, acetic acid, citric acid, lecithin and tartaric acid are capable of performing a number of functions. Acetic and tartaric acids may be used as acidulants or anti-microbial agents to preserve a food. Where they are added for reasons other than preservation, and their function is clearly stated in the list of ingredients, a "**no preservatives**" claim is acceptable. If a **non-preserving additive** is carried-over into the final food by way of an undeclared component, the claim can still be made and an explanation of its function **need not** be stated.

Rationale: Allowance is provided in the *Food and Drug Regulations* for a food to contain the above substances for functions other than preservation. It is permissible to make an absence or non-addition claim provided the additives were not added for a preservative function and are not present at levels used for preservation. As well, the functions of the additives must be clearly stated in the ingredient list.

For example, ascorbic acid is a multi-functional additive which is often used in bakery products for its dough-conditioning property at levels of less than 100 ppm. In these cases, ascorbic acid is not added for its preservative function, so the claim "**contains no preservatives**" is acceptable, provided the function of the ascorbic acid is clearly stated, e.g., "ascorbic acid (dough conditioner)". Other examples include "lecithin (an emulsifier)" and "citric acid (acidulant)".

Note: For labelling purposes, **liquid smoke** is not considered to be a preservative.

4.3.3 No M.S.G. Claims

Claims pertaining to the absence or non-addition of monosodium glutamate such as "**contains no M.S.G.**", "**no M.S.G. added**" and "**no added M.S.G.**" are considered misleading and deceptive when other sources of free glutamates are present. These include hydrolysed vegetable protein, soya sauce or autolysed yeast extracts. In addition, a number of common food ingredients contain **high** levels of naturally-occurring free glutamates, including tomatoes and tomato juice, grapes and grape juice, other fruit juices, cheeses such as Parmesan and Roquefort, and mushrooms.

Rationale: Consumers may believe that M.S.G. is the sole source of concern in food sensitivity reactions to glutamates. This is misleading. Foods that are inherently high sources of free glutamates may also be of concern. The Federation of American Societies of Experimental Biology (FASEB)*, in its report on adverse reactions to monosodium glutamate, concluded that there is no difference in the physiological response to man-made and natural glutamates.

(**Analysis of Adverse Reactions to Monosodium Glutamate (M.S.G.)*. Prepared for Center for Food Safety and Applied Nutrition, Food and Drug Administration, Department of Health and Human Services, Washington, D.C., July 1995.)

For example, a claim for the absence of M.S.G. is not acceptable on a tomato-based pasta sauce unless the responsible party can prove, using an acceptable methodology, that there are no detectable glutamates in the product.

4.4 Guarantees

Guarantees referring to the quality of foods are generally acceptable, providing the manufacturer will support the guarantee. If there are conditions under which the guarantee is invalid, such conditions should be stated clearly.

The word "guarantee" is usually associated with an offer to return the purchase price when the consumer is not satisfied with specific characteristics or the performance of a product when these can be readily evaluated.

4.5 Fresh [5(1), FDA; 7, CPLA]

As for all claims, the use of the term "**fresh**" is subject to the prohibitions contained in the *Food and Drugs Act* and of the *Consumer Packaging and Labelling Act* respecting misleading and deceptive representations for foods.

The context in which the term "fresh" is used will generally dictate its meaning. Accordingly, "fresh" may be used to describe the nature, the organoleptic qualities or the age of a food, or it may be used as part of a trade name or brand name.

4.5.1 Fresh to Indicate a Lack of Processing

The term "**fresh**" may imply that the food so described has not been processed or preserved in any way. The claim "fresh (naming the food)" should generally be used to describe a food that is not canned, cured, dehydrated, frozen or otherwise processed or preserved. The following should, however, be noted.

- a. Although refrigeration is a means of preserving foods, consumers generally consider **refrigerated fruits, vegetables, meats and fluid milk** as "fresh". The process of pasteurization is not regarded as altering the freshness of milk; consumers recognize that all fluid milk is pasteurized.
- b. **Fresh fruits and vegetables** that have been refrigerated in controlled-atmosphere storage, irradiated, waxed or washed in a mild chlorine or acid solution may be called "fresh".
- c. The term "fresh" may be used to distinguish fresh pasta from dehydrated pasta if the "**fresh pasta**" has not been treated by any means other than by refrigeration, vacuum packaging or modified atmosphere packaging.
- d. **Meats**, including poultry and fish products that have not been treated by any means, other than by refrigeration, vacuum packaging or modified atmosphere packaging to ensure their preservation, may be called "fresh".
- e. "**Fresh sausage**" made with frozen meat may be described as "fresh" [Schedule 1, *Meat Inspection Regulations*].
- f. "Fresh" should not be used as a descriptor for **shell eggs** on the label since the quality of eggs is described solely by a grade designated under the *Canada Agricultural Products Act*. "Fresh" is allowed in advertising, however, to distinguish eggs in the shell from other physical forms of eggs such as powdered, frozen and liquid whole eggs.

4.5.2 Fresh to Indicate Age or Recent Preparation

The claims "**fresh (naming the process and food)**" or "**freshly (naming the process and food)**" are often used to indicate that the food has been recently produced, obtained or grown. While useful indications of freshness, such claims are potentially misleading unless they are accompanied by a "**packaged on**" date or by an explanatory statement as to why the product is "fresh".

- a. Recently baked **bread** and other bakery products, including meat pies, may be described as "fresh" regardless of whether the product or its ingredients contain preservatives or are preserved by other means. For example, bread made with frozen dough, pie made with canned fruit and pizza made with frozen dough and preserved meat may be described as "fresh" as a result of recent preparation. Synonymous expressions such as "fresh baked",

"freshly baked", "oven fresh bread", "bakeshop fresh", "fresh from the baker's oven", "freshly baked in the store", etc. may also be acceptable claims. The claim should be accompanied by a "packaged on" date or a date indicating recent preparation. In the case of broadcast advertising, a specific time (e.g., "baked fresh daily") should be included.

- b. While all *fresh* fruit and vegetables are considered fresh, terms such as "orchard fresh", "valley fresh", "garden fresh" and "fresh from the field" or synonymous claims should only be used to describe fresh fruit and vegetables that have been harvested and brought to the market at the earliest possible moment (with minimal storage and within days of harvesting). For example, it is considered misleading to advertise or label a package of fruit or vegetables as "orchard fresh" if this produce has been subject to months of controlled-atmosphere storage. Similarly, it would be considered misleading to describe apples as "orchard fresh" if they are imported apples which have spent five weeks on a freighter before reaching their destination. These could simply be labelled as "fresh" or "fresh new crop from (naming the country of origin)".

Rationale: The terms "farm fresh", "orchard fresh" and "garden fresh" have been used for many years to describe products shipped directly from the farm to the stores or farmers' markets. Imported produce may also be shipped to the store within days of harvesting and hence qualify for terms such as "fresh from the field".

- c. The term "freshly squeezed juice" or "fresh daily" may be used to describe juice that has been recently pressed provided the claim is accompanied by a "packaged on" or other date indicating recent preparation. Similarly, the term "freshly ground" is considered to mean that ground beef/poultry/fish or ground coffee has been recently ground. The claim should be accompanied by a "packaged on" or other date indicating recent preparation. When the product is packaged at a place other than the retail premise from which it is sold, this "packaged on" date is required in addition to the mandatory durable life date and storage instructions ([see 2.11 of this Guide](#)).

Rationale: Consumers are less likely to be misled if "fresh" claims, which imply that a food was obtained or prepared recently, are further qualified with a "packaged on" date.

4.5.3 Fresh to Indicate Organoleptic Qualities

In addition to describing the nature and age of a food, the term "fresh" can be used to describe other product characteristics such as flavour, texture, appearance and smell. Consumers are best able to judge the merits of "fresh" when used as a sensory modifier in claims such as "fresh tasting", "fresh from the sea flavour", "fresh frozen", etc. These applications of the word "fresh" are not within the scope of these guidelines unless the impression is created, visually or otherwise, that the product is "fresh".

4.5.4 Fresh as an Element of a Trade Name or Brand Name

Trademarks, company names and fanciful names containing the word "fresh" are acceptable provided the term is used, in labelling or advertising, in such a manner that it remains clear to the consumer that "fresh" is not a characteristic of the product and that these names represent a **brand**. The use of "fresh" as an element of trade or brand names will be assessed on an individual basis.

4.6 Homemade

The term "**homemade**" describes a food that is not commercially prepared. "Homemade" foods do not require further preparation. The use of a brand name or trademark symbol in conjunction with the term "homemade" is considered misleading if the food is prepared commercially. Other descriptors will be assessed on an individual basis.

The terms "homemade style", "home-style", "like homemade" may be used to describe a food that may contain mixes, in whole or in part, from commercial or private recipes. In advertising, these terms are potentially misleading when the food is portrayed in a home setting.

The claim "tastes like homemade" is left to the judgment of the consumer and is, therefore, acceptable.

Rationale: "Homemade" implies that a food is prepared in a home. Therefore, the use of the term "homemade" to refer to a food prepared in a commercial establishment, including small, artisan like establishments, is considered misleading. When a food is prepared in the style of a "homemade" food, the term must be qualified (e.g., "homemade" baked beans versus "homemade style" canned baked beans).

4.7 Nature, Natural

"**Nature**", "**natural**", "**Mother Nature**", "**Nature's Way**" are terms often misused on labels and in advertisements.

Advertisements should not convey the impression that "Nature" has, by some miraculous process, made some foods nutritionally superior to others or has engineered some foods specially to take care of human needs. Some consumers may consider foods described as "natural" of greater worth than foods not so described.

Foods or ingredients of foods submitted to processes that have significantly altered their original physical, chemical or biological state should not be described as "natural". This includes such changes as the removal of caffeine.

- A natural food or ingredient of a food is not expected to contain, or to ever have contained, an **added** vitamin, mineral nutrient, artificial flavouring agent or food additive.

- A natural food or ingredient of a food does not have any constituent or fraction thereof **removed** or significantly changed, except the removal of water.

Note that some food additives, vitamins and mineral nutrients may be derived from natural sources. Some of these additives may be regarded as natural ingredients, in which case the acceptable claim would be that this food contains "**natural ingredients**". (See [Table 4-1](#) and [Table 4-2](#) below, *Processes Affecting the Natural Character of Foods*.)

Table 4-1 **Processes Affecting the Natural Character of Foods with a** **MINIMUM of Physical, Chemical or Biological Changes**

Aeration
 Ageing
 Agglomeration (without chemical change or addition)
 Blending
 Centrifugation
 Chilling (including refrigerating and freezing)
 Chopping
 Churning
 Cleaning*
 Concentration (without chemical change)
 Cutting
 Deboning (manual)
 Defatting (without chemical change)
 Degerming
 Dissolving
 Drying, dehydration, desiccation, evaporation, freeze-drying
 Emulsifying (without synthetic chemical addition)
 Extrusion
 Fermentation*
 Filtering* and clarifying
 Fining, finishing (without chemical change)
 Flaking
 Flocculation (without chemical addition)
 Forming
 Fumigation

 Grating
 Grinding
 Heating (including baking, blanching, boiling, canning, cooking, frying, microwaving, pasteurizing, sterilizing, parboiling, roasting)
 Homogenization
 Maturation* (without chemical addition)
 Melting, thawing

Milling
 Mixing, blending
 Packaging, canning
 Peeling (without chemical change)
 Pressing
 Puffing
 Reconstitution (without chemical addition)
 Ripening* (other than by chemical means)
 Separating (including screening, clarifying, centrifugation, decanting, extraction, filtering, shelling, trimming)
 Shredding
 Smoking (without direct chemical addition)
 Soaking
 Treatment with inert gases (nitrogen pack)
 Treatment with toxic gases (with no chemical change)

* using micro-organisms

Table 4-2 **Processes Affecting the Natural Character of Foods with a** **MAXIMUM of Physical, Chemical or Biological Changes**

Anion exchange
 Bleaching (with chemical addition)
 Cation exchange
 Conversion (with chemical addition or synthesis)
 Curing (with chemical addition)
 Deboning (mechanical)
 Decaffeination (with chemical addition)
 Denaturation (with chemical change)
 Enzymolysis (with chemical addition)

 Esterification
 Hormonal action
 Hydrogenation
 Hydrolysis (with chemical addition)
 Interesterification
 Oxidation (with chemical addition)
 Reduction (with chemical addition)
 Smoking (with chemical addition)
 Synthesis (chemical)
 Tenderizing (with chemical addition)

Note that while the ingredient can be described as "natural", the food itself cannot, since it contains an added component.

Flavour descriptors: Substances which impart flavours which have been derived from a plant or animal source, may be claimed to be "natural". As well, any additive, such as preservatives and solvents added to a flavour preparation to have a technological effect solely on the flavour, does not **modify** the "natural" status of the flavouring material itself. However, the addition *does* alter the natural status of the food to which it has been added, even though it need not be declared as an ingredient on the food label. In other words, such foods may not be claimed to "**contain only natural ingredients**".

Furthermore, acids, bases, salts and sweeteners may be used to impart sour, bitter, salty and sweet tastes in conjunction with natural flavours. They do not alter the "natural" status of the flavouring material itself. For example, citric acid is not a flavour but acts only as an acidulant when used in conjunction with natural flavours.

Note, however, that while the flavour remains "natural", such acids, bases, salts or sweeteners have an effect on the foods to which the flavour preparation is added. Therefore, the list of ingredients of such foods must declare acids, bases, salts or sweeteners which are present by their proper common names.

The status of enzymatic flavours, processed flavours, reaction flavours or nature-identical flavours has not been established under these guidelines. Each one will therefore be examined on a case-by-case basis.

4.8 Organic

The *Organic Products Regulations* will require mandatory certification to the revised National Organic Standard for agricultural products represented as organic in import, export and inter-provincial trade, or that [bear the federal organic agricultural product legend \(or logo\)](#) - **Coming into force 2008-12-14**

4.9 Novel Foods which are Products of Genetic Modification

4.9.1 Novel Foods Regulations [Division 28, *FDR*]

"Novel Foods" means:

- a. a substance, including a microorganism, that does not have a history of safe use as a food;
- b. a food that has been manufactured, prepared, preserved or packaged by a process that
 - i. has not been previously applied to that food, and
 - ii. causes the food to undergo a major change; and
- c. a food that is derived from a plant, animal or microorganism that has been genetically modified such that
 - a. the plant, animal or microorganism exhibits characteristics that were not previously observed in that plant, animal or microorganism,
 - b. the plant, animal or microorganism no longer exhibits characteristics that were previously observed in that plant, animal or microorganism, or

c.one or more characteristics of the plant, animal or microorganism no longer fall within the anticipated range for the plant, animal or microorganism." [B.28.001]

"**Genetically modify** means to change the heritable traits of a plant, animal or microorganism by means of intentional manipulation." [B.28.001]

The regulations also require that prior to the sale or advertisement of a novel food, Health Canada be notified with sufficient accompanying information, as outlined in B.28.002(2), to conduct a safety assessment. If Health Canada deems the food to be safe for consumption, a letter of no-objection is issued notifying the petitioner to that effect. Health Canada may require for those products of genetic engineering which result in a health or safety **change** or a **significant change** in nutrition or composition to provide a declaration on the label detailing the manner in which the genetically engineered food differs from its non-modified counterpart. This statement then becomes mandatory on the novel food.

4.9.2 Canadian General Standards Board (CGSB) National Standard for Voluntary Labelling and Advertising of Foods That Are and Are Not Products of Genetic Engineering

At this time, there is no specific federal regulation or policy for negative or positive genetically engineered claims in labelling or advertising. However, since the Fall of 1999, the Canadian Council of Grocery Distributors, under the guidance of the CGSB, has been working with federal government departments, producers, consumers and other stakeholders to draft a National Standard for the Voluntary Labelling of Genetically Engineered (GE) Foods.

The development of a standard was undertaken to meet consumers' increasing desire for information with respect to application of specific techniques of biotechnology so that they can make an informed purchasing decision.

For more information, visit the [Canadian General Standards Board](http://www.pwgsc.gc.ca/cgsb) (CGSB) website at: www.pwgsc.gc.ca/cgsb

The general policies on the use of negative or positive food labelling and advertising claims, as [outlined in Chapter 3](#) and [Chapter 4 of this Guide](#), are applicable to novel foods. As with all foods, statements on labels or in advertising must be truthful and presented in a non misleading manner ([see 4.3 of this Guide](#)).

4.10 Pure, 100% Pure, 100%, All

The term "**pure**" should not be used on the labels of, or in connection with, an article of food that is a compound, mixture, imitation or substitute. This prohibition appeared in the *Food and Drugs Act* before 1952. Although no such regulation exists today, consumers still expect a food described as "pure" or "100% pure" to be uncontaminated and unadulterated, and to contain only substances or ingredients that are understood to be part of the food so described.

For example, consumers do not expect a product described as "100% pure corn oil" to contain any substance other than corn oil. It should not contain any preservatives, antifoaming agents or colour even though the standards may permit them. In some cases, this claim is considered to be synonymous with the claim "**contains no preservatives**". (See [4.3.1, No Preservative Claims](#), and [4.3.2, No Preservative Claims for Multi-functional Additives](#), earlier in this chapter.)

The term "pure" or "100% pure" can be used to modify an **ingredient name** appearing in the common name of a food such as "pure vegetable oil" or "pure vegetable oil margarine". The claim can also be worded so that it refers specifically to a named ingredient in the food. The claim "made with *pure corn oil* with added preservative" implies that the corn oil used was pure, before the preservative was added to the final product.

Similarly, consumers expect that a product described as "100% pure pork sausage" would contain only meat originating from hogs and that the pork portion would contain no additives or contaminants. However, products like the sausage that are **not** single-ingredient foods should **not** be described as "100%", "pure" or "100% pure". The claim "100% pure sausage" is unacceptable.

In a few cases, however, it may be possible to describe a standardized **multi-ingredient food** as "pure" on condition that none of the optional ingredients permitted by that standard are added to the food, and on condition that the common name allowed and used to describe the food includes the names of all the ingredients of the food. For example, "**pure sweet milk chocolate**" would be expected to be made only with pure sugar, pure fluid whole milk and pure chocolate.

For reconstituted orange juice, "pure" or "100% pure" **can** be used on the label of the reconstituted product to describe the product if only water has been added to the concentrate. "Pure" or "100% pure" **cannot** be used on the label of a reconstituted product if any optional ingredient such as sodium benzoate, sugar, colour, vitamin C, etc., is incorporated into the concentrate.

In all cases, the terms "all", "pure" or "100% pure" should be used with care. If these terms are used in such a way as to imply that other similar products are adulterated or not up to standard, then the use of these terms could be construed as being misleading.

4.11 Entirely, Completely, Absolutely

Although these terms are often redundant in normal usage, they may nevertheless alter the meaning of statements and claims. Generally, claims may be made when food meets legislated criteria, but regulations usually provide some tolerance. However, when claims are modified by a term such as "entirely", the tolerance, in effect, ceases to exist. For example, "**made entirely in Canada**" means that no imported sugar may be used to make a candy so described.

4.12 True, Real, Genuine

Terms such as "**true**", "**real**", "**genuine**" and the like should be used with care. Such terms should not be used to describe foods or ingredients which are imitations or substitutes, nor should they be used in a manner which suggests that any product is an **exclusively** true, real or genuine article.

4.13 Imitations, Substitutes

An **imitation** food resembles the food imitated in flavour, texture, appearance and nutritional value. A **substitute** food does not have to physically resemble the food for which it substitutes but it should have the same nutritional qualities.

Certain foods are described as "imitation (naming the food imitated)" or "(naming the food) substitute". In advertising, the descriptive word "imitation" or the word "substitute" is required to appear as part of the common name. The advertisement should promote the imitation or substitute foods on their own merits and not highlight the qualities of the foods they replace, unless they, too, have these qualities.

Many foods that are imitations of another food or substitutes are described by coined names. These names and all descriptions should be used carefully. They must not lead consumers to conclude that the imitation or substitute is genuine.

4.14 Concentrated, Concentrate, Condensed, Strength, Reconstituted

These terms should be restricted to their correct usage and should not be employed in a manner that would imply nutritional superiority.

In general, the terms "**concentrated**", "**concentrate**" or "**condensed**" may be used to describe products still in the liquid state after a substantial amount of water has been removed, for example, "condensed milk". The terms "**dehydrated**", "**dried**" or "**powdered**" are more appropriate when the removal of the water results in a product that is no longer in a liquid state, for example, "powdered whole milk". Dehydrated fruits and vegetables and products such as soup mixes or bases are not regarded as "concentrates" or as being concentrated.

A claim that a food is "concentrated" or "condensed" and a statement pertaining to "strength" should be made only when there is a recognized standard with which to compare the product. "Concentrated orange juice" or "double strength vinegar for manufacturing purposes" are examples of correct usage.

Foods restored to their original moisture content should be described as "reconstituted" or as "made from concentrate". These terms should be part of the common name of these products.

A manufactured product requiring dilution as directed on the label before it is in a form ready to be consumed may be described, under special circumstances, as "concentrated", "concentrate" or

"condensed", even though no water has been removed during processing. Products such as concentrated liquid infant formula and condensed soup fall within this category.

Some common names, by definition, cannot "concentration" or "strength", and should not be further modified by words such as "concentrated" or "condensed", (e.g., instant coffee or instant tea should not be further described as "concentrated"). Similarly, syrups should be described by a declaration of the actual amount of sugar present, rather than by the less informative term "strong".

A product is not necessarily "strong" or "concentrated" because it contains a relatively large amount of one constituent. A pudding, for example, is not "concentrated" merely because a new formula calls for 15 percent milk solids instead of 5 percent, nor is cheese a "concentrated milk".

A powdered product is not a concentrate solely because it has been made to occupy less volume than the similar product it replaces. There can be no effect of concentration when, based on mass, the same amount of each product is needed to reconstitute or prepare for normal use.

Agglomerated instant coffee, for example, is not "concentrated instant coffee".

4.15 Claims Regarding Grades

Grade names and standards have been established for food products such as butter, milk powder, eggs, fresh and processed fruits and vegetables, honey, maple products and meat and poultry carcasses, under the authority of the *Canada Agricultural Products Act* (including the *Livestock and Poultry Carcass Grading Regulations*), the *Meat Inspection Act* and various provincial acts. These grade names must be declared in advertisements when a price is declared and more than one grade of the food is available at retail. Grade names must not, however, be used to describe products which have not been graded.

The actual grade names vary from one type of product to another (e.g., "Canada No. 1", "Canada A" and "Canada Fancy"). It is illegal to describe products by an improper grade designation or by any words or symbols that could be mistaken for a legally-established grade description. In cases where a food product is imported, the grade assigned to the product by a grading authority established under the laws of the country from which the food was imported, may be used in any advertisements for that product.

Since grades only apply to meat and poultry carcasses, and do not apply to individual cuts, labels or advertisements for retail meat cuts may only include an indication of the grade of carcass from which the retail cut was derived (e.g. the label or advertisement should include words such as "**cut from**" or other appropriate words which do not give the impression that the retail cut was graded when indicating the carcass grade). Additionally, grade names must be reproduced in full. An appropriate reference would be "Cut from Canada AA beef".

Note: The label of meats, poultry meats or their products originating from federally inspected establishments which have been health inspected and passed for human food must be marked with the meat inspection legend established under the federal *Meat Inspection Act*. This legend,

in the form of the word "Canada" within a circle or an ellipse, is not an indication of grade nor does it indicate that the product has been graded. It may not be reproduced by a third party nor may a repacker or retailer use it on meats or poultry packaged by them.

4.16 Kosher Foods [B.01.049]

Kosher, which means "fit" or "proper", describes foods and practices that are specifically permitted by Jewish dietary laws. Certification that a food is processed in accordance with the requirements of the Kashruth is made by a Rabbi or Rabbinical organization and identified by the appropriate Rabbi or Rabbinical organization symbol.

In the labelling, packaging and advertising of a food, the *Food and Drug Regulations* prohibits the use of the word **kosher** or any letter of the Hebrew alphabet, or any other word, expression, depiction, sign, symbol, mark, device or other representation that indicates or that is likely to create an impression that the food is **kosher**, if the food does not meet the requirements of the Kashruth applicable to it.

The terms "**kosher style**" and "**kind of kosher**" are not allowed, unless they meet the requirements of the Kashruth. "**Jewish-style food**" or "**Jewish cuisine**" are not objected to, although the foods may not necessarily meet the requirements of the Kashruth.

Rationale: "**Kosher style**" is considered to create the impression that the food is kosher, and therefore the food must meet the requirements of the Kashruth. "**Jewish style**" food may not necessarily create this impression.

4.17 Meals, Meal Replacements, Instant Breakfast [B.01.001, B.01.053, B.24.200] (See also [8.7](#), [9.1](#), and [9.9.2](#) of this Guide)

A basic prepackaged meal should include selections from at least two food groups as designated in *Canada's Food Guide to Healthy Eating*. More specifically, it must consist of at least one serving of:

- meat, fish, poultry, legumes, nuts, seeds, eggs, or milk or milk products other than butter, cream, sour cream, ice cream, ice milk and sherbet; and
- vegetables, fruit or grain products.

Requirements for "**instant breakfast**", a breakfast replacement, are set out in B.01.053. Requirements for **meal replacements** are in B.24.200.

Advertisements for meal replacements or instant breakfasts should be prepared with care. The general public should not be persuaded to change good dietary habits through the use of scare advertising or by over-emphasis of nutritional claims.

Instant breakfast may not be promoted as a replacement for other meals, such as lunch or dinner, nor as snacks, nor as a part of a diet plan.

No product should be represented as a lunch, meal, instant lunch or instant meal, or in any other way which suggests that it is a complete meal, if it does not provide the combination of foods required for a prepackaged meal.

4.18 Quantity: Net Contents

Claims such as "**big litre**", "**jumbo litre**" and "**full litre**" should not be used, since they contravene paragraph 7(2)(a) of the *Consumer Packaging and Labelling Act* which prohibits any qualification of the declared net quantity of a prepackaged product. (Refer to [Chapter 2 of this Guide](#) for more information on Net Quantity.)

4.19 Product of Canada, Made in Canada

The following guidelines were developed to reflect consumer and industry expectations about what constitutes a Canadian product. The objectives of the guidelines are to promote compliance with subsection 5(1) of the *Food and Drugs Act* and subsection 7(1) of the *Consumer Packaging and Labelling Act* by providing truthful and not misleading claims that are clear, simple and transparent. The use of these claims is voluntary, however, when applied they will be assessed based on the criteria that follow.

4.19.1 Product of Canada

A food product may claim Product of Canada when all or virtually all major ingredients, processing, and labour used to make the food product are Canadian. This means that all significant ingredients are Canadian and non-Canadian material must be negligible. Ingredients that are present in a food at very low levels and that are not generally produced in Canada, including spices, food additives, vitamins, minerals, and flavouring preparations, may be used without disqualifying the food from making a Product of Canada claim. Ingredients in a food that are not grown in Canada, such as oranges, cane sugar or coffee, when present at very low levels, may be considered minor ingredients. Generally, the percentage referred to as very little or minor is considered to be less than a total of 2 per cent of the product.

For example: a cookie that is manufactured in Canada from oatmeal, flour, butter, honey and milk from Canada, and vanilla may use the Product of Canada claim, even if the vitamins in the flour and the vanilla were not from Canada.

4.19.2 Made in Canada with a Qualifying Statement

A qualified Made in Canada claim could be applied to a label or advertisement when the last substantial transformation of the product occurred in Canada, even if some ingredients are sourced from other countries. When a food undergoes processing which changes its nature such

that the food becomes a new product bearing a new name by which the food is generally known by the consumer, it is considered to have undergone substantial transformation. Those processes which result in a substantial transformation may be outlined in more specific legislation, such as the *Meat Inspection Regulations*.

When a food contains ingredients which are sourced from outside of Canada, the label would state "Made in Canada from imported ingredients." When a food contains both domestic and imported ingredients, the label would state "Made in Canada from domestic and imported ingredients."

For example, a cookie manufactured in Canada from imported flour, oatmeal, shortening and sugar may be labelled or advertised with the claim "Made in Canada from imported ingredients". A cookie manufactured in Canada using Canadian flour, oatmeal and shortening and imported sugar may use the claim "Made in Canada from domestic and imported ingredients".

4.19.3 Other Claims

The use of Product of Canada and the qualified Made in Canada claims are encouraged to ensure clarity for the consumer and to enhance their ability to identify Canadian made foods. Other more specific statements or claims, including "Prepared in Canada", "Processed in Canada", and "Refined in Canada" that describe the Canadian value added may be used without further qualification, provided they are truthful and not misleading for consumers.

For example:

- "roasted and blended in Canada" to describe coffee since the coffee beans are always imported;
- "packaged in Canada" to describe a food which is imported in bulk and packaged in Canada;
- "distilled in Canada" to describe an imported product that underwent distillation in Canada;
- "canned in Canada" to describe the process that an imported product incurred in Canada.

4.19.4 National symbols

The use of the Canadian Coat of Arms and the Canadian Flag are both protected under the *Trade-marks Act*, subsection 9(1).

a) Coat of Arms

The Canadian Coat of Arms cannot be used, unless permission is granted by the Department of Canadian Heritage. Requests for permission may be made to:

Manager

Ceremonial and Canadian Symbols Promotion

Department of Canadian Heritage
Ottawa, Ontario K1A 0M5
Fax : 819-997-8550

b) National Flag

The national flag with the 11-point maple leaf and one or two bars cannot be used unless permission for its use is granted by the Department of Canadian Heritage (see address above). There is however, no objection to the use of an 11-point maple leaf without bars.

The maple leaf should not be used on an imported food product since it may give the consumer the false impression that the product is of domestic origin.

4.20 Imported

When a food product is described as "imported", it is understood that the food, as a unit, has been brought into Canada from another country and is sold in Canada without modification to the food itself. In other words, the food is wholly imported. When a food contains a mixture of imported and domestic ingredients, only the imported ingredients may be described as being imported. For example, a cookie that is made in Canada using Belgian chocolate, may state "contains Belgian chocolate."

Exceptions to this general ruling are provided in the *Food and Drug Regulations*, and include imported Scotch whisky, Irish whisky, rum and brandy. These products may be sold as imported products when specific processing is done in Canada, namely blending with other imported named spirits, adjustment of the alcohol strength with distilled water or other purified water and standardization of colour with caramel addition.

According to the Consumer Packaging and Labelling Regulations, subsection 31(2), if a pre-packaged product has been wholly manufactured or produced in a country other than Canada, and the identity and principal place of business of the person in Canada for whom the pre-packaged product was manufactured or produced for resale appears on the label, then the identity and principal place of business shall be preceded by the words **"imported by"** or **"imported for"**, unless the geographic origin of the product is stated on the label grouped with, or adjacent to, the Canadian name and address.

4.20.1 Geographical terms

The use of geographical adjectives and illustrations indicates that the foods are bona fide products of the place named or shown, except in cases in which the geographical term has lost its significance, (e.g., hamburg steaks, Spanish onions, Boston beans).

In some cases, foods do not originate from the place named or illustrated and the descriptions may be considered deceptive or misleading. If the name of a city, a region or a country is used to describe the product, in circumstances where it could be deceptive or misleading, the name

should be accompanied by a qualifier such as "**style**", or additional information can be provided to clearly indicate the product's geographical origin.

4.20.1 Geographical terms

For information on indicating country of origin on alcoholic beverages, refer to [Chapter 10 of this Guide](#), Guide to the Labelling of Alcoholic Beverages.

Chapter 5 - Nutrition Labelling

Standard Format

Nutrition Facts	
Per 125 mL (87 g)	
Amount	% Daily Value
Calories 80	
Fat 0.5 g	1 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	
Sodium 0 mg	0 %
Carbohydrate 18 g	6 %
Fibre 2 g	8 %
Sugars 2 g	
Protein 3 g	
Vitamin A 2 %	Vitamin C 10 %
Calcium 0 %	Iron 2 %

Figure 1.1 (English)

Valeur nutritive	
par 125 mL (87 g)	
Teneur	% valeur quotidienne
Calories 80	
Lipides 0,5 g	1 %
saturés 0 g + trans 0 g	0 %
Cholestérol 0 mg	
Sodium 0 mg	0 %
Glucides 18 g	6 %
Fibres 2 g	8 %
Sucres 2 g	
Protéines 3 g	
Vitamine A 2 %	Vitamine C 10 %
Calcium 0 %	Fer 2 %

Figure 1.1 (French)

For purposes of illustration only. Copying may cause distortion

Narrow Standard Format

Nutrition Facts		Valeur nutritive	
Per 125 mL (87 g)		par 125 mL (87 g)	
Amount	% DV*	Teneur	% VQ*
Calories 80		Calories 80	
Fat 0.5 g	1 %	Lipides 0,5 g	1 %
Saturated 0 g + Trans 0 g	0 %	saturés 0 g + trans 0 g	0 %
Cholesterol 0 mg		Cholestérol 0 mg	
Sodium 0 mg	0 %	Sodium 0 mg	0 %
Carbohydrate 18 g	6 %	Glucides 18 g	6 %
Fibre 2 g	8 %	Fibres 2 g	8 %
Sugars 2 g		Sucres 2 g	
Protein 3 g		Protéines 3 g	
Vitamin A	2 %	Vitamine A	2 %
Vitamin C	10 %	Vitamine C	10 %
Calcium	0 %	Calcium	0 %
Iron	2 %	Fer	2 %
* DV = Daily Value		* VQ = valeur quotidienne	

Figure 2.1 (English)

Figure 2.1 (French)

For purposes of illustration only. Copying may cause distortion

Bilingual Standard Format

Nutrition Facts		Valeur nutritive	
Per 125 mL (87 g)		par 125 mL (87 g)	
Amount	% Daily Value	Teneur	% valeur quotidienne
Calories / Calories 80			
Fat / Lipides 0.5 g	1 %		
Saturated / saturés 0 g + Trans / trans 0 g	0 %		
Cholesterol / Cholestérol 0 mg			
Sodium / Sodium 0 mg	0 %		
Carbohydrate / Glucides 18 g	6 %		
Fibre / Fibres 2 g	8 %		
Sugars / Sucres 2 g			
Protein / Protéines 3 g			
Vitamin A / Vitamine A	2 %		
Vitamin C / Vitamine C	10 %		
Calcium / Calcium	0 %		
Iron / Fer	2 %		

Figure 3.1 (Bilingual)

For purposes of illustration only. Copying may cause distortion

5.1 Purpose of the Nutrition Labelling Regulations

Canada's nutrition labelling regulations have been designed to provide a system for conveying information about the nutrient content of food in a **standardized format**, which allows for comparison among foods at the point of purchase. Clear, uniform information should support consumers in making informed food choices toward healthy eating goals.

Canadians need nutrition information to permit dietary management of chronic diseases of public health significance, and to help them make food choices that may reduce the risk of developing chronic diseases.

5.2 Transitional Period

As of December 12, 2007, this section has been repealed.

5.3 Exemptions [B.01.401(2)]

The following products are exempt from displaying a Nutrition Facts table.

- a) foods such as spices and some bottled waters, for which **all the nutritional information** (other than serving of stated size) set out in column 1 of the table to B.01.401 may be **expressed as "0"**.
- b) **beverages with an alcohol content** of more than 0.5%.
- c) **fresh vegetables and fruits** without added ingredients, oranges with colour, and fruit and vegetables coated with paraffin wax or petrolatum;

This category includes **fresh** herbs such as parsley, basil, thyme, etc. (but not dried herbs); sprouts; and fruits and vegetables that are minimally processed (e.g., washed, peeled, cut-up, shredded, etc.), including mixtures of fruits and vegetables, such as bagged mixed salad and coleslaw (without dressing, croutons, bacon bits, etc.).

NOTE: The exemption is lost if any health claim set out in the table following B.01.603 is made ([see Chapter 8 of this Guide](#)), including the following: "A healthy diet rich in a variety of vegetables and fruit may help reduce the risk of some types of cancer," [B.01.401 (3)(e)(ii), and item 4 of the table following B.01.603].

- d) raw, **single ingredient** meat, meat by-product, poultry meat, and poultry meat by-product;

NOTE: prepackaged **ground meat, ground meat by-product, ground poultry meat and ground poultry meat by-product** must always carry a Nutrition Facts table [B.01.401(3)(d)].

- e) raw, **single ingredient** marine or freshwater animal products (such as fish, crustaceans, etc.);
- f) **foods sold only in the retail establishment** where the product is prepared and processed from its ingredients, including products made from a pre-mix when an ingredient other than water is added to the pre-mix;

NOTE: A Nutrition Facts table **is required when only water is added** to a pre-mix or

when a product is only baked, cooked, etc. on the premises without the addition of other ingredients;

- g) foods sold only at a **road-side stand, craft show, flea market, fair, farmers' market and sugar bush** by the individual who prepared and processed the product;
- h) **individual servings of foods** that are sold for immediate consumption (e.g., sandwiches or ready-made salads), **when** these have not been subjected to a process or special packaging, such as modified atmosphere packaging, to extend their durable life;
- i) foods sold only in the **retail establishment** where the product is **packaged, if** the product is labelled by means of a sticker and has an available display surface of less than 200 cm² ([see definition in 5.5.1 of this Guide](#));
- j) prepackaged confections, commonly known as **one bite confections**, that are sold individually, (e.g., small individually wrapped candies, mints, etc.);
- k) prepackaged **individual portions** of food that are solely intended to be **served by a restaurant or other commercial enterprise with meals or snacks** (crackers, creamers, etc.); and
- l) a variety of cow and goat **milk products sold in refillable glass containers**.

5.3.1 Losing the Exemption [B.01.401(3)]

The last three items listed above in 5.3 (a one-bite confection, an individual portion served with meals, milk in glass containers) never lose their exemption. The remaining items listed above lose their exempt status and are required to carry a Nutrition Facts table when:

- a vitamin or mineral nutrient is added to the product;
- a vitamin or mineral nutrient is declared as a component of an ingredient (other than flour);
- aspartame, sucralose, or acesulfame-potassium is added to the product ([see Chapter 9 of this Guide](#));
- the product is **ground** meat, **ground** meat by-product, **ground** poultry meat or **ground** poultry meat by-product; or
- the label or advertisement contains one or more of the following:
 - a nutritional reference or nutrient content claim;
 - a biological role claim;
 - a health claim;
 - a health-related name, statement, logo, symbol, seal of approval or other proprietary mark of a third party; or
 - the phrase "nutrition facts", "valeur nutritive" or "valeurs nutritives".

5.3.2. Other Exemptions

Non-prepackaged foods are not required to carry nutrition information. However, when a label or advertisement of a non-prepackaged food carries a representation related to Calories or a nutrient (e.g., any mention, reference, indication, statement or claim including a health claim.),

the label or advertisement is required to declare the applicable energy value or amount of the nutrient per serving of stated size [B.01.312, B.01.503(1)(c), B.01.602, table following B.01.603]

Foods used solely in the manufacture of other foods and multiple-serving, ready-to-serve foods intended solely to be served by an industrial or commercial enterprise (such as a hotel, restaurant, hospital, etc.) or an institution, are exempt from the Nutrition Facts table format (but not from the nutrition information). The product must be accompanied by written nutrition information when delivered to the purchaser (i.e., in any format, not necessarily in a Nutrition Facts table format). (See 5.14 and 5.15 of this *Guide* for further information.)

5.3.3 Prohibited Display of the Nutrition Facts Table

Formulated liquid diets, human milk substitutes, foods represented as containing a human milk substitute, meal replacements, nutritional supplements and foods represented for use in a very low energy diet have specific nutrition and other labelling requirements set out in Divisions 24 and 25 of the *Food and Drug Regulations* ([see Chapter 9 of this Guide](#)). Although the labels for these products are prohibited from using the Nutrition Facts table **heading** (i.e., "Nutrition Facts", "valeur nutritive" or "valeurs nutritives"), they may voluntarily use the Nutrition Facts table **format** with respect to the order of presentation, naming of nutrients, fonts, layout, etc. provided the applicable requirements of Divisions 24 and 25, FDR, are met.

Voluntary Display of the Nutrition Facts Table [B.01.401(1), B.01.402(2)]

Exempt foods may voluntarily display the Nutrition Facts table providing the content and format of the table are in accordance with the requirements of the regulations. Of course, this does not apply to those foods (e.g., formulated liquid diets, meal replacement, etc.) that are specifically prohibited from displaying a Nutrition Facts table ([see 5.3.3 above](#)).

5.4 Information in the Nutrition Facts Table [table to B.01.401]

Bilingual Standard Format

Nutrition Facts	
Valeur nutritive	
Per 125 mL (87 g) / par 125 mL (87 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	2 %

Figure 3.1 (Bilingual)

For purposes of illustration only. Copying may cause distortion

The sample bilingual Nutrition Facts table in Figure 3.1(B), above, indicates the core information that must always be included in the Nutrition Facts table and the order in which it must be presented.

Additional nutrition information may also be required in the table or permitted either inside or outside the table, as prescribed. ([See the list of additional information in 5.4.1 below.](#))

In addition to the core mandatory information, **only the additional information included in Figure 18.1(E)&(F) or 19.1(B)** is permitted in the Nutrition Facts table. Additional information must be presented in the manner shown in the Regulations (i.e., order of presentation, use of indents, and presentation of footnotes). The information must be incorporated into an applicable format (e.g., standard, narrow standard, bilingual standard, etc.) as selected according to the information presented later in this chapter. Additional information must be shown in **English and French**, except in those cases outlined subsections B.01.012(3) or (7). These subsections define local and specialty foods and then go on to specify when information may be shown in English only or French only [B.01.402(9)].

NOTE: Figures 18.1(E) and (F) and 19.1(B) are not format choices.

5.4.2 Mandatory Declaration of "Additional Information"

In the following cases, the declaration of "additional information", which is generally optional, becomes mandatory:

- a) **omega-6, omega-3 and monounsaturated fatty acids** must **all** be declared when any one of these, either on the label or in any advertisement, is declared. Polyunsaturated fatty acids are not required to be declared, but when shown, triggers the three declarations previously mentioned. Any specifically named fatty acid, whether on the label outside the Nutrition Facts table or in any advertisement, also triggers the same three declarations [B.01.402(3)];
- b) any nutrient set out in the table to B.01.402 ([see 5.4.1 above](#)) must be declared when there is any **representation** (e.g., any mention, reference, indication, statement, claim, etc.) regarding the nutrient anywhere on the label, including in the ingredient list, or in any advertisement [B.01.402(4)];
- c) **potassium** must be declared when the product contains added potassium salts and when there are claims relating to the salt or sodium content of the food [Items 31 - 36 of the table following B.01.513, B.01.402(5)];
- d) **any sugar alcohol, vitamin or mineral nutrient** (except for iodide added to salt and fluoride added to prepackaged water and ice) added to a prepackaged food must be declared [B.01.402(6)];, and
- e) **vitamin or mineral nutrients** must be declared when shown as a component of one of the ingredients (except flour) of a prepackaged product [B.01.402(7)].

5.4.3 Declaring Nutrients Outside the Nutrition Facts Table [B.01.301(1)(e), B.01.008(1), B.01.014, B.01.016, B.01.019, B.01.305(2)(b)]

When the regulations require **mandatory declarations** of nutrients that are not permitted to be shown within the Nutrition Facts table (i.e., not listed in 5.4.1 of this *Guide*) this information must be declared, in the appropriate units (g, mg, etc) per serving of stated size.

For example, a representation respecting an amino acid triggers the declaration of nine specific amino acids found in the food in grams per serving of stated size. This information must be displayed outside the Nutrition Facts table.

When any of the non-nutritive sweeteners aspartame, sucralose, or acesulfame-potassium is added to a food, the content of these in the food must be declared in milligrams per serving of stated size, outside the Nutrition Facts table, adjacent to the ingredient list [B.01.008]. ([See Chapter 9 of this Guide](#) for more information on sweeteners.)

Information on the amounts of nutrients or food components not permitted within the Nutrition Facts table, such as boron or individually named fatty acids, may be displayed on a **voluntary basis** providing it appears on any part of the label **other** than within the Nutrition Facts table, and is declared, in grams per serving of stated size.

Note that absolute amounts of vitamins and minerals (e.g., milligrams (mg), micrograms (µg), Retinol Equivalents (RE), Niacin Equivalents (NE)), even when required by regulation, may only be declared outside the Nutrition Facts table. These units are not permitted within the Nutrition Facts table as only the % Daily Value may be shown within the table. The % Daily Value may additionally be declared outside of the Nutrition Facts table per serving of stated size.

5.5 Displaying the Nutrition Facts Table

The *Food and Drug Regulations* specifically prescribe where and how nutrition information must be displayed on each prepackaged food, whether on a Nutrition Facts table affixed to the container or by some other permitted mechanism (such as on a tag - [see 5.11 of this Guide](#)). The remaining sections of this chapter explain the rules governing the correct usage of both standard and specialized formats of the Nutrition Facts table, in a variety of situations. Later sections in the chapter explain in detail the use of the nutrition labelling required on:

- foods intended solely to be served in a commercial or industrial enterprise or institution [B.01.405] – [see 5.14 of this Guide](#) for further information;
- foods for use in manufacturing other foods [B.01.404] – [see 5.15 of this Guide](#);
- *foods for children under two years of age* [B.01.403] – [see 5.16 of this Guide](#).

Regardless of the type of food product to be labelled, the first step in determining the appropriate size, shape and configuration of a Nutrition Facts table depends on accurately determining the available display surface of the product's packaging.

5.5.1 Defining the "Available Display Surface" [B.01.001]

In general, the Nutrition Facts table must be displayed on the **available display surface (ADS)** of a package. This is defined as the total surface area of a package on which a label can be physically applied or on which information can be legibly set out and easily viewed. For conditions pertaining to small packages [see 5.10](#); for tags [see 5.11](#); and for ornamental containers [see 5.12 of this Guide](#).

The **available** display surface refers to the area which is **physically available** for labelling. It includes all unlabelled surfaces on which information can be legibly set out and easily viewed. Also included is any surface that has any printing, designs or graphics already printed on it, whether mandatory, optional or promotional (other than the area occupied by the universal product code, [see 5.5.2 of this Guide](#)). For example, any label surface containing any printed information, such as a list of ingredients, a name and address of a manufacturer, a brand name, graphics, claims, promotional information, recipes, etc., is considered part of the available display surface. If the UPC is printed more than once on the label, the area occupied by the additional copies is also considered part of the available display surface.

The available display surface includes decorative textured surfaces (e.g., glass or plastic beverage bottles) if similar containers in the marketplace have labels applied to these types of surfaces. It also includes transparent parts of packages (e.g., clear windows in bacon flat packs and pasta boxes, plastic bags, etc.). However, cut out spaces and open windows are not included.

For egg cartons (pulp flat, foam flat, clear plastic), the Nutrition Facts table **may** be printed on the underside of the lid. The underside of the lid is considered part of the available display surface calculation when **any** information (e.g., nutritional, promotional or otherwise) is printed on it.

The bottom surface of a container **must** be included if the contents will not leak or be damaged when the package is turned over to view the Nutrition Facts table. For example, the bottom of a box containing a meringue pie or a decorated cake would not be counted as available display space, nor would the bottoms of some plastic-wrapped foam trays of ground meat which are not completely sealed against moisture leakage.

The "available display surface" is also defined in B.01.001 as

- the total surface area of both sides of a **tag** ([see 5.11 of this Guide](#)) attached to a package to which a label cannot be physically applied or on which information cannot be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of purchase, and
- the bottom of an ornamental container or the total surface area of both sides of a tag attached to the **ornamental container** ([see 5.12 of this Guide](#)), whichever is greater.

5.5.2 Elements Not Included as Part of the Available Display Surface

The available display surface does **not** include the area occupied by the **universal product code** (also known as a bar code or UPC). It also does not include:

- a) any area of a package on which a label cannot be physically applied and/or be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of purchase (e.g., under the gables of milk and juice cartons, under some seam flaps of packages of bar-shaped foods, on irregular or uneven surfaces of some moulded glass or plastic containers, over handles on jugs, on crimped edges used to seal some flat bags, on box seams, and on some container surfaces which are textured to give structural integrity to a container (i.e., it is not just decorative), etc.). [See 5.10 of this Guide](#) for "small packages" exemption;
- b) any "continuous surface" of 12 cm² or less (e.g., bottle caps and lids) which is too small to accommodate even the smallest available Nutrition Facts table, **provided** that this continuous surface does not already have printed mandatory, optional or promotional labelling on it; and
- c) any part of the package that is destroyed upon opening (e.g., a tear strip, a band straddling a bottle cap and a bottle neck, a single label made up of several lids on a multi-pack of individual yogurt-type containers [each unit is snapped off, destroying the Nutrition Facts table], etc.) **unless** the product is a single-serving package (i.e., the entire contents can be reasonably expected to be eaten by one person during a single eating occasion).

5.5.3 Available Display Surface on Individually Packaged Products Sold Together in a Larger Package [A.01.016, B.01.406(2), B.01.451]

When individually packaged products are sold together inside another package, the Nutrition Facts table must be clearly and prominently displayed on the available display surface of the **outside** package, and be readily discernible to the purchaser or consumer under the customary conditions of purchase and use.

Each individual product does not have to display a Nutrition Facts table if the Nutrition Facts table is displayed on the outside package. However, the manufacturer has the option of declaring the Nutrition Facts on each individual product if he chooses to do so. For example, for a box of six individually-wrapped cereal bars, the Nutrition Facts table must appear on the box rather than on the individual bars inside the box, although the individual bars may also display a Nutrition Facts table.

If the outside package of individually packaged products is opened to allow each product to be offered for sale individually (i.e., without the outer package label in a convenience store), each individual product must display the Nutrition Facts table.

5.5.4 Language and Location of the Nutrition Facts Table [B.01.451(1), B.01.450(6)]

The Nutrition Facts table must be in both of Canada's official languages (i.e., French and English), unless otherwise exempt from bilingual labelling.

When there are two separate English and French tables, both must be placed either on the same continuous surface* (see description below) or on two separate continuous surfaces of the same size and prominence. A single Nutrition Facts table, whether bilingual, unilingual English or unilingual French, must appear in its entirety on one continuous surface.

*A **continuous surface** is not defined in the regulations but is generally understood to be a single flat surface or slightly curved surface that is unbroken or uninterrupted by defined edges, large angles, rims, sides, corners, seams, etc. For example, on a breakfast cereal box, any single panel is considered to be a continuous surface (e.g., front, back, top, bottom, side). For a cylindrically-shaped package (e.g., a can or bottle), the entire circumference of the container is continuous. A continuous surface might also include some small "rounded" angles which do not appear to hinder a consumer's ability to read the nutrition information spread over adjacent panels (e.g., the shoulder of a milk carton).

In a bilingual Nutrition Facts table, the order of languages may be reversed from the order shown in Schedule L, (i.e., French before English).

Some foods are exempt from bilingual labelling. Mandatory information on labels of foods which meet the definition of a "local food", "test market food" and "specialty food" is permitted to be displayed in **only one language** [B.01.012(1), B.01.012(3), (7)]. When the basic mandatory information is permitted to be shown in only one language, the Nutrition Facts table may also be shown in only that language [B.01.451(2)].

5.5.5 Orientation of the Nutrition Facts Table [B.01.452]

The Nutrition Facts table must be oriented in the same manner as the other information on the label when there is sufficient space to do so. That is, the Nutrition Facts table must be either printed standing "upright" or turned or tipped "on its side" (i.e., rotated 90°) so that the words in the table read in the same direction as the other words on the same panel (e.g., as viewed on the store shelf).

When there is insufficient space, the Nutrition Facts table may be oriented in another manner (e.g., the standard format may be tipped on its side), provided there is sufficient space to do so and the food contained in the package will not leak out or be damaged when the package is turned to view the Nutrition Facts table.

When the Nutrition Facts table is displayed on either the top or bottom of the package, it may be oriented in any manner without regard for any other information already appearing there, if any.

5.5.6 Presentation of Information in Nutrition Facts Tables

The information in the Nutrition Facts table must be listed in the **correct order**, using the **required nomenclature, units, rounding rules** and the **appropriate format**. See the tables to B.01.401 and B.01.402 and [Chapter 6 of this Guide](#) for further information, including details about serving sizes and reference amounts.

All versions of the Nutrition Facts table must be set out in accordance with the format specified in the applicable figure in Schedule L, *FDR*, with respect to such matters as order of presentation, dimensions, use of upper and lowercase letters, spacing, indenting, and use of bold type [B.01.450(1)].

5.5.7 Fonts

The characters (letters and numbers) in the Nutrition Facts table must be displayed in a **single standard sans serif font that is not decorative** [B.01.450(3)].

"**Single**" means that only one font is permitted throughout the Nutrition Facts table. "**Standard**" means a font which has been developed by a font designer. Since the designing process "standardizes" the font, a "standard" font is basically any font which has been developed and registered or trademarked. "**Sans serif**" means that the characters must appear in a type that does not have a finishing stroke or line projecting from the end of the main stroke.

There are a variety of acceptable fonts which fall into this category. However, specific fonts are not prescribed in the Regulations. **The Helvetica** font is an example of a sans serif font that is not decorative and is the one used in the Figures published in Schedule L. Examples of unacceptable fonts are Courier (e.g., "Nutrition Facts"), Times New Roman (e.g., "Nutrition Facts") and other fonts that are decorative or not "sans serif" (e.g., "**Nutrition Facts**", "Nutrition Facts", etc).

Graphics software, such as QuarkXPress, will use any fonts that are already available on your computer. If you want to use the templates mentioned in 5.6.2 of this *Guide* which were developed using Helvetica and Helvetica Condensed fonts, you may have to purchase these fonts if they are not already installed on your computer. Otherwise, the artwork software will provide you with the option of using another sans serif font. If you do use another sans serif font you will have to ensure that graphic elements will still comply with the specifications of the corresponding regulated figure.

Standard Format

Click on Image for Larger View

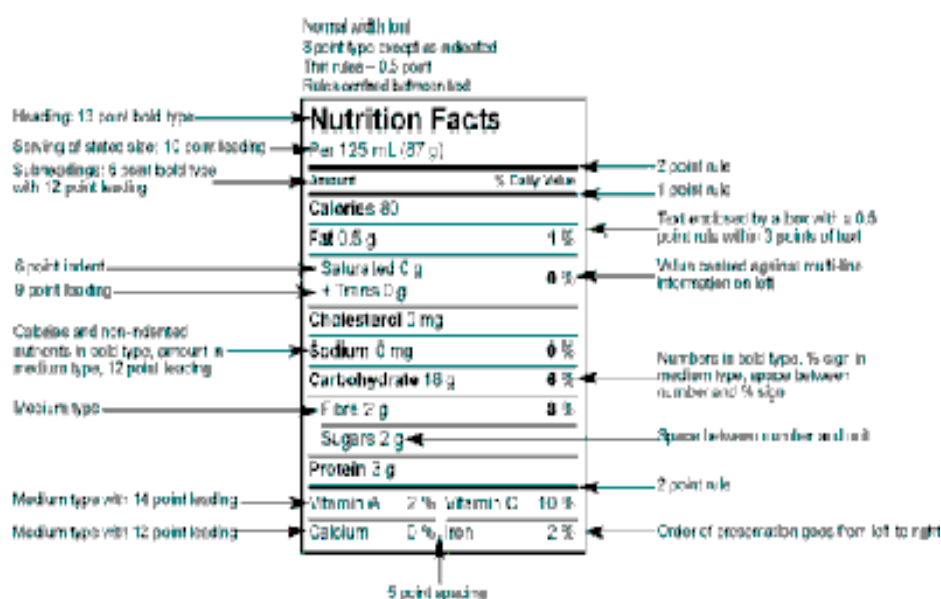


Figure 1.1(E)

For purposes of illustration only. Copying may cause distortion.

"Normal width font" is mentioned in the notes around Figure 1.1(E), and "condensed font", which is a narrower and more compact version of a type design is mentioned in the notes to Figure 1.3(E). Standardized fonts include both normal width and condensed fonts. Characters must be displayed in such a manner that they never touch each other or the rules (the horizontal and vertical lines - [see 5.5.10 of this Guide](#)) [B.01.450(3)(a)]. Further narrowing of type is not permitted as it may decrease legibility. Certain combination of ink and packaging materials used to print the nutrition information may be subject to "bleeding", making it necessary to use a Nutrition Facts format with a larger type, even when, based on the area of the available display surface, a smaller type would otherwise be acceptable. Characters may be displayed with larger dimensions than those specified in Schedule L, *FDR*, provided all the characters in the Nutrition Facts table are enlarged in a uniform manner [B.01.450(3)(b)].

"Medium type" is mentioned in the notes around Figure 1.1(E) in Schedule L. This is compared to the "bold type" also mentioned in the notes around Figure 1.1 (E) in Schedule L.

5.5.8 Point Size

A "point" is a unit of measurement for type size. An Anglo-American point is equal to 0.3514598 mm. [B.01.400]

The value of the point varies from one system of typographical measurement to another. For the purposes of the Nutrition Facts table, the definition in B.01.400 must be used.

Some Common Point Measures in the Standard Formats

Type Size	Leading
6 point = 2.11 mm	10 point = 3.51 mm
8 point = 2.81 mm	12 point = 4.22 mm
13 point = 4.57 mm	14 point = 4.92 mm
Rules	Indents / Spacing
0.5 point = 0.175 mm	3 points of text = 1.05 mm
1 point = 0.35 mm	5 point spacing = 1.76 mm
2 point = 0.70 mm	6 point indent = 2.11 mm

5.5.9 Leading

Leading is the space between lines of type. It is also known as "linespacing" in English and "interligne" in French.

Leading is measured from the baseline of the letters in one line of type to the baseline of the letters in the line of type above it. In the example below, the leading is the distance measured between the bottom of the letter "a" in "apples" and the bottom of the letter "m" in "mangoes" in the line above.

These **m**angoes are not ripe yet.

These **a**pples are really red and juicy.

There is no leading prescribed above the first line of type. Therefore, leading is only applicable to lines of type below the first line. For example, in Figure 1.1(E) in Schedule L, there is no leading above the heading "Nutrition Facts" because there is no line of type above it. The lines in the box around the entire Nutrition Facts table are not lines of type and are not considered when measuring leading.

A "descender" is that part of a lowercase letter that extends below the baseline (applicable to the letters g, j, p, q, and y). The descender is not considered in the leading measurement (e.g., use only the round portion of the letter "p"). "Descenders" normally rest on the implied "descender line" which demarcates, in most instances, the lowermost limits of the characters of the font.

An "ascender" is that part of a lowercase letter that extends above the x-height (the main body of the typeface) in the letters b, d, f, h, k, l, t. "Ascenders" and capital letters (i.e., uppercase letters) normally reach to the implied "ascender line". Leading is not measured to the ascender line, but rather to the baseline of the line of type above.

5.5.10 Rules

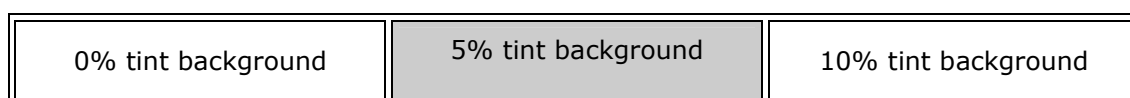
A horizontal or vertical "line" is called a "rule". (It can be drawn by a ruler!) "Rules" enclose the Nutrition Facts table in a box shape and divide or run between lines of type. These rules do not affect the leading measurement as the rule is a line, not a line of type.

For example, in Figure 1.1(E) of Schedule L, information in the Nutrition Facts table must be enclosed by a box with 0.5 point rule within 3 points of text. A Point Rule refers to the thickness of the rule. For example, a 1 point rule would be 0.35 mm thick, a 2 point rule would be 0.7 mm thick, a 0.5 point rule is 0.175 mm thick, etc.

A "1 point rule" or "2 point rule" specified in Schedule L may be displayed with larger dimensions in the Nutrition Facts table [B.01.450(4)].

5.5.11 Colour in the Nutrition Facts Table

Characters and rules must be printed in a single colour that is a visual equivalent of 100% solid black type on a white background or on a uniform neutral background with a maximum 5% tint of colour [B.01.450(2)]. This means, that as a minimum, the type is so dark that it is almost black and the background is so pale that it is almost white.



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As a general rule, where information appears in black type on a label, the Nutrition Facts table should also be printed in black type. Where no information appears in black type on the label, the Nutrition Facts table should be printed in the darkest colour used elsewhere on the label, excluding pastels but including the colour used for the universal product code (also known as the UPC or bar code).

5.5.12 Indents

In Figure 1.1(E) of Schedule L, "Saturated" is listed under "Fat". It has been indented 6 points. The 6 point indent is measured from the "F" in Fat, not from the edge of the box that is around the Nutrition Facts table.

Note the specification to the right of the Nutrition Facts box illustrated in Figure 1.1(E). It explains that the edges of the enclosing box are "3 points of text" away from the type: "Text enclosed by a box with a 0.5 point rule within 3 points of text".

Therefore, the word "Fat" must be 3 points from the edge of the box, making the word "Saturated" 9 points from the edge of the box.

5.5.13 Abbreviations and Symbols in the Nutrition Facts Table [column 2 of tables to B.01.401 & B.01.402; and various Figures in Schedule L]

Public consultations have supported the idea that readers often have problems with comprehension when abbreviations are used. The number of abbreviations permitted in the Nutrition Facts table is therefore limited to the following:

- "%" and "% DV" when the term "Daily Value" is provided in English
- "%" and "% VQ" when the term "valeur quotidienne" is provided in French
- "Vit" for vitamin.

The common symbols or abbreviations below are also acceptable in the Nutrition Facts table. They are considered bilingual unless otherwise noted. The use of the abbreviations for teaspoon and tablespoon (in both French and English) should be limited to those labels where the full words will not fit. Short words such as "cup" and "tasse" should be written out in full.

kilojoule	kJ
grams	g
millilitres	ml or mL
milligrams	mg
teaspoon	tsp (English only)
tablespoon	tbsp (English only)
cuillère à thé	c. à thé or cuil. à thé (French only)
cuillère à soupe	c. à soupe or cuil. à soupe (French only)

5.6 Formats for the Nutrition Facts Table [from the Figures described in Schedule L of the *Food and Drug Regulations*]

There are three **basic** Nutrition Facts table formats:

- standard
- horizontal;, and
- linear.

There are also some **specialized** Nutrition Facts formats:

- Simplified Formats [B.01.455]

- Dual Format – Foods Requiring Preparation [B.01.456];
- Aggregate Format – Different Kinds of Foods [B.01.457];
- Dual Format – Different Amounts of Food [B.01.458];, and
- Aggregate Format – Different Amounts of Food [B.01.459].

These Nutrition Facts table formats are listed in the following Table 5-1 along with their corresponding Figure number from Schedule L of the *Food and Drug Regulations*.

Table 5-1 Figures in Schedule L of the *Food and Drug Regulations*

Standard		Aggregate	
1.1(E)&(F) [Table Part 1 to B.01.454]		Different Kinds of Foods	
1.2(E)&(F)	"	10.1(E)&(F)	[Table Part 1 to B.01.457]
1.3(E)&(F)	"	10.2(E)&(F)	"
1.4(E)&(F)	"	10.3(E)&(F)	"
1.5(E)&(F)	"	10.4(E)&(F)	"
1.6(E)&(F)	"	10.5(E)&(F)	"
		10.6(E)&(F)	"
Narrow Standard		Bilingual Aggregate	
2.1(E)&(F) [Table Part 2 to B.01.454]		Different Kinds of Foods	
2.2(E)&(F)	"	11.1(B)	[Table Part 2 to B.01.457]
2.3(E)&(F)	"	11.2(B)	"
2.4(E)&(F)	"	11.3(B)	"
		11.4(B)	"
		11.5(B)	[B.01.457(2)(a)(i) & (b)(i)]
		11.6(B)	"
Bilingual Standard		Dual - Different Amounts	
3.1(B)	[Table Part 3 to B.01.454]	12.1(E)&(F)	[Table Part 1 to B.01.458]
3.2(B)	"	12.2 (E)&(F)	"
3.3(B)	"	12.3 (E)&(F)	"
3.4(B)	"	12.4(E)&(F)	"
3.5(B)	[B.01.454(3)(a)]	12.5(E)&(F)	"
3.6(B)	"	12.6(E)&(F)	"
3.7(B)	"		
Bilingual Horizontal		Bilingual Dual - Different Amounts	
4.1(B)	[Table Part 4 to B.01.454]	13.1(B)	[Table Part 2 to B.01.458]
4.2(B)	"	13.2(B)	"
4.3(B)	[B.01.454(3)(b)]	13.3(B)	"
4.4(B)	"		
4.5(B)	"		

Simplified Standard

5.1(E)&(F)	[Table Part 1 to B.01.455]
5.2(E)&(F)	"
5.3(E)&(F)	"
5.4(E)&(F)	"
5.5(E)&(F)	"
5.6(E)&(F)	"

Bilingual Simplified Standard

6.1(B)	[Table Part 2 to B.01.455]
6.2(B)	"
6.3(B)	"
6.4(B)	"
6.5(B)	[B.01.455(3)(a)]
6.6(B)	"

Bilingual Simplified Horizontal

7.1(B)	[Table Part 3 to B.01.455]
7.2(B)	"
7.3(B)	[B.01.455(3)(b)]
7.4(B)	"

Dual

Foods Requiring Preparation

8.1(E)&(F)	[Table Part 1 to B.01.456]
8.2(E)&(F)	"
8.3(E)&(F)	"
8.4(E)&(F)	"
8.5(E)&(F)	"
8.6(E)&(F)	"

Bilingual Dual

Foods Requiring Preparation

9.1(B)	[Table Part 2 to B.01.456]
9.2(B)	"
9.3(B)	"
9.4(B)	"
9.5(B)	[B.01.456(2)(a)]
9.6 (B)	"

13.4(B)	"
13.5(B)	[B.01.458(2)(a)]
13.6(B)	"

Aggregate - Different Amounts

14.1(E)&(F)	[Table Part 1 to B.01.459]
14.2(E)&(F)	"
14.3(E)&(F)	"
14.4(E)&(F)	"
14.5(E)&(F)	"
14.6(E)&(F)	"

Bilingual Aggregate

Different Amounts

15.1(B)	[Table Part 2 to B.01.459]
15.2(B)	"
15.3(B)	"
15.4(B)	"
15.5(B)	[B.01.459(2)(a)]
15.6(B)	"

Linear

16.1(E)&(F)	[B.01.454(3)(c)]
16.2(E)&(F)	"

Simplified Linear

17.1(E)&(F)	[B.01.455(3)(c)]
17.2(E)&(F)	"

Additional Information

18.1(E)&(F)	[B.01.460(1)(a)]
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Bilingual - Additional Information

19.1(B)	[B.01.460(2)(a)]
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5.6.1 When to Use Standard, Horizontal and Linear Formats

The **Standard Format** is used when displaying the nutrient information for:

- **one serving** of a food, as sold [B.01.406(1)];
- **an entire product** that contains separately packaged ingredients or foods that are intended to be consumed together, e.g., a combination of taco shells, seasoning and salsa sauce in a taco kit [B.01.406(2)] ([See also 5.6.4 of this Guide](#));
- **one of the foods in an assortment** of foods of the same type, where the typical serving consists of only one of those foods, and the nutrition information for each is the same, e.g., multi-pack of individually wrapped drinks in a variety of fruit flavours [B.01.406(3)(b)]. ([See also 5.6.4 of this Guide](#) for other types of assortments); and
- **all foods in an assortment of foods as a composite value**, when the assortment of foods is of the same type, the typical serving consists of more than one of these foods, and the nutrition information for each is different, e.g., a box of assorted chocolates, [B.01.406(4)]. ([See also 5.6.4 of this Guide](#) for other types of assortments).

The standard format displays the Nutrition Facts table (i.e., the box) vertically and has been consistently identified as the easiest and fastest to read and use. The *Regulations* contain criteria to maximize the use of the standard format for the Nutrition Facts table and require that the standard format be used whenever the available display surface is large enough. The three variations of the standard format, i.e., the standard, narrow standard and bilingual standard formats, are illustrated at the beginning of this Chapter.

The **bilingual horizontal format** (and **simplified horizontal** - [see 5.6.2 of this Guide](#)) is used when displaying the nutrition information on narrow panels of packages, such as narrow candy bars, that cannot accommodate a horizontally-oriented version of the standard format. However, its use is limited and is only permitted when the continuous surface of the package is not adequate to accommodate, in any orientation, any of the three variations of the standard format. With the horizontal format, the eye must travel down and up, then across, resulting in the nutrients not being seen in the same predictable order as when the label is read from left to right, as is the case with the standard format. Searching for a particular item therefore becomes more difficult.

The use of two separate English and French horizontal formats offer no space saving over the use of the Bilingual Standard Format or the Bilingual Simplified Standard Format and are not permitted. [Part 4 of the table to B.01.454, Figures 4.1(B) and 4.2(B)]; Part 3 of the table to B.01.455, Figures 7.1(B) and 7.2(B) of Schedule L, *FDR*]

The **linear format** (and **simplified linear** - [see 5.6.2 of this Guide](#)) is used to display, on very narrow panels of packages, the same nutrient information as the standard and horizontal formats. However, its use is only permitted when the continuous surface of the package is not adequate to accommodate any of the three variations of the standard format, nor the bilingual horizontal

format, in any orientation. The linear format is restricted because it is more difficult to read and understand than the standard and bilingual horizontal formats. However, because the linear format is the only format that will fit some packages, it is more important to have the nutrition information displayed in a linear format than not to have it displayed at all. A bilingual linear format is not permitted since it greatly compromises readability.

In summary, the standard format for the Nutrition Facts table is required most often, the use of the horizontal format is limited, and the linear format is restricted.

The three variations of the standard format, as well as the horizontal and linear formats, are listed in Table 5-1 of this *Guide*, along with their corresponding Figure number from Schedule L *FDR*.

5.6.2 Simplified Formats [B.01.401(6), B.01.455]

Simplified Standard Formats

Nutrition Facts	
Per 1 stick (2.7 g)	
Amount	% Daily Value
Calories 5	
Fat 0 g	0 %
Carbohydrate 2 g	1 %
Protein 0 g	
Not a significant source of saturated fat, trans fat, cholesterol, sodium, fibre, sugars, vitamin A, vitamin C, calcium or iron.	

Figure 5.1(E)

Valeur nutritive	
pour 1 bâtonnet (2,7 g)	
Teneur	% valeur quotidienne
Calories 5	
Lipides 0 g	0 %
Glucides 2 g	1 %
Protéines 0 g	
Source négligeable de lipides saturés, lipides trans, cholestérol, sodium, fibres, sucres, vitamine A, vitamine C, calcium et fer.	

Figure 5.1(F)

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The **Simplified Standard Format** or the **Bilingual Simplified Standard Format** may be used when the Nutrition Facts table does not have to contain the entire "Core List" (i.e., information listed in the table to B.01.401). These simplified forms of the standard format are permitted when seven or more items (i.e., the energy value and/or quantities of nutrients in the core information list) are permitted to be expressed as zero.

For example, if seven nutrients are zero the energy value does not have to be zero. If six nutrients are zero then the energy value has to be zero in order to total seven. In these cases, a simplified Nutrition Facts table may be used, with only the following information **required** to be declared:

- a) serving of stated size;
- b) energy value (even when "0");
- c) fat;

- d) carbohydrate;
- e) protein;
- f) any nutrient that is the subject of a nutritional or health-related claim or representation (including nutrient content claims set out in the table following B.01.513, health claims set out in the table to B.01.603 and biological role claims) [B.01.311];
- g) any added sugar alcohol, vitamin or mineral nutrient, (other than iodide added to salt for table or general household use, and fluoride added to prepackaged water or ice);
- h) any vitamin or mineral nutrient declared as a component of an ingredient (other than flour);
- i) any nutrients (listed in the table to B.01.401) that may not be expressed as zero; and
- j) the statement "Not a significant source of (naming each nutrient listed in the table to B.01.401 that has been omitted from the Nutrition Facts table)" [B.01.401(6)].

Additional nutrients may be listed voluntarily in the simplified Nutrition Facts table.

The **bilingual simplified horizontal format** may only be considered for use when the continuous surface of the package is not adequate to accommodate, in any orientation, either the simplified standard format or the bilingual simplified standard format.

The **simplified linear format** may only be considered when the continuous surface of the package is not adequate to accommodate, in any orientation, either of the two versions of the simplified standard format, or the bilingual simplified horizontal format.

Although the regulations do not specifically provide for a "**simplified aggregate format**", one may be used **provided** the criteria for using a simplified format and an aggregate format are both met. ([See 5.6.4 below](#)). The statement related to the simplified declaration (i.e., "Not a significant source of . . .") should be placed directly beneath the nutrient declarations and the DV statement (i.e., DV = Daily Value) should be placed directly beneath the "Not a significant source of . . ." statement.

The simplified formats are listed in the preceding Table 5-1, along with their corresponding Figure number from Schedule L of the *Food and Drug Regulations*.

5.6.3 Dual Format - Foods Requiring Preparation [B.01.406(5), B.01.456]

The **Dual Format** and the **Bilingual Dual Format** are used when manufacturers want to **optionally** declare, for a non-ready-to-eat food, the nutrient content of the food as prepared. This is in addition to declaring the nutrients for the food **as sold** (as required by B.01.406(1)).

For example, the Nutrition Facts table **must** declare the nutrients for frozen beef patties, a powdered pudding mix, a condensed cream soup and a dry breakfast cereal as found in their respective packaging. Using the Dual Format Nutrition Facts tables, manufacturers may also declare the nutrients for these foods after they have been prepared (i.e., the cooked beef patties, the finished pudding, the prepared soup and cereal with the added milk).

When information is optionally provided for the food after preparation, the Dual Format Nutrition Facts table **must** clearly set out the following information for the food **as prepared**:

- **for foods requiring preparation** (e.g., a pudding mix), the serving size is expressed as either "about (naming the serving size)" or "about (naming the serving size) prepared" after the serving size for the food as sold [B.01.406(5)(a)(i)]. See specific notes in Figures 8.1(E)&(F) and 9.1(B) for details on how to express the serving size and associated subheadings;

Figure 9.1(B)

For purposes of illustration only.
Copying may cause distortion.

Nutrition Facts / Valeur nutritive		
Per 1/4 package (22 g) / pour 1/4 d'emballage (22 g)		
About 1/2 cup prepared / environ 1/2 tasse préparée		
Amount / Teneur	Dry Mix / Poudre	Prepared / Préparé
Calories / Calories	100	140
% Daily Value / % valeur quotidienne		
Fat / Lipides 2 g*	3 %	3 %
Saturated / saturés 1 g + Trans / trans 1 g	10 %	10 %
Cholesterol / Cholestérol 0 mg		
Sodium / Sodium 80 mg	3 %	6 %
Carbohydrate / Glucides 20 g	7 %	9 %
Fibre / Fibres 1 g	4 %	4 %
Sugars / Sucres 14 g		
Protein / Protéines 4 g		
Vitamin A / Vitamine A	0 %	6 %
Vitamin C / Vitamine C	0 %	2 %
Calcium / Calcium	0 %	15 %
Iron / Fer	2 %	2 %

* Amount in dry mix / Teneur de la poudre
† 1/2 cup skim milk adds 40 Calories, 65 mg sodium, 6 g carbohydrates (6 g sugars) and 4 g protein. / 1/2 tasse de lait écrémé ajoute 40 Calories, 65 mg sodium, 6 g glucides (6 g sucres) et 4 g protéines.

- **for foods commonly served with another food**, (e.g., breakfast cereal), the amount of the other food (e.g., the milk) is expressed as a household measure and must be indicated in the heading for the column of information relating to the combined foods [B.01.406(5)(a)(ii)].

See specific notes in Figures 8.1(E)&(F) and 9.1(B) with respect to expressing the serving size and subheadings. These clarify that in the case of combined foods, a serving size, such as "about 1/2 cup prepared", does not apply and the subheading "Prepared" is replaced with the amount of added food (e.g., "with 1/2 cup skim milk");

- Calories [B.01.406(5)(a)(iii)];
- Calories from fat, if declared for the food as sold [B.01.406(5)(a)(iv)]; and
- % Daily Value of any nutrient that is declared as a % DV for the food as sold [B.01.406(5)(a)(v)].

The amount of any nutrient that is expressed as an absolute amount for the food as sold may also be provided for the added ingredients or the food with which the product is combined. The information is displayed in the form of a **footnote** [B.01.406(5)(b)]. See specific notes in Figures 8.1(E)&(F) and 9.1(B) for details on wording the optional footnote.

The dual formats are listed in [Table 5-1 of this Guide](#), along with their corresponding Figure number from Schedule L, *FDR*.

5.6.4 Aggregate Format - Different Kinds of Foods [B.01.406(3)(a), B.01.457].

Nutrition Facts / Valeur nutritive						
Per 1 pouch pour 1 sachet	Regular Ordinaire (35 g)		Apple & Cinnamon Pomme et cannelle (35 g)		Maple & Brown Sugar Erable et cassonade (35 g)	
	Amount Teneur	% DV* % VQ*	Amount Teneur	% DV* % VQ*	Amount Teneur	% DV* % VQ*
Calories / Calories	110		140		130	
Fat / Lipides	2 g	3 %	2 g	3 %	1 g	2 %
Saturated / saturés + Trans / trans	0 g 0 g	0 %	0 g 0 g	0 %	0 g 0 g	0 %
Cholesterol / Cholestérol	0 mg		0 mg		0 mg	
Sodium / Sodium	220 mg	9 %	310 mg	13 %	200 mg	8 %
Carbohydrate / Glucides	19 g	6 %	26 g	9 %	27 g	9 %
Fibre / Fibres	3 g	12 %	3 g	12 %	3 g	12 %
Sugars / Sucres	1 g		8 g		9 g	
Protein / Protéines	4 g		4 g		3 g	
Vitamin A / Vitamine A	0 %		0 %		0 %	
Vitamin C / Vitamine C	0 %		0 %		0 %	
Calcium / Calcium	2 %		2 %		2 %	
Iron / Fer	6 %		6 %		6 %	

* DV = Daily Value / VQ = valeur quotidienne

* DV = Daily Value / VQ = valeur quotidienne

Figure 11.1(B)

For purposes of illustration only. Copying may cause distortion.

The **Aggregate Format** or the **Bilingual Aggregate Format – Different Kinds of Foods** is used to list the nutrient information **for each food in an assortment** of foods of the same type where the typical serving consists of **only one** of those foods and the nutrition information for each is **different**, (e.g., for each type of cereal in a variety pack of single-serving breakfast cereals) [B.01.406(3)(a)]. Although declaring a composite value for an assortment using the Standard Format is an option for certain assortments, it is not an option for this type of assortment ([see 5.6.1 of this Guide](#)).

As discussed in [5.6.1 of this Guide](#), the **Standard Format** can be used to display the nutrient information for

- **an entire product** that contains separately packaged ingredients or foods that are intended to be consumed together, (e.g., a combination of taco shells, seasoning and salsa sauce in a taco kit) [B.01.406(2)];, and
- **all foods in an assortment of foods**, as a composite value, when the assortment is of the same type of food, the typical serving consists of **more than one** of these foods, and the nutrition information for each is **different**, (e.g., a box of assorted chocolates) [B.01.406(4)].

Instead of using the Standard Format in these situations, a manufacturer may display separate nutrient information about these types of foods, using the **Aggregate Format** or the **Bilingual Aggregate Format – Different Kinds of Foods**, in which case the Nutrition Facts table **must** set out the nutrient information as follows:

- **for each separately packaged ingredient or food** when these are intended to be consumed together, (e.g., separate declarations for the taco shells, seasoning mix (to add to your own meat) and salsa sauce in a boxed taco kit) [B.01.406(2), Parts 1 and 2 of the table to B.01.457, B.01.457(2)(a), Figures 10.1 to 10.6(E)&(F), 11.1 to 11.6(B)]; and
- **for each food in an assortment** of foods of the same type, where the typical serving consists of **more than one** of those foods, and the nutrition information for each is **different**, (e.g., each kind or flavour of chocolate in a box of assorted chocolates) [B.01.406(4)].

Note that for each food in an assortment of foods of the same type, where the typical serving consists of **only one** of those foods and the nutrition information for each is the **same**, (e.g., each flavour of individually wrapped drinks in a multi-pack of fruit-flavoured drinks) the nutrition information **is required to be set out on the basis of one of the foods**. This means that the Aggregate Format is not permitted for these types of assortments. [B.01.406(3)(b)]. (See also 5.6.1 of this *Guide*.)

The **Aggregate Formats - Different Kinds of Foods** are listed in Table 5-1 of this *Guide*, along with their corresponding Figure number from Schedule L, *FDR*.

5.6.5 Dual and Aggregate Formats - Different Amounts of Foods [B.01.458, B.01.459]

Nutrition Facts / Valeur nutritive		
Per 1 tablespoon (15 mL) / pour 1 cuillère à soupe (15 mL)		
Amount / Teneur	15 mL	125 mL
Calories / Calories	15	120
% Daily Values / % valeur quotidienne		
Fat / Lipides 0 g*	0 %	4 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %	8 %
Cholesterol / Cholestérol 0 mg		
Sodium / Sodium 17 mg	1 %	6 %
Carbohydrate / Glucides 2 g	1 %	5 %
Fibre / Fibres 0 g	0 %	0 %
Sugars / Sucres 2 g		
Protein / Protéines 1 g		
Vitamin A / Vitamine A	2 %	10 %
Vitamin C / Vitamine C	4 %	35 %
Calcium / Calcium	4 %	35 %
Iron / Fer	2 %	2 %

Figure 13.1(B)

Nutrition Facts / Valeur nutritive				
	Per / par 15 mL		Per / par 125 mL	
	Amount Teneur	% DV* % VQ*	Amount Teneur	% DV* % VQ*
Calories / Calories	15		120	
Fat / Lipides	0 g	0 %	2.5 g	4 %
Saturated / saturés + Trans / trans	0 g 0 g	0 % 0 %	1.5 g 1.5 g	8 % 8 %
Cholesterol / Cholestérol	0 mg		10 mg	
Sodium / Sodium	20 mg	11 %	150 mg	6 %
Carbohydrate / Glucides	2 g	1 %	15 g	5 %
Fibre / Fibres	0 g	0 %	0 g	0 %
Sugars / Sucres	2 g		15 g	
Protein / Protéines	1 g		10 g	
Vitamin A / Vitamine A		2 %		10 %
Vitamin C / Vitamine C		4 %		35 %
Calcium / Calcium		4 %		35 %
Iron / Fer		0 %		2 %

Figure 15.1(B)

For purposes of illustration only. Copying may cause distortion.

In order to better reflect different uses and different units of measurement, certain Nutrition Facts table formats allow manufacturers to provide additional sets of nutrient values for different amounts of a food.

The *Regulations* require the information in the Nutrition Facts table to be declared per serving of stated size. However, the information may optionally be set out on the basis of other quantities to reflect different uses (e.g., 1 tablespoon of evaporated milk and ½ cup of evaporated milk), or different units of measurement (e.g., 1 slice or 2 slices of bread).

Information on different amounts of the food may be displayed using either the Dual Format or the Aggregate Format.

Regardless of whether the Dual Format or the Aggregate Format is chosen, the other amount(s) of the food for which information is provided must appear as a heading for the appropriate column of information, and **must** be given in a household measure [B.01.406(7)(a)(i)]. Furthermore,

- **in the Aggregate Format**, the amount(s) must be expressed as a metric measure (i.e., in grams or milligrams as prescribed) [B.01.002A(1)(b), B.01.406(7)(c)(i)];, and
- **in the Dual Format**, the amount(s) may optionally be expressed as a metric measure. [B.01.406(7)(b)].

The following information must also be set out for each amount:

- Calories [B.01.406(7)(a)(ii)],
- Calories from fat, if declared for the first amount of food [B.01.406(7)(a)(iii)],
- % Daily Value for all nutrients declared as a % DV for the first amount of food [B.01.406(7)(a)(iv)], and
- when using the **Aggregate Format**, the amount of all nutrients expressed as a metric measure, if that information is declared for the first amount of food [B.01.406(7)(c)(ii) and (iii)].

The Dual and Aggregate Formats - Different Amounts of Foods are listed in Table 5-1 of this *Guide* along with their corresponding Figure numbers from Schedule L, *FDR*.

5.7 Compendium of Templates for Nutrition Facts Tables

The graphics for Schedule L, *FDR*, as originally published in *Canada Gazette* Part II, do not illustrate actual-size Nutrition Facts tables. In most cases, the tables are shown larger than required.

Health Canada has developed a Compendium of Templates for Nutrition Facts Tables which includes 270 templates. These correspond to actual-size graphic illustrations of the various versions of the Nutrition Facts table permitted by the *Food and Drug Regulations*. These templates will assist label designers and members of the food and packaging industries in complying with the format specifications of the Regulations.

The **Compendium of Templates for Nutrition Facts Tables** was created in QuarkXPress 4.1 and is available upon request in that format at nutrition_labelling@hc-sc.gc.ca

For illustrative purposes, the [Compendium is also available in Acrobat \(pdf\) files](http://www.hc-sc.gc.ca/fn-an/label-etiquet/nutrition/reg/compend_nut_fact_tc-repertoire_etiquetage_nut_tm-eng.php) on the following Website http://www.hc-sc.gc.ca/fn-an/label-etiquet/nutrition/reg/compend_nut_fact_tc-repertoire_etiquetage_nut_tm-eng.php

If the Acrobat (pdf) files are printed using Acrobat Reader or opened in commonly used artwork software packages such as Adobe Illustrator or Micromedia Freehand, the conversion will cause alterations in the graphic elements. Consequently, before using the converted templates, it is important to check them against the graphic specifications in Schedule L of the Regulations.

The Compendium is only partly available in web page (HTML) format since the images included in the document may not conform to the specifications in the Regulations. Do not use images from the HTML document for generating (e.g., copying, importing, printing) the Nutrition Facts table.

Graphics software (e.g., QuarkXPress, Adobe Illustrator) will calculate the dimensions and surface area for the largest version of the selected format version when appropriate data is entered in the program. When separate English and French versions of the Nutrition Facts table are used, the surface areas of both tables must be added together.

5.8 Step-by-Step Guide to Using the Formats

Step 1

Measure the available display surface of your package. The Nutrition Facts table is not required to occupy more than 15% of the available display surface of a package, except in the case of smaller packages.

EXAMPLE

If the available display surface is 278 cm², the maximum size required for any Nutrition Facts table would be 41.7 cm² (i.e., 15% of 278).

Step 2

Choose a Nutrition Facts table format, the one which is most appropriate for the food, from among those listed below:

- Standard Format [B.01.454, [see 5.6.1](#)];
- Simplified Format [B.01.455, [see 5.6.2](#)];
- Dual Format – Foods Requiring Preparation [B.01.456, [see 5.6.3](#)];
- Aggregate Format – Different Kinds of Foods [B.01.457, [see 5.6.4](#)];
- Dual Format – Different Amounts of Food [B.01.458, [see 5.6.5](#)];, or
- Aggregate Format – Different Amounts of Food [B.01.459, [see 5.6.5](#)]

Questions to ask when deciding upon which format to use include the following:

- Is the food ready-to-eat, as sold? [See 5.6.1 of this Guide](#);
- Does the product contain separately packaged ingredients or foods that are intended to be consumed together? [See 5.6.1](#) and [5.6.4 of this Guide](#);
- If the food is packaged within an assortment, does the typical serving consist of more than one food in the assortment or just one? [See 5.6.1](#) and [5.6.4 of this Guide](#);

- *If the food is packaged within an assortment, is the nutrient information for each item in the assortment the same or different? [See 5.6.1](#) and [5.6.4 of this Guide](#);*
- May seven or more nutrients and/or energy (from the core list set out in the table to B.01.401) be expressed as zero? [See 5.6.2 of this Guide](#);
- *Does the food require preparation or is it usually combined with or served with one or more other foods before eating? [See 5.6.3 of this Guide](#);*
- Would it be preferable to display nutrient information for different amounts of the food so that the information reflects different uses or different units of measurement? [See 5.6.5 of this Guide](#); and
- Is the food intended solely for consumption by children under two years of age? [See 5.13 of this Guide](#)

NOTE: Precedence must always be given to the standard format. At this point, it is not possible to make a selection among the standard, horizontal and linear formats. The horizontal and linear formats may be used only under certain circumstances. See Steps 7 and 8.

Step 3

Select the variation of the format (selected in Step 2) which is most suited to the product in question from the following options:

- separate English and French tables;
- a single bilingual table; or,
- in the case of the Standard Format only, the narrow form of the separate English and French tables.

NOTE: Precedence must always be given to the standard format. At this point, it is not possible to make a selection among the standard, horizontal and linear formats. The horizontal and linear formats may be used only under certain circumstances. See Steps 7 and 8.

See [Table 5 -1 of this Guide](#) for a list of figures of the Nutrition Facts table formats, including their corresponding format variations, from Schedule L of the *FDR*.

EXAMPLE (continued)

Let's assume your first choice is the standard format that uses separate English and French tables [Figures 1.1 (E) and Figure 1.1(F) in Schedule L, *FDR*].

Step 4

Determine which pieces of information must be included within the table. The Nutrition Facts table often must contain not only core nutrition information, but also Additional Information ([see 5.4.1 of this Guide](#)).

Note that the Figures 18.1 (E) & (F) and 19.1(BF) are **not** prescribed formats. They only illustrate the order of presentation, the use of indents and the presentation of footnotes.

For all other matters, the specifications applicable to the chosen format must be followed. For example, when presenting additional information in the Standard Format, all specifications in Figure 1.1(E) are used, except that the order of presentation, indents and footnotes are as set out in Figures 18.1(E) and 18.1(F). When presenting additional information in the Dual Format for foods requiring preparation, all specifications for Figure 8.1(E) are used except the order of presentation, indents and footnotes are as specified in Figures 18.1(E) and 18.1(F) [B.01.460].

The use of indents illustrated in Figures 18.1(E) and 18.1(F) is not applicable when the additional information is set out in the linear format or in the simplified linear format [B.01.460(3), B.01.454(3)(c), B.01.455(3)(c)].

Step 5

Determine whether the available display surface of your package is large enough to accommodate the largest specified version (size) of the format variation selected in Step 3.

The appropriate Nutrition Facts table size to be used on the package is governed by a 15% ceiling. This means that the Nutrition Facts table is not required to (but may) occupy more than 15% of the available display surface.

Next, the surface area of the selected format variation of the Nutrition Facts table is compared to the area of the available display surface of the package. When there are two separate English and French tables, the area of the Nutrition Facts table is the combined area of both tables.

When the package is not large enough to accommodate the largest version of the format variation within 15% of the available display surface, it is necessary to work through a hierarchy of specifications for type size and leading (e.g., the space between the lines - [see 5.5.9 of this Guide](#)) as set out in the Regulations, comparing the area that the Nutrition Facts table will occupy to the available display surface, and reducing the table size accordingly. ([See Table 5-2 below](#)).

Table 5-2 Format Hierarchies

Figures from Schedule L of the Food and Drug Regulations

Bilingual Standard

[Table Part 3 to B.01.454]

3.1(B)



3.2(B)



Bilingual Dual - Different Amounts

[Table Part 2 to B.01.458]

13.1(B)



13.2(B)



3.3(B)



3.4(B)

Standard

[Table Part 1 to B.01.454]

1.1(E)&(F)



1.2(E)&(F)



1.3(E)&(F)



1.4(E)&(F)



1.5(E)&(F)



1.6(E)&(F)

Narrow Standard

[Table Part 2 to B.01.454]

2.1(E)&(F)



2.2(E)&(F)



2.3(E)&(F)



2.4(E)&(F)

Bilingual Simplified Standard

[Table Part 2 to B.01.455]

6.1(B)



6.2(B)



6.3(B)



6.4(B)

Simplified Standard

[Table Part 1 to B.01.455]

13.3(B)



13.4(B)

Dual - Different Amounts

[Table Part 1 to B.01.458]

12.1(E)&(F)



12.2(E)&(F)



12.3(E)&(F)



12.4(E)&(F)



12.5(E)&(F)



12.6(E)&(F)

Bilingual Aggregate - Different Kinds

[Table Part 2 to B.01.457]

11.1(B)



11.2(B)



11.3(B)



11.4(B)

Aggregate - Different Kinds

[Table Part 1 to B.01.457]

10.1(E)&(F)



10.2(E)&(F)



10.3(E)&(F)



10.4(E)&(F)



10.5(E)&(F)



5.1(E)&(F)



5.2(E)&(F)



5.3(E)&(F)



5.4(E)&(F)



5.5(E)&(F)



5.6(E)&(F)

Bilingual Dual - Foods Requiring Preparation

[Table Part 2 to B.01.456]

9.1(B)



9.2(B)



9.3(B)



9.4(B)

Dual - Foods Requiring Preparation

[Table Part 1 to B.01.456]

8.1(E)&(F)



8.2(E)&(F)



8.3(E)&(F)



8.4(E)&(F)



8.5(E)&(F)



8.6(E)&(F)

10.6(E)&(F)

Bilingual Aggregate - Different Amounts

[Table Part 2 to B.01.459]

15.1(B)



15.2(B)



15.3(B)



15.4(B)

Aggregate - Different Amounts

[Table Part 1 to B.01.459]

14.1(E)&(F)



14.2(E)&(F)



14.3(E)&(F)



14.4(E)&(F)



14.5(E)&(F)



14.6(E)&(F)

When calculating whether a version of a Nutrition Facts table fits, the area occupied by "additional information" that is **required** to be included in the table, (e.g., vitamin D when added to the food) is included in the calculation. Other non-mandatory information (e.g. number of servings per container) may appear in the table, but the area it occupies must not be used to calculate whether

the table takes up more than 15% of the available display surface [B.01.454(4), B.01.456(3), B.01.457(3), B.01.458(3), B.01.459(3)].

This means that in some cases, such as when the combination of package size and design results in limited continuous surface being available upon which to place the Nutrition Facts table, it may be necessary to remove some of the voluntary nutrition information in order to properly display the mandatory information in the required format and size.

If the surface area of the largest size Nutrition Facts table(s) is greater than 15% of the available display surface, you may consider the next smaller version of the format variation. Continue working through all permitted size versions of the format variation selected until you find a version that does not take up more than 15% of your available display surface. The largest version that occupies less than 15% of the available display surface represents the minimum size permitted for the Nutrition Facts table.

If all versions of the format variation selected in Step 3 take up more than 15% of the available display surface, the versions of another format variation must be considered to determine if any of these would require less space. All size versions of these format options must be worked through. For instance, if the standard format was chosen initially and Figures 1.6(E) and (F) do not fit onto the label, the Narrow Standard and the Bilingual Standard formats must be considered to determine if any size variations of these latter two formats would fit on the label. If none of the versions fit, continue on to Step 7.

EXAMPLE CONTINUED

Try all size versions of 1.1 (E) and 1.1(F) through 1.6(E) and 1.6(F) in the hierarchy set out in Part 1 of the table to B.01.454 until you find a Nutrition Facts table size that is closest to but that does not take up more than 15% of **your** available display surface.

Two separate English and French tables displayed according to Figures 1.1(E) and (F) would occupy about 61.2 cm². However, as the maximum size **required** for your Nutrition Facts table is 41.7 cm² (from step 1) you may continue and determine the area of Figures 1.2 (E) and 1.2(F) and compare. Continuing the process you would determine that the area of Figures 1.3(E) and 1.3(F) totals about 38.4 cm², which is closest to the maximum size requirement without exceeding it. This is the smallest size you can use.

Step 6

Consider the orientation and location of the selected size version of the format variation, as determined in Step 5.

The Nutrition Facts table must be placed on a continuous surface area of the package. If the appropriate size of the Nutrition Facts table does not fit on a side panel, it will have to be placed on the principal display panel or on another larger panel.

If necessary, the Nutrition Facts table may be placed in a different orientation than the rest of the printed information on a particular panel (e.g., the "upright" table may be tipped on its side to a horizontal orientation). If the table cannot be positioned on any continuous surface of the package in any orientation due to the size of the table or the design of the package (e.g., rims, ridges, etc.), or if there is a possibility that the product will leak or be damaged when the package is turned over to view the table, the next smaller version in the hierarchy may be considered.

However, once a version that fits is found, this is the minimum size permitted for the package. (Certain combinations of ink and packaging materials used to print the nutrition information may be subject to "bleeding", making it necessary to use a Nutrition Facts format with a larger type, even when, based on the area of the available display surface, a smaller type would otherwise be acceptable.) Characters may be displayed with larger dimensions than those specified in Schedule L, provided all the characters in the Nutrition Facts table are enlarged in a uniform manner [B.01.450(3)(a) and(3)(b)]

If none of the versions of the selected format variation can be positioned on a continuous surface of the package according to the conditions described, one **must** consider whether the versions of other format variations would require less space (see Step 2 and 3). Work through all size versions of other format variations, in the manner described in Steps 5 and 6. If none of the versions fit, continue on to Step 7 or go directly to Step 8 if you are using the Dual or Aggregate Formats.

If the continuous surface is not adequate to accommodate any additional mandatory information beneath the mandatory declaration of iron, the remaining information may be moved to the upper right. This "remaining" information is enclosed in a box with a 0.5 point rule that shares its left rule with the main box. (See Figure 19.1(B)).

EXAMPLE (CONTINUED)

If Figures 1.3(E)&(F) fit on a continuous surface area of the package in any orientation, they are your correct format choice.

If they will not fit, then you must next try Figures 1.4(E) and 1.4(F). If they also do not fit , continue on and try Figures 1.5(E) and 1.5(F), then Figures 1.6(E) and 1.6(F).

If they also will not fit, go back to Steps 2 and 3, select another standard format variation (e.g., either the narrow standard (Figures 2.1 to 2.4(E) and (F)) or the bilingual standard (Figures 3.1(B) to 3.4(B))), then work through steps 5 and 6 again. If one of these fits, it is your correct format choice.

If none of the versions fit, continue on to Step 7 or go directly to Step 8 if you are using the Dual or Aggregate Formats.

Step 7

Determining whether the bilingual horizontal format is applicable.

Bilingual Horizontal Format

Nutrition Facts Valeur nutritive	Amount / Teneur		% DV / % VQ*	Amount / Teneur		% DV / % VQ*
	Fat / Lipides 13 g		20 %	Carbohydrate / Glucides 23 g		8 %
Per 1 bar (40 g) pour 1 tablette (40 g)	Saturated / saturés 5 g		42 %	Fibre / Fibres 0 g		0 %
	+ Trans / trans 3.5 g			Sugars / Sucres 20 g		
Calories 220	Cholesterol / Cholestérol 10 mg			Protein / Protéines 3 g		
	Sodium / Sodium 70 mg		3 %			
* DV = Daily Value VQ = valeur quotidienne	Vitamin A / Vitamine A		2 %	Vitamin C / Vitamine C		0 %
	Calcium / Calcium		6 %	Iron / Fer		4 %

Figure 4.1(B)

For purposes of illustration only. Copying may cause distortion.

The use of the horizontal format and the simplified horizontal format is limited and is only permitted when none of the versions of the standard format (or simplified format) identified in step 5 (Parts 1 to 3 of Table to B.01.454 or Parts 1 and 2 of table to B.01.455) will fit on the label.

To determine if the bilingual horizontal format fits, one compares the surface area of the largest version [e.g., Figure 4.1(B)] to the available display surface of the package. If the surface area is greater than 15% of the available display surface, the second version [e.g., Figure 4.2(B) may be considered]. If neither of these versions fit within 15% of the available display surface, continue to step 8. Similarly, if the second version fits within 15% of the available display surface but does not fit on a continuous surface, continue to step 8.

Step 8

Determining other options

When none of the versions tried in the previous steps fits within 15% of the available display surface, or on a continuous surface, several **other options** are available (in no particular order of preference, without regard for the 15% criteria):

Other Option 1.

A format version that occupies more than 15% of the available display surface.

Other Option 2.

A format with reduced leading:

- the **bilingual standard** format [B.01.454(3)(a), Figures 3.5(B) to 3.7(B)];
- the **bilingual horizontal** format [B.01.454(3)(b), Figures 4.3(B) to 4.5(B)];
- the **bilingual simplified standard** format [B.01.455(3)(a), Figures 6.5(B) and 6.6(B)];
- the **bilingual simplified horizontal** format [B.01.455(3)(b), Figures 7.3(B) and 7.4(B)];
- the **bilingual dual** format [B.01.456(2)(a), Figures 9.5(B) and 9.6(B); and B.01.458(2)(a), Figures 13.5(B) and 13.6(B)];, or
- the **bilingual aggregate** format [B.01.457(2)(a)(i) and (ii), Figures 11.5(B) and 11.6(B); and B.01.459(2)(a), Figures 15.5(B) and 15.6(B)]

Other Option 3.

The **linear format** [B.01.454(3)(c), Figures 16.1(E) and (F) and 16.2(E) and (F)] or the **simplified linear format** [B.01.455(3)(c), Figures 17.1(E) and (F)] and 17.2(E) and (F).

The **linear format** (and **simplified linear** - [see 5.6.2 below](#)) is used to display, on very narrow panels of packages, the same nutrient information as the standard and horizontal formats.

Linear Format

Nutrition Facts per 1 cup (264 g): Calories 260	
Fat 13 g (20 %), Saturated Fat 3 g + Trans Fat 2 g (25 %), Cholesterol 30 mg,	
Sodium 660 mg (28 %), Carbohydrate 31 g (10 %), Fibre 0 g (0 %), Sugars 5 g,	
Protein 5 g, Vit A (4 %), Vit C (2 %), Calcium (15 %), Iron (4 %). % = % Daily Value	

Figure 16.1(E)

For purposes of illustration only. Copying may cause distortion.

Valeur nutritive pour 1 tasse (264 g) : Calories 260	
Lipides 13 g (20 %), Lipides saturés 3 g + Lipides trans 2 g (25 %), Cholestérol 30 mg,	
Sodium 660 mg (28 %), Glucides 31 g (10 %), Fibres 0 g (0 %), Sucres 5 g, Protéines 5 g,	
Vit A (4 %), Vit C (2 %), Calcium (15 %), Fer (4 %). % = % valeur quotidienne	

Figure 16.1(F)

For purposes of illustration only. Copying may cause distortion.

A bilingual linear format is not permitted since it greatly compromises readability. However, as a space-saving measure, both the French and the English information in the linear format may appear in a single "box", provided that all of the information in one language follows all of the

information in the other language (i.e., the languages must not be mixed together). The number of lines of text may vary from one product to another and depends on the package shape.

Other Option 4.

A shortened version of the statement required in the simplified format

The statement "Not a significant source of (*naming each nutrient that is omitted from the Nutrition Facts table in accordance with B.01.401(6)*)" may be replaced with "Not a significant source of other nutrients" [B.01.401(6)(j)]

Other Option 5.

Any of the specific "alternative methods of presentation", which are listed in Section B.01.466(1):

- a tag attached to the package ([see 5.11 of this Guide](#));
- a package insert;
- the inner side of a label;
- a fold-out label;; and
- an outer sleeve, overwrap or collar.

A toll-free telephone number is **not** an acceptable way to provide the required nutrient information ([see 5.10 of this Guide](#) for small packages).

When the Nutrition Facts table is displayed on a package insert or the inner side of the label, there must be an indication of the location of the Nutrition Facts table on the outer side of the label in a type size of not less than 8 points [B.01.466(2)].

An **alternative method of presentation** is permitted to be used only in the following situations [B.01.466, B.01.454(3)(e), B.01.455(3)(e), B.01.457(2)(b)]:

- for the entire product, when it contains separately packaged ingredients or foods that are intended to be consumed together, e.g., a combination of taco shells, seasoning and salsa sauce in a taco kit [B.01.406(2)] ([See also 5.6.4 of this Guide](#))
- for an assortment of foods of the same type, where the typical serving consists of **only one** of those foods, and the nutrition information for each is the **same** (e.g., multi-pack of individually wrapped drinks in a variety of fruit flavours). ([See also 5.6.4 of this Guide](#));
- as a composite value for an assortment of foods of the same type, where the typical serving consists of **more than one** of these foods, and the nutrition information for each is **different** (e.g., a box of assorted chocolates) [B.01.406(4)]. ([See also 5.6.4 of this Guide](#));

NOTE: In any of the above situations, the Nutrition Facts table must be displayed in your choice of **any** version (e.g., size) of the standard, horizontal or linear formats permitted by the Regulations. [B.01.466(3)(a) and (b)].

- when displaying separate nutrient information **for each food in an assortment** of foods of the same type where the typical serving consists of **only one** of those foods and the nutrition information for each is **different**, (e.g., for each type of cereal in a variety pack of single-serving breakfast cereals). Note that declaring a composite value for this type of assortment is not an option ([see 5.6.1 of this Guide](#)). [B.01.406(3)(a), B.01.457(2)(b)]

NOTE: In this case, the Nutrition Facts table must be displayed in your choice of any version of the Aggregate Format - Different Kinds of Foods permitted by the Regulations [B.01.466(3)(c)].

There is no provision to use an **alternative method of presentation** for the following formats [B.01.466(1)]:

- the Dual Format - Foods Requiring Preparation [B.01.456] which is used when manufacturers want to **optionally** declare nutrients for the food **as prepared** (e.g., cooked beef patties, prepared pudding mix, prepared soup and cereal with added milk) for a non-ready-to-eat food (e.g., frozen beef patties, a powdered pudding mix, a condensed cream soup as it comes from the can, and a dry breakfast cereal)
- the Dual [B.01.458] and Aggregate [B.01.459] Formats for Different Amounts of Foods which are used to **optionally** provide nutrient information for different uses of a food (e.g., 1 tablespoon of evaporated milk and ½ cup of evaporated milk), or different amounts of a food (e.g., 1 slice or 2 slices of bread);, and
- the Aggregate Format - Different Kinds of Foods [B.01.457(2)(a)] when used to display information **for separate ingredients or foods**, as in the following cases:
 - when the product contains separately packaged ingredients or foods that are intended to be consumed together (e.g., a combination of taco shells, seasoning and salsa sauce in a taco kit) [B.01.406(2)] (See also 5.6.4 of this *Guide*);
 - when the product is an assortment of foods of the same type, where the typical serving consists of **more than one** of these foods, and the nutrition information for each is **different**, e.g., a box of assorted chocolates. [B.01.406(4)] (See also 5.6.4 of this *Guide*).

5.9 Format Hierarchy Summary

Format Hierarchy Summary

Step 1

Measure the available display surface of your package ([if less than 100 cm², see 5.10](#)).

Step 2

Choose a Nutrition Facts table format, e.g., Standard, Simplified, Dual (Foods Requiring Preparation), Aggregate (Different Kinds of Foods), Dual or Aggregate (Different Amounts of Food)

Step 3

Select a variation of the format chosen in Step 2: separate English and French tables; a single bilingual table; or the narrow form of separate English and French tables (Standard Format only).

Step 4

Determine which information must be included within the table (core plus additional).

Step 5

Determine whether the available display surface of your package is large enough to accommodate the largest size version of the format variation (selected in Step 3).

Step 6

Consider the orientation and location of the selected size version of the format variation (from Step 5) . **Once a version fits, it is determined to be the minimum size permitted for the Nutrition Facts table.** If it does not fit, continue to Step 7 or 8 as applicable.

Step 7

Determine whether the bilingual horizontal format is applicable.

Step 8

Determine other options: a format version that occupies more than 15% of the available display surface; a format with reduced leading; the linear or simplified linear format; a shortened version of the statement required in the simplified format; or any of "alternative methods of presentation" (a tag attached to the package, a package insert, the inner side of a label, a fold-out label, and an outer sleeve, overwrap or collar).

5.10 Small Packages

Products with an available display surface of **less than 100 cm²** are considered to be "small packages" and do not have to carry a Nutrition Facts table **if** the outer side of the label of the product indicates to consumers how they may obtain the nutrition information that would otherwise be required in a Nutrition Facts table on the label [B.01.467(1)].

The indication on the label of the "small package" that tells consumers how to get the nutrition information must

- be set out in a type size of at least 8 points [B.01.467(3)(a)],
- include a postal address or a toll-free telephone number [B.01.467(3)(b)], and
- be in English and French, unless otherwise exempt from the bilingual labelling requirements ([see 5.5.5](#)) [B.01.467(3)(c)].

The nutrition information provided to consumers must

- be provided without charge [B.01.467(4)(a)],

- be in English and/or French, as requested by the consumer, (unless the information is otherwise exempt from the bilingual labelling requirements ([see 5.5.5 of this Guide](#)) [B.01.467(4)(b)], and
- be in the form of a Nutrition Facts table in a format, **other than a horizontal format**, that would otherwise be carried on the label of the product [as specified in B.01.454 to B.01.459]. The minimum size required for the Nutrition Facts table is the **largest** version, (i.e., in a version that is listed in column 1 of item 1 of any Part of tables B.01.454 to B.01.459), according to the following Figures in Schedule L, *FDR*:

1.1(E) and (F)	Standard Format;
2.1(E) and (F)	Narrow Standard Format;
3.1(B)	Bilingual Standard Format;
5.1(E) and (F)	Simplified Standard Format;
6.1(B)	Bilingual Simplified Standard Format;
8.1(E) and (F)	Dual Format - Foods Requiring Preparation;
9.1(B)	Bilingual Dual Format - Foods Requiring Preparation;
10.1(E) and (F)	Aggregate Format - Different Kinds of Foods;
11.1(B)	Bilingual Aggregate Format - Different Kinds of Foods;
12.1(E) and (F)	Dual Format - Different Amounts of Food;
13.1(B)	Bilingual Dual Format - Different Amounts of Food;
14.1(E) and (F)	Aggregate Format - Different Amounts of Food;, or
15.1(B)	Bilingual Aggregate Format - Different Amounts of Food.

Products in small packages must carry a Nutrition Facts table when :

- a) the product contains an added vitamin, or mineral nutrient [B.01.401(3)(a)];
- b) a vitamin or mineral nutrient is declared as a component of one of the ingredients (other than flour) [B.01.401(3)(b)];
- c) the product contains aspartame, sucralose or acesulfame potassium [B.01.401(3)(c)];
- d) the label or advertisement refers to the energy value, core nutrients [table to B.01.401], additional nutrients [table to B.01.402], or their constituents (except for a common name used in the ingredient list, and for information required by Division 12, *FDR*, on prepackaged water and ice) [B.01.401(3)(e)(i)];
- e) the label or advertisement contains a representation that expressly or implicitly indicates that the food has particular nutritional or health-related properties, including nutrient content claims [table following B.01.513], health claims [table following B.01.603], biological role claims [B.01.311(3) to (5)], vitamin claims [D.01.006], and mineral claims [D.02.004] [B.01.401(3)(e)(ii)];

- f) the label or advertisement contains a health-related name, statement, logo, symbol, seal of approval or mark [B.01.401(3)(e)(iii)]; or
- g) the label or advertisement contains the phrase "nutrition facts", "valeur nutritive" or "valeurs nutritives" [B.01.401(3)(e)(iv)].

Note that "bigger" packages are **never** eligible to use a toll-free number to provide the Nutrition Facts table. This is the case even when their available display surface is calculated to be less than 100 cm² by virtue of the fact that a label could not be physically applied to them or information could not be legibly set out and easily viewed by the purchaser (see "available display surface" in [5.5.2 of this Guide](#) and B.01.467(2)(b)). As a minimum, manufacturers with "smaller" packages (*note*: not to be confused with "small packages" as described in 5.9 of this *Guide* above) must explore the use of any of the other format options described in Step 8 of [5.8 of this Guide](#).

There are no Figures in Schedule L, *FDR*, specifically relating to "small packages". **When a Nutrition Facts table must be provided with the product**, determine the format, variation and size version to use for the Nutrition Facts table ([see 5.8 of this Guide](#): Step-by-Step Guide to Using the Formats). In most cases, the other format options will apply, including the specific "alternative methods of presentation" listed in B.01.466(1). These are: a tag attached to the package ([see 5.11 of this Guide](#)), a package insert, the inner side of a label, a fold-out label, an outer sleeve, an overwrap or a collar.

5.11 Tags

The Nutrition Facts table may alternatively be presented on a tag attached to a package ([see 5.8 of this Guide](#): Step 8, Other Option 5, Alternative Methods of Presentation above), in the following situations:

- when none of the versions of the Nutrition Facts table fits within 15% of the available display surface;
- when none of the versions of the Nutrition Facts table will fit on a continuous surface (see Steps 1 to 7 of section 5.8 of this *Guide*), (i.e., when a label cannot be physically applied or on which information cannot be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of purchase);, or
- when the container is ornamental (see 5.12 of this *Guide*)

The "available display surface" of a tag is defined in [5.5.1 of this Guide](#).

A toll-free telephone number is not an acceptable method of presenting a Nutrition facts table on a tag. When the Nutrition Facts table is set out on a tag, it must be set out in a format and size described in one of the following Regulations:

- a) B.01.454(6) Standard and Horizontal Formats;
- b) B.01.455(5) Simplified Formats;

- c) B.01.456(4) Dual Format – Foods Requiring Preparation;
- d) B.01.457(4) Aggregate Format – Different Kinds of Foods;
- e) B.01.458(4) Dual Format – Different Amounts of Food;, or
- f) B.01.459(4) Aggregate Format – Different Amounts of Food.

Some examples of foods which might be labelled with a tag include whole frozen turkeys, waxed-encased small cheeses in a mesh bag; and foil-wrapped milk chocolate Easter eggs in a mesh bags.

5.12 Ornamental Containers

An "**ornamental container**" means a container that, except on the bottom, does not have any promotional or advertising material thereon, other than a trade mark or common name and that, because of any design appearing on its surface or because of its shape or texture, appears to be a decorative ornament and is sold as a decorative ornament in addition to being sold as the container of the product [B.01.001].

The "available display surface" of an ornamental container is explained in [5.5.1 of this Guide](#).

A distinction must be made between an ornamental container and a decorative container. Ornamental containers have the potential for an extended life as they are reusable. Decorative containers, although aesthetically pleasing, are usually not reusable because they are not sturdy enough and often get torn or damaged upon opening. Ornamental containers must be substantial enough to be sold on their own merit (i.e., without the food). Ornamental containers are usually made of metal (e.g., cookie tins), plastic or glass (e.g., candy filled figurines). On the other hand, fabric-covered or embossed cardboard boxes for chocolates (e.g., for Valentines Day) are normally considered decorative rather than ornamental.

5.13 Foods Sold Only in the Retail Establishment Where Packaged

As previously mentioned in [5.3.2 of this Guide](#), many products **sold only in the retail establishment where they are packaged**, are exempt from carrying a Nutrition Facts table, unless they lose their exempt status under specific circumstances [B.01.401(2) and (3)].

Examples of foods sold only in the retail establishment where they are packaged, and that could be exempt from carrying a Nutrition Facts table, include:

- a) a prepackaged food that is labelled by means of a sticker and which has an available display surface of **less than 200 cm²** (e.g., a small wedge of Swiss cheese, a slice of pâté, a chunk of salami, several slices of ham, etc. that are prepackaged and sold from the deli counter [B.01.401(2)(b)(viii)]);

- b) prepackaged fresh vegetables and fruits or any combination of fresh vegetables and fruits without any added ingredients (including cut up fruit/vegetables), oranges with colour and fresh vegetables or fruits coated with paraffin wax or petrolatum [B.01.401(2)(b)(ii)];
- c) prepackaged raw single ingredient meat, meat by-product, poultry meat, and poultry meat by-product (e.g., packages found at the "meat counter" in the grocery store, including those that are frozen or have been previously frozen, [B.01.401(2)(b)(iii)]). Ground products in this category are **not** part of the exemption. For these ground products, a Nutrition Facts table is always required [B.01.401(3)(d)];
- d) prepackaged raw single ingredient marine and freshwater animal products (e.g., fish, molluscs and crustaceans at the "fish counter"), including those that are frozen or have been previously frozen) [B.01.401(2)(b)(iv)];
- e) prepackaged foods sold only in the retail establishment where the product is prepared and processed. This includes foods made from pre-mixes (e.g., breads, muffins from the in-store bakery, etc.). However, in cases where only water is added to the pre-mix, a Nutrition Facts table is required [B.01.401(2)(b)(v)];, and
- f) prepackaged **individual** servings sold for immediate consumption (i.e., sandwiches and ready-made salads), which have not been subjected to a process to extend their durable life (includes the use of special packaging) [B.01.401(2)(b)(vii)].

In addition, **non-prepackaged foods sold in a retail establishment** are exempt from carrying a Nutrition Facts table (e.g., cheeses in the deli counter (clerk-served), bulk displays of fruits and vegetables (self-serve), etc.), **unless** there is a nutrient representation made with respect to the food. If there is such a representation, the label or advertisement is required to declare the amount of the nutrient that is the subject of the representation, on a per serving of stated size basis [B.01.312, B.01.503(1)(c), table following B.01.603].

Exempt foods may **voluntarily** display the Nutrition Facts table. If they do so, the information in the Nutrition Facts table must meet all requirements [B.01.401(1) & B.01.402(2)]. The table must be presented in the format that would have been required had the food not been exempt [B.01.450 to B.01.455].

5.13.1 Other Foods Sold in a Retail Establishment

Except for the situations mentioned in [5.13 of this Guide](#), most foods sold in a retail establishment are required to carrying a Nutrition Facts table. Some examples of foods requiring a Nutrition Facts table include:

- foods prepared at a location **other than** a retail establishment where they are sold **and** which are subsequently packaged in **preprinted** containers (e.g., preprinted plastic bread bags, any size bulk salad containers, package for single muffin, etc.), in the retail establishment where they are sold;

- foods prepared at a location **other than** the retail establishment where they are sold **and** have an available display surface of 200 cm² or more **and** are labelled with a sticker (e.g., bag of buns, salads in containers greater than 250 ml, etc.);
- foods prepared from pre-mixes within the retail establishment where they are sold, from pre-mixes (e.g., breads, muffins, etc.) when water is the only ingredient added to the pre-mix; and
- exempted foods (e.g., fresh fruits, single ingredient meat, marine product, etc.) which lose the exemption under the specific circumstances discussed in 5.3.3 of this *Guide* [B.01.401(3)] .

For foods sold only in the retail establishment where they are packaged, for which the available display surface of the container is 200 cm² or more and when labelled with a sticker, the Nutrition Facts table must appear in one of the following format versions (without regard for the 15% ceiling) [B.01.454(5)]:

1.1 to 1.3 (E) and (F)	Standard;
2.1 to 2.3 (E) and (F)	Narrow Standard;, or
3.1 to 3.3 (B)	Bilingual Standard.

or, if the food is eligible to use a Simplified Format ([see 5.6.2 of this Guide](#)), the following format versions may be used [B.01.455(4)]:

5.1 to 5.3 (E) and (F)	Simplified Standard;, or
6.1 to 6.3 (B)	Bilingual Simplified Standard

in all other situations, the appropriate Nutrition Facts table format, including variation and size version must be chosen from the format hierarchies ([see 5.8, Table 5-2 of this Guide](#)).

5.14 Foods for Commercial or Industrial Enterprises or Institutions

Multi-serving, ready-to-serve products (such as lasagna or shepherd's pie) that are intended to be served solely in a commercial or industrial enterprise or institution (such as a restaurant, cafeteria or hospital) must provide all the information required by B.01.401 and B.01.402. While this information does not have to be attached to the product (although it could be!), it **must** accompany **each and every delivery** (e.g., on a specification sheet, a work sheet, a bill, a label, etc). It is not sufficient to have the information simply "on file" [B.01.405 (2)].

The information does not have to appear in a Nutrition Facts table format as prescribed by B.01.401(1) [B.01.401(7)(b)]. However, it must adhere to the rules prescribing the order of listing, rounding of values, expression of nutrients per serving and as % Daily Value, etc. [B.01.405(3)].

5.15 Foods for Use in Manufacturing Other Foods

Prepackaged products that are intended **solely** for use as ingredients in the manufacture of other foods or as ingredients in the preparation of food by a commercial or industrial enterprise or institution, must be accompanied by written nutrition information when delivered to the purchaser. However, the nutritional information does not have to be attached to the product (although it could be!). The information must accompany **each and every delivery** (e.g., on a specification sheet, a work sheet, a bill, a label, etc.) It is not sufficient to have the information simply "on file" [B.01.401(7), B.01.404].

The accompanying information **must** include information that would have been required or permitted by B.01.401 and B.01.402 to be included in a Nutrition Facts table (except that no table **format** is specified).

The accompanying information **may** include other information that is permitted by B.01.402.

The information **must** be expressed in accordance with B.01.401 and B.01.402, except that it must be provided in **absolute amounts**, expressed as applicable:

- per gram or per 100 grams of the food, if the net quantity of the food is declared on the label by weight or by count [B.01.404(3)(c)(i)(A) and (ii)(A)]
- per millilitre or per 100 millilitre if the net quantity of the food is declared on the label by volume [B.01.404(3)(c)(i)(B) and (ii)(B)]
- in milligrams, micrograms, retinol equivalents, or niacin equivalents, as applicable, for vitamins and mineral nutrients [Table I to Division 1 of Part D and Table I to Division 2 of Part D] [B.01.404(3)(c)(i)]
- in the units set out in column 3 of the tables to B.01.401 and B.01.402, as applicable, for other nutrients (grams, milligrams, as applicable) and
- in Calories, (kilojoules being optional) for the energy value [B.01.404(3)(c)(ii)]

Percentages of daily values and information on "serving of stated size" **may** be omitted [B.01.404(3)(c)(iii)].

All information must be stated with a degree of precision (i.e., same number of significant figures) corresponding to the accuracy of the analytical methodology used to produce the nutrition information. Since the nutrient information provided to the manufacturer may be used to create a Nutrition Facts table for another food, it **must not** be rounded [B.01.404(3)(c)(iv)].

The nutrition labelling requirements for "Foods for Use in Manufacturing Other Foods" are found in section B.01.404 of the *Food and Drug Regulations*. Note that the nutrition labelling exemptions found in B.01.401 **do not apply**. This means that, for example, while prepackaged fresh apples sold in a retail store are exempt from carrying a Nutrition Facts table [B.01.401(2)(b)(ii)] (unless they lose the exemption - [see 5.3.1 of this Guide](#)), prepackaged apples intended **solely** as

- an ingredient for use in the manufacture of other prepackaged consumer foods (e.g., apple sauce), or

- an ingredient (e.g., sliced apples) for use in the preparation of food (e.g., an apple pie) **by a commercial or industrial enterprise or institution**

must be accompanied by written nutrition information upon delivery (see information at beginning of this section).

It is important to distinguish between foods used that are intended **solely** for use in the manufacturing of other foods and those which, while used in the manufacturing of other foods may also be used for other purposes. For example, a food is **not** considered to be "**solely** for use in the manufacturing of other foods" when shipping containers of bulk products (e.g., powdered chicken soup base, semi-sweet chocolate chips, flour, etc.), are sold to commercial or industrial enterprises or institutions **and** to retail establishments where these containers are either repackaged from bulk on those retail premises or sold unpackaged directly to consumers from bulk bins. These shipping containers require a Nutrition Facts table in the prescribed format.

5.16 Foods Intended Solely for Children Under Two Years of Age

Unless otherwise exempted (see 5.3 for exemptions), prepackaged foods intended **solely** for children under two years of age are required to carry a Nutrition Facts table. This section of the *Guide* is not complete on its own. It should be used in conjunction with the rest of the *Guide* and with the specific nutrition labelling regulations pertaining to foods intended solely for children under two years of age found in the *Food and Drug Regulations*.

5.16.1 Information in the Nutrition Facts Table

In the case of foods for children under two years of age, the Nutrition Facts table, includes: the title "Nutrition Facts"; the serving of stated size; the number of Calories; the amounts of fat, sodium, carbohydrate, fibre, sugars, and protein; and the percent Daily Value of vitamin A, vitamin C, calcium and iron.

Standard Format - Children Under Two Years of Age

Nutrition Facts	
Per 1 jar (128 mL)	
	Amount
Calories	110
Fat	0 g
Sodium	10 mg
Carbohydrate	27 g
Fibre	4 g
Sugars	18 g
Protein	0 g
% Daily Value	
Vitamin A 6 %	Vitamin C 45 %
Calcium 2 %	Iron 2 %

Figure 20.1(E)

Valeur nutritive	
pour 1 pot (128 mL)	
	Teneur
Calories	110
Lipides	0 g
Sodium	10 mg
Glucides	27 g
Fibres	4 g
Sucres	18 g
Protéines	0 g
% valeur quotidienne	
Vitamine A 6 %	Vitamine C 45 %
Calcium 2 %	Fer 2 %

Figure 20.1(F)

For purposes of illustration only. Copying may cause distortion.

Unlike other prepackaged foods, the Nutrition Facts table for a food intended for a child under two years of age may **NOT** include[B.01.403]:

- the percentage of the reference standard (% Daily Value) for fat, cholesterol, sodium, potassium, carbohydrate, fibre, and for the sum of saturated and *trans* fatty acids
- the energy value from fat nor from the sum of saturated and *trans* fatty acids;; and
- any of the footnotes to the subheading "% Daily Value" such as: "Based on a 2,000 Calorie diet" or "Percentage Daily Values are based on a 2,000 Calorie diet"

The amount of saturated fatty acids, *trans* fatty acids, and cholesterol **may** be omitted from the Nutrition Facts table for foods for children under two. **However**, when cholesterol is declared, the amount of saturated fatty acids and *trans* fatty acids must also be declared.

Additional information may be shown in the Nutrition Facts tables, for children under two. When shown, this additional information **must** be presented as illustrated in Schedule L, Figures 33.1(E) and (F) or Figure 34.1(B) with respect to the order of presentation, indentation and the presentation of footnotes. The information must be incorporated into an applicable format (e.g., standard, narrow standard, bilingual standard, etc.) as selected according to the information presented in this chapter. The additional information must be shown in **both English and French**, except as provided for in subsections B.01.012(3) or (7) dealing with local & specialty foods, when it may be shown in only English or only French [B.01.402(9)].

NOTE: Figures 33.1(E)&(F) and 34.1(B) are not format choices.

5.16.2 Formats for the Nutrition Facts Table [from the Figures described in Schedule L, FDR]

For foods for children under two, three **basic** Nutrition Facts table formats [B.01.461] are available: standard, horizontal, and linear. There are also some **specialized** Nutrition Facts formats: Simplified Formats [B.01.462]; Aggregate Format – Different Kinds of Foods [B.01.463]; and Aggregate Format – Different Amounts of Food [B.01.464].

There is no dual format for foods for children under two. The Nutrition Facts table formats for foods for children under two are listed in Table 5-3 below along with their corresponding Figure number from Schedule L, *FDR*. (See Schedule L, *FDR*, for the graphics for the formats [Figures 20.1(E) to 32.2(F)]).

Table 5-3

Figures for Nutrition Facts Tables for Children Under Two (CU2)

The following table is a summarized list of the figures in Schedule L, FDR, that apply to foods solely for children under two years of age.

Standard CU2

20.1(E)&(F)	[Table Part 1 to B.01.461]
20.2(E)&(F)	"
20.3(E)&(F)	"
20.4(E)&(F)	"
20.5(E)&(F)	"
20.6(E)&(F)	"

Narrow Standard CU2

21.1(E)&(F)	[Table Part 2 to B.01.461]
21.2(E)&(F)	"
21.3(E)&(F)	"
21.4(E)&(F)	"

Bilingual Standard CU2

22.1(B)	[Table Part 3 to B.01.461]
22.2(B)	"
22.3(B)	"
22.4(B)	"
22.5(B)	[B.01.461(3)(a)]
22.6(B)	"
22.7(B)	"

Bilingual Horizontal CU2

23.1(B)	[Table Part 4 to B.01.461]
23.2(B)	"
23.3(B)	[B.01.461(3)(b)]
23.4(B)	"
23.5(B)	"

Simplified Standard CU2

24.1(E)&(F)	[Table Part 1 to B.01.462]
24.2(E)&(F)	"

Dual

Foods Requiring Preparation CU2

27.1(E)&(F)	[Table Part 1 to B.01.463]
27.2(E)&(F)	"
27.3(E)&(F)	"
27.4(E)&(F)	"
27.5(E)&(F)	"
27.6(E)&(F)	"

Bilingual Aggregate

Different Kinds of Foods CU2

28.1(B)	[Table Part 2 to B.01.463]
28.2(B)	"
28.3(B)	"
28.4(B)	"
28.5(B)	[B.01.463(2)(a)]
28.6 (B)	"

Aggregate

Different Kinds of Foods CU2

29.1(E)&(F)	[Table Part 1 to B.01.464]
29.2(E)&(F)	"
29.3(E)&(F)	"
29.4(E)&(F)	"
29.5(E)&(F)	"
29.6(E)&(F)	"

Bilingual Aggregate

Different Kinds of Foods CU2

30.1(B)	[Table Part 2 to B.01.464]
30.2(B)	"
30.3(B)	"
30.4(B)	"

24.3(E)&(F)	"	30.5(B)	[B.01.464(2)(a)(i) &
24.4(E)&(F)	"		(b)(i)]
24.5(E)&(F)	"	30.6(B)	"
24.6(E)&(F)	"		

Bilingual Simplified Standard CU2

25.1(B)	[Table Part 2 to B.01.462]
25.2(B)	"
25.3(B)	"
25.4(B)	"
25.5(B)	[B.01.462(3)(a)]
25.6(B)	"

Linear CU2

31.1(E)&(F)	[B.01.461(3)(c)]
31.2(E)&(F)	"

Simplified Linear CU2

32.1(E)&(F)	[B.01.462(3)(c)]
32.2(E)&(F)	"

Bilingual Simplified Horizontal CU2

26.1(B)	[Table Part 3 to B.01.461]
26.2(B)	"
26.3(B)	[B.01.461(3)(b)]
26.4(B)	"

Presentation of Additional Information CU2

33.1(E)&(F)	[B.01.465(1)(a)]
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Bilingual Presentation of Additional Information CU2

34.1(B)	[B.01.465(3)(a)]
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5.16.3 The Simplified Format

If **6 or more** of the energy value and nutrients of fat, sodium, carbohydrate, fibre, sugars, protein, and vitamins A and C, calcium and iron may be expressed as "0" in the table, a simplified version may be used [B.01.403(5)].

The simplified format for foods for children under two must include the following information:

- a) the serving of stated size, the energy value and the amounts of fat, carbohydrate and protein;
- b) any nutrient which is the subject of a nutritional or health-related claim or representation as described in section 5.16.7 and 5.16.8 of this *Guide*;
- c) the amount of any sugar alcohol, vitamin and mineral nutrient added to the food, except fluoride added to prepacked water or ice;

- d) the amount of sodium, fibre, sugars, vitamins A and C, iron, and calcium when these cannot be declared as "0";
- e) all vitamins and mineral nutrients declared as a component of one of the product's ingredients (except if the ingredient is flour).; and
- f) the statement "Not a significant source of (naming all the nutrients listed in 5.15.1 of this *Guide* that have been omitted from the Nutrition Facts table)". Saturated fatty acids, *trans* fatty acids, and cholesterol are not required to be listed in this statement as their declaration is only triggered when the amount of cholesterol is provided.

The formats for the simplified version include [table to B.01.462]:

- the simplified standard format (Figures 24.1 to 24.6, Schedule L, *FDR*);
- the bilingual simplified (Figures 25.1 to 25.4);
- the bilingual simplified horizontal format (Figures 26.1 and 26.2).

When the formats listed will not fit within 15% of the available display surface, alternative formats are provided in B.01.462(3).

5.16.4 Aggregate Format - Foods Packaged Together and Different Amounts of Food for Food

There are two types of aggregate formats, one for different kinds of foods packaged together and one for different amounts of food. B.01.463 and B.01.464 provide the format options and alternatives for the Aggregate Formats.

The **Aggregate Format for different kinds of foods** packaged together must be used to label foods intended solely for children under two years of age when the information in the Nutrition Facts table is given for more than one food. This would occur:

- when the prepackaged product contains separately packaged ingredients or foods that are intended to be consumed together, and it is decided to set out the information for each food, not the entire food [B.01.406(2)];
- when a prepackaged product contains an assortment of foods with different nutrient values, with each food representing a discrete serving [B.01.406(3)(a)]; and
- when the prepackaged product contains an assortment of foods (a typical serving would be a mixture of the foods), and the information is set out for each food rather than for the entire food [B.01.406(4)].

The **Aggregate Format for different amounts of food** is used to reflect Nutrition Facts for different units of measurement when the amount of food consumed may vary (e.g., number of cookies) [B.01.406(8)].

5.16.5 Step-by-Step Guide to Using the Formats

Except as otherwise noted, the Step-by-Step Guide to Using Formats, in [5.8 of this Guide](#), is similar for foods intended solely for children under two years of age, except that the Figures from Schedule L, *FDR*, that are used in the examples in 5.8 of this *Guide* do not apply to foods for children under two.

In Step 4, in the discussion about "additional information", substitute Figures 33.1(E) and (F) and 34.1(B) of Schedule L when using the step-by-step guide for labels of foods intended solely for children under two. In Step 5, refer to the hierarchies of formats (e.g. figures from Schedule L, *FDR*) set out below in Table 5-4

Table 5-4 Format Hierarchies for Foods for Children under Two (CU2)

Bilingual Standard CU2

[Table Part 3 to B.01.461]

22.1(B)



22.2(B)



22.3(B)



22.4(B)

Standard CU2

[Table Part 1 to B.01.461]

20.1(E)&(F)



20.2(E)&(F)



20.3(E)&(F)



20.4(E)&(F)



20.5(E)&(F)



20.6(E)&(F)

Narrow Standard CU2

[Table Part 2 to B.01.461]

Aggregate - Different Amounts CU2

[Table Part 1 to B.01.464]

29.1(E)&(F)



29.2(E)&(F)



29.3(E)&(F)



29.4(E)&(F)



29.5(E)&(F)



29.6(E)&(F)

Bilingual Aggregate - Different Kinds CU2

[Table Part 2 to B.01.463]

28.1(B)



28.2(B)



28.3(B)



28.4(B)

Aggregate - Different Kinds CU2

[Table Part 1 to B.01.463]

21.1(E)&(F)



21.2(E)&(F)



21.3(E)&(F)



21.4(E)&(F)

Bilingual Simplified Standard CU2

[Table Part 2 to B.01.462]

25.1(B)



25.2(B)



25.3(B)



25.4(B)

Simplified Standard CU2

[Table Part 1 to B.01.462]

24.1(E)&(F)



24.2(E)&(F)



24.3(E)&(F)



24.4(E)&(F)



24.5(E)&(F)



24.6(E)&(F)

27.1(E)&(F)



27.2(E)&(F)



27.3(E)&(F)



27.4(E)&(F)



27.5(E)&(F)



27.6(E)&(F)

**Bilingual Aggregate - Different Amounts
CU2**

[Table Part 2 to B.01.464]

30.1(B)



30.2(B)



30.3(B)



30.4(B)

In Step 7, the use of the horizontal format and the simplified horizontal format is only permitted when none of the versions of the standard format (or simplified format) identified in Step 5 (Parts 1 to 3 of Table to B.01.461 or Parts 1 and 2 of Table to B.01.462) will fit on the label.

In Step 8, Other Option 2, **the formats with reduced leading are**

- the **bilingual standard** format [B.01.461(3)(a), Figures 22.5(B) to 22.7(B)];
- the **bilingual horizontal** format [B.01.461(3)(b), Figures 23.3(B) or 23.4(B)];
- the **bilingual simplified standard** format [B.01.462(3)(a), Figures 25.5(B) or 25.6(B)];
- the **bilingual simplified horizontal** format [B.01.462(3)(b), Figures 26.3(B) or 26.4(B)];, and

- the **bilingual aggregate** format [B.01.463(2)(a)(ii) &(ii), Figures 28.5(B) or 28.6(B); and B.01.464(2)(a), Figures 30.5(B) and 30.6(B)].

In Step 8, Other Option 3, the **linear formats** [B.01.461(3)(c), Figures 31.1(E) and (F) or 31.2(E) and (F)] or the **simplified linear formats** [B.01.462(3)(c), Figures 32.1(E) and (F)] and 32.2(E) and (F)] are applicable to foods for children under two.

5.16.6 Small Packages

Products with an available display surface of **less than 100 cm²** are considered to be "small packages" and do not have to carry a Nutrition Facts table **if** the outer side of the label of the product indicates to consumers how they may obtain the nutrition information that would otherwise be required in a Nutrition Facts table on the label [B.01.467(1)]. ([See 5.10 of this Guide.](#))

For foods intended solely for Children Under Two Years of Age, the nutrition information must be provided to consumers upon request, in the form of a Nutrition Facts table in a format that would otherwise be carried on the label of the product [as specified in B.01.461 to B.01.464] **other than a horizontal format**. The Nutrition Facts table must be shown in its **largest** version (i.e., in a version that is listed in column 1 of item 1 of any Part of tables in B.01.461 to B.01.464), according to the following Figures in Schedule L (CU2 = Children Under Two):

20.1(E) and (F)	Standard Format CU2;
21.1(E) and (F)	Narrow Standard Format CU2;
22.1(B)	Bilingual Standard Format CU2;
24.1(E) and (F)	Simplified Standard Format CU2;
25.1(B)	Bilingual Simplified Standard Format CU2;
27.1(E) and (F)	Aggregate Format - Different Kinds of Foods CU2;
28.1(B)	Bilingual Aggregate Format - Different Kinds of Foods CU2;
29.1(E) and (F)	Aggregate Format - Different Amounts of Food CU2;, or
30.1(B)	Bilingual Aggregate Format - Different Amounts of Food CU2.

5.16.7 Nutrient Content Claims

Nutrient content claims, including the criteria and labelling requirements for such claims, are discussed in detail in Chapter 7 of this *Guide*. Only those nutrient content claims relating specifically to foods intended solely for children under two are included in this section.

Only the following five nutrient content claims, from the table following section B.01.513, can be used for foods intended solely for children under two [B.01.503(2)]:

- "**source of protein**";
- "**excellent source of protein**";

- "more protein";
- "no added sodium" (or salt);, and
- "no added sugars".

Vitamin and mineral nutrient content claims are permitted for foods intended solely for children under two, provided the foods meets the applicable criteria ([see Chapter 7 of this Guide](#)) based upon the recommended daily intakes for that age group [D.01.004, D.02.002].

A claim that characterizes the amount of starch in a food (e.g., "contains no starch"), is permitted on a food intended solely for children under two [B.01.502(2)(g)]. However, when a representation of the **amount of starch** is made on a label or in an advertisement, the amount of starch, in grams per serving of stated size, is required in the Nutrition Facts table [B.01.402(4)].

5.16.8 Health Claims for Foods for Children Under Two

Diet-related health claims, including the criteria and labelling requirements for such claims, are discussed in detail in [Chapter 8 of this Guide](#). **Diet-related health claims are not permitted** on foods that are intended solely for children under two.

5.17 Nutrition Facts Information from Another Country

Only the **Canadian** Nutrition Facts table may be used to provide nutrition information in Canada. Nutrition labelling systems from other countries are not acceptable in Canada.

New nutrition labelling regulations are now in effect. However, until December 12, 2005 (or 2007 for small manufacturers), the former Canadian nutrition labelling regulations continue to apply and **may** still be used.

One objective of Canada's new nutrition labelling regulations is to provide a standardized system for conveying information about the nutrient content of foods. Mandatory declarations, reference values and formats which differ from the one adopted by Canada make it difficult for consumers to compare foods at the point of purchase. These, therefore do not support an informed consumer choice for Canadians.

From the beginning of the development of the new Canadian nutrition labelling regulations, compatibility with the system in the United States was a clear objective. However, emerging science, health concerns and differences in diet all limit the extent to which harmonization is possible. For example, the U.S. nutrition labelling regulations, passed in 1993, have not been updated to reflect emerging science (e.g., the nutritional importance of omega-3 fatty acids). Nor can the U.S. legislation reflect the consumer's experience with current U.S. regulations. In addition, differences in units of measure and bilingual requirements in Canada limit harmonization.

Some of the differences between the nutrition labelling systems in Canada and the United States include the following:

- a) **Trans Fat:** The *trans* fatty acid declaration is mandatory on Canadian labels. The declaration also becomes mandatory on the US label on January 1, 2006. On July 11, 2003, the US Food and Drug Administration (FDA) published a regulation requiring food manufacturers to list *trans* fatty acids, or *trans* fat, on the Nutrition Facts panel of foods directly under the line for saturated fat. However, the US did not establish a reference standard for the sum of saturated and *trans* fats or for *trans* fats on their own, thus no % Daily Value is declared in their table.

NOTE: Food manufacturers selling in the U.S. have until January 1, 2006 to comply, although the FDA will allow manufacturers to implement the change immediately. For more information, see <http://www.fda.gov/oc/initiatives/transfat/>

- b) **Percent Daily Value (% DV) for Mandatory Vitamins and Minerals:** In both countries, vitamins and minerals must be declared as % DV. However, in the U.S., the % DV are based on the 1968 U.S. Reference Daily Intakes. In Canada, the % DV are based on the 1983 Recommended Daily Intakes for Canadians. There are differences in the DV's for 14 vitamins and minerals, including those for 3 of the 4 mandatory declarations for vitamins and minerals (i.e., vitamin A, calcium and iron).

- c) **Protein:** The U.S. requires a % Daily Value (DV) for protein when a food is destined for children under four years of age or when the protein is of low quality. The Canadian diet provides sufficient protein of good quality. Therefore, it is considered that a % DV for protein is not essential information for the consumer and, given the cost and complexity of determining this value, would put a needless burden on manufacturers.

- d) **Rounding to Zero:** In Canada, rounding rules for the declaration of nutrients in the Nutrition Facts table are in place to avoid a situation where a total fat declaration of zero would be accompanied by a declaration of an amount of saturated and *trans* fats other than "0". This is a situation that would have been confusing for consumers. Therefore, total fat may be rounded to "0" only when the product contains less than 0.5 grams of fat and contains less than 0.2 grams of both saturated and *trans* fats (both of which would be rounded to "0" as well).

- e) **Servings Per Container:** The Canadian regulations allow for the optional declaration of servings per container, while it is a mandatory declaration in the United States. In Canada, a declaration of servings per container on the basis of "cups" or "tablespoons" is prohibited because the definitions of these measures in the *Consumer Packaging and Labelling Regulations (CPLR)* are in Canadian units [CPLR 33(3)]. It is expected that the CPLR will be amended to remove this barrier. While this will correct the situation for "tablespoon", the different measuring systems in Canada (1 cup = 250 ml) and the U.S. (1 cup = 240 ml) will persist.

5.18 Other Languages in the Nutrition Facts Table

The format and presentation of the Nutrition Facts table are specifically prescribed and there is no provision for the use of other languages within the table.

Although other languages are not permitted within the Nutrition Facts table, these could appear outside the Nutrition Facts table provided the Nutrition Facts table is shown in English and French on the label and the information in another language does not violate the *Food and Drugs Act and Regulations*, the *Consumer Packaging and Labelling Act and Regulations*, or any other federal legislation.

Chapter 6 - The Elements Within the Nutrition Facts Table

6.1 Presentation of Information within the Table [B.01.401, B.01.402, B.01.450(1)]

In the *Food and Drug Regulations*, the tables to B.01.401 and B.01.402 specify the required nomenclature for the information listed in the Nutrition Facts table plus the units of measurement and rounding rules.

B.01.450(1), in conjunction with Schedule L, prescribes the order in which the listings must appear, as well as dimensions, spacing and the use of upper and lowercase letters and bold type ([see Chapter 5 of this Guide](#)).

[Table 6-1](#) and [Table 6-2](#), as set out in this section of the *2003 Guide*, are not exact replicas of the two tables in the *Food and Drug Regulations* [B.01.401, B.01.402]. [Table 6-1](#) refers to the core nutrition information which is **mandatory** for all Nutrition Facts tables and [Table 6-2](#) refers to all additional information that may **voluntarily** be included, or which must be included in the Nutrition Facts table when triggered by a nutrient content claim. In these tables:

- Column 1 sets out the information in the correct order and also prescribes which terms to use for describing this information. It is a combination of both columns 1 and 2 from the tables set out in the *Food and Drug Regulations*.
- Column 2 sets out the units of measurement required for expressing the information.
- Column 3 sets out the rounding rules for these values/amounts.

This chapter also defines and/or discusses several terms and concepts, including:

- [Reference Amounts \(Schedule M\) 6.2.1](#)
- [Serving of Stated Size 6.2.2](#)
- [Reasonable Daily Intake \(Schedule K\) 6.3.1](#)

- [Recommended Daily Intake 6.3.2](#)
- [Weighted Recommended Nutrient Intake 6.3.3](#)
- [Reference Standard 6.3.4](#)
- [Daily Value and % Daily Value 6.3.5](#)

Core Nutrition Information

Table 6-1

(Excerpted from table to B.01.401)

Information (Required Nomenclature in Quotes)	Units	Rounding
<p>1. Serving of stated size</p> <p>"Serving Size (naming the serving size)", "Serving (naming the serving size)" or "Per (naming the serving size)"</p>	<p>(1) (a) in the case of a food that is usually divided into pieces before being consumed (such as cake, pie and pizza), a fraction of the entire food;</p> <p>(b) in the case of a food described in subsection B.01.002A(2), the entire container (see 6.2.3 of this Guide for an explanation); and</p> <p>(c) in all other cases, in a commonly used unit in which the quantity is visibly measurable, such as millilitres, cups, tablespoons or "(naming the unit of food)"</p> <p>(2) The size expressed in accordance with sub item (1) is followed by the size expressed in grams or millilitres, as specified by paragraph</p>	<p>(1) The size in metric units: (a) less than 10 g or 10 mL, to the nearest multiple of 0.1 g or 0.1 mL; (b) 10 g or 10 mL or more, to the nearest multiple of 1 g or 1 mL</p> <p>(2) The size when expressed as a fraction is represented by a numerator and a denominator separated by a line.</p> <p>(3) The size shall include the word "assorted" if the information in the Nutrition Facts table of a prepackaged product that contains an assortment of foods is set out as a composite value. i.e. "Per 5 assorted candies (15 g)"</p>

	B.01.002A(1)(b).	
2. Energy value "Calories", "Total Calories" or "Calories, Total"	Calories per serving of stated size	(a) when less than 5 Calories (i) if the product meets the conditions set out in column 2 of item 1 of the table to B.01.513 for the subject "free of energy", set out in column 1, to "0" Calorie, and (ii) in all other cases, to the nearest multiple of 1 Calorie; (b) when 5 to 50 Calories , to the nearest multiple of 5 Calories; and (c) when more than 50 Calories , to the nearest multiple of 10 Calories
3. Amount of fat "Fat", "Total Fat" or "Fat, Total"	(1) grams per serving of stated size; and	(1) The amount in grams: (a) when less than 0.5 g (i) if the product meets the conditions set out in column 2 of item 11 of the table following B.01.513 for the subject " free of fat " set out in column 1; and the amounts of saturated fatty acids and trans fatty acids are declared as "0" in the Nutrition Facts table or are omitted from that table in accordance with subsection B.01.401(6) and no other fatty acids are declared in an amount greater than "0", to "0 g"; and in all other cases, to the nearest multiple of 0.1 g; (b) when 0.5 g to 5 g , to the nearest multiple of 0.5 g; and (c) when more than 5 g , to the nearest multiple of 1 g
	(2) percentage of the daily value per serving of	(2) The percentage: (a) when the amount is declared as "0 g",

	stated size	to "0 %"; or (b) in all other cases, to the nearest multiple of 1%
4. Amount of saturated fatty acids "Saturated Fat", "Saturated Fatty Acids", "Saturated" or "Saturates"	grams per serving of stated size	(a) when less than 0.5 g (i) if the product meets the conditions set out in column 2 of item 18 of the table following B.01.513 for the subject "free of saturated fatty acids" set out in column 1 to "0 g"; and (ii) in all other cases, to the nearest multiple of 0.1 g; (b) when 0.5 g to 5 g , to the nearest multiple of 0.5 g; and (c) when more than 5 g , to the nearest multiple of 1 g
5. Amount of trans fatty acids "Trans Fat", "Trans Fatty Acids" or "Trans"	grams per serving of stated size	(a) when less than 0.5 g (i) if the product meets the conditions set out in column 2 of item 22 of the table following B.01.513 for the subject "free of <i>trans</i> fatty acids" set out in column 1 to "0 g"; and (ii) in all other cases, to the nearest multiple of 0.1 g; (b) when 0.5 g to 5 g , to the nearest multiple of 0.5 g; and (c) when more than 5 g , to the nearest multiple of 1 g
6. The sum of saturated fatty acids and trans fatty acids "Saturated Fat + Trans Fat", "Saturated Fatty Acids + Trans Fatty Acids", "Saturated + Trans" or "Saturates + Trans"	percentage of the daily value per serving of stated size	(a) when the amounts of saturated fatty acids and <i>trans</i> fatty acids are declared as "0 g", to "0 %"; and (b) in all other cases, to the nearest multiple of 1%
7. Amount of	(1) milligrams per	(1) The amount in milligrams:

cholesterol "Cholesterol"	serving of stated size; and	(a) if the product meets the conditions set out in column 2 of item 27 of the table following B.01.513 for the subject "free of cholesterol" set out in column 1, to "0 mg"; and (b) in all other cases, to the nearest multiple of 5 mg;
	(2) (optional) expressed as a percentage of the daily value per serving of stated size	(2) The percentage (a) when the amount is declared as "0 mg" to "0 %"; and (b) in all other cases, to the nearest multiple of 1%
8. Amount of sodium "Sodium"	(1) milligrams per serving of stated size; and	(1) The amount in milligrams : (a) when less than 5 mg (i) if the product meets the conditions set out in column 2 of item 31 of the table following B.01.513 for the subject "free of sodium or salt" set out in column 1 to "0 mg", and (ii) in all other cases, to the nearest multiple of 1 mg; (b) when 5 mg to 140 mg , to the nearest multiple of 5 mg; and (c) when greater than 140 mg , to the nearest multiple of 10 mg.
	(2) percentage of the daily value per serving of stated size	(2) The percentage : (a) when the amount is declared as "0 mg" to "0 %"; or (b) in all other cases, to the nearest multiple of 1 %.
9. Amount of carbohydrate "Carbohydrate", "Total Carbohydrate" or "Carbohydrate, Total"	(1) grams per serving of stated size; and	(1) The amount in grams : (a) when less than 0.5 g, to "0 g"; and (b) when 0.5 g or more, to the nearest multiple of 1 g
	(2) percentage of the daily value per serving of stated size	(2) The percentage : (a) when the amount is declared as "0 g", to "0 %"; or (b) in all other cases, to the nearest multiple of 1%
10. Amount of fibre	(1) grams per serving of stated size; and	(1) The amount in grams : (a) when less than 0.5 g, to "0 g"; and

"Fibre", "Fiber", "Dietary Fibre" or "Dietary Fiber"		(b) when 0.5 g or more, to the nearest multiple of 1 g
	(2) percentage of the daily value per serving of stated size	(2) The percentage : (a) if the amount is declared as "0 g", to "0 %"; or (b) in all other cases, to the nearest multiple of 1%
11. Amount of sugars "Sugars"	grams per serving of stated size	(a) when less than 0.5 g , to "0 g"; and (b) when 0.5 g or more , to the nearest multiple of 1 g
12. Amount of protein "Protein"	grams per serving of stated size	(a) when less than 0.5 g , to the nearest multiple of 0.1 g; and (b) when 0.5 g or more , to the nearest multiple of 1 g
13. Amount of "Vitamin A" or "Vit A" "Vitamin C" or "Vit C" "Calcium" "Iron"	percentage of the daily value per serving of stated size	(a) when less than 2% (i) if the product contains less than 1% of the daily value per reference amount and per serving of stated size, to "0 %", or (ii) in all other cases, to "2 %"; (b) when 2% to 10% , to the nearest multiple of 2%; (c) when more than 10% to 50% , to the nearest multiple of 5%; and (d) when more than 50% (including values greater than 100%), to the nearest multiple of 10%

Additional Nutrition Information

Table 6-2

(Excerpted from table to B.01.402)

Information (Required nomenclature in quotes)	Units	Rounding
1. Servings per container "Servings Per Container" or "(number of units) Per Container"	number of servings	(1) (a) when less than 2 , to the nearest multiple of 1; (b) when 2 to 5 , to the nearest multiple of 0.5; and

		<p>(c) when more than 5, to the nearest multiple of 1</p> <p>(2) If a quantity is rounded off, it shall be preceded by the word "about".</p> <p>(3) If the product is of a random weight, the quantity may be declared as "varied".</p>
<p>2. Energy value</p> <p>"kilojoules" or "kJ"</p>	<p>kilojoules per serving of stated size</p>	<p>to the nearest multiple of 10 kilojoules</p>
<p>3. Energy value from fat</p> <p>"Calories from Fat" or "Calories from Total Fat"</p>	<p>Calories per serving of stated size</p>	<p>(a) when less than 5 Calories</p> <p>(i) if the amount of fat is declared as "0 g" in the Nutrition Facts table, to "0" Calorie, and</p> <p>(ii) in all other cases, to the nearest multiple of 1 Calorie;</p> <p>(b) when 5 Calories to 50 Calories, to the nearest multiple of 5 Calories; and</p> <p>(c) when more than 50 Calories, to the nearest multiple of 10 Calories</p>
<p>4. Energy value from the sum of saturated and <i>trans</i> fatty acids</p> <p>"Calories from Saturated + Trans Fat",</p> <p>"Calories from Saturated + Trans Fatty Acids",</p> <p>"Calories from Saturated + Trans" or "Calories from Saturates + Trans"</p>	<p>Calories per serving of stated size</p>	<p>(a) when less than 5 Calories</p> <p>(i) if the amounts of saturated fatty acids and <i>trans</i> fatty acids are declared as "0 g" in the Nutrition Facts table, to "0" Calorie, and</p> <p>(ii) in all other cases, to the nearest multiple of 1 Calorie;</p> <p>(b) when 5 Calories to 50 Calories, to the nearest multiple of 5 Calories; and</p> <p>(c) when more than 50 Calories, to the nearest multiple of 10 Calories</p>
<p>5. Amount of polyunsaturated fatty acids</p>	<p>grams per serving of stated size</p>	<p>(a) when less than 1 g, to the nearest multiple of 0.1 g;</p> <p>(b) when 1 g to 5 g, to the</p>

"Polyunsaturated Fat", "Polyunsaturated Fatty Acids" , "Polyunsaturated" or "Polyunsaturates"		nearest multiple of 0.5 g; and (c) when more than 5 g , to the nearest multiple of 1 g
6. Amount of omega-6 polyunsaturated fatty acids (1) If the table includes polyunsaturated fatty acids: "Omega 6" or any listed in (2) below (2) In all other cases "Omega-6 Polyunsaturated Fat", "Omega-6 Polyunsaturated Fatty Acids", "Omega-6 Polyunsaturates" or "Omega-6 Polyunsaturated"	grams per serving of stated size	(a) when less than 1 g , to the nearest multiple of 0.1 g; (b) when 1 g to 5 g , to the nearest multiple of 0.5 g; and (c) when more than 5 g , to the nearest multiple of 1 g
7. Amount of omega-3 polyunsaturated fatty acids (1) If the table includes polyunsaturated fatty acids: "Omega 3" or any listed in (2) below (2) In all other cases "Omega-3 Polyunsaturated Fat", "Omega-3 Polyunsaturated Fatty Acids", "Omega-3 Polyunsaturates" or "Omega-3 Polyunsaturated"	grams per serving of stated size	(a) when less than 1 g , to the nearest multiple of 0.1 g; (b) when 1 g to 5 g , to the nearest multiple of 0.5 g; and (c) when greater than 5 g , to the nearest multiple of 1 g
8. Amount of monounsaturated fatty acids "Monounsaturated Fat", "Monounsaturated Fatty Acids", "Monounsaturates" or "Monounsaturated"	grams per serving of stated size	(a) when less than 1 g , to the nearest multiple of 0.1 g; (b) when 1 g to 5 g , to the nearest multiple of 0.5 g; and (c) when greater than 5 g , to the nearest multiple of 1 g
9. Amount of potassium "Potassium"	(1) milligrams per serving of stated size; and	(1) The amount in milligrams : (a) when less than 5 mg (i) if the product contains less than 5 mg of potassium per reference

		amount and per serving of stated size, to "0 mg", and (ii) in all other cases, to the nearest multiple of 1 mg; (b) when 5 mg to 140 mg , to the nearest multiple of 5 mg; and (c) when more than 140 mg , to the nearest multiple of 10 mg.
	(2) percentage of the daily value per serving of stated size.	(2) The percentage : (a) when the amount is declared as "0 mg" to "0%"; or (b) in all other cases , to the nearest multiple of 1%.
10. Amount of soluble fibre "Soluble Fibre" or "Soluble Fiber"	grams per serving of stated size	(a) when less than 0.5 g , to "0 g"; and (b) when 0.5 g or more , to the nearest multiple of 1 g
11. Amount of insoluble fibre "Insoluble Fibre" or "Insoluble Fiber"	grams per serving of stated size	(a) when less than 0.5 g , to "0 g"; and (b) when 0.5 g or more , to the nearest multiple of 1 g
12. Amount of sugar alcohol (1) If the food contains only one type of sugar alcohol, "Sugar Alcohol", "Polyol" or "(naming the sugar alcohol)" (2) In all other cases "Sugar Alcohols" or "Polyols"	grams per serving of stated size	(a) when less than 0.5 g , to "0 g"; and (b) when 0.5 g or more , to the nearest multiple of 1 g
13. Amount of starch "Starch"	grams per serving of stated size	(a) when less than 0.5 g , to "0 g"; and (b) when 0.5 g or more , to the nearest multiple of 1 g
14. Amount of: (a) "Vitamin D" or "Vit D" (b) "Vitamin E" or "Vit E" (c) "Vitamin K" or "Vit K" (d) "Thiamine", "Thiamin", "Thiamine"	percentage of the daily value per serving of stated size	(a) when less than 2% (i) if the product contains less than 1% of the daily value per reference amount and per serving of stated size, to "0 %", and (ii) in all other cases, to the

<p>(Vitamin B₁),"Thiamine (Vit B₁)", "Thiamin (Vitamin B₁)" or "Thiamin (Vit B₁)" (e) "Riboflavin", "Riboflavin (Vitamin B₂) or "Riboflavin (Vit B₂)" (f) "Niacin" (g) "Vitamin B₆" or Vit B₆ (h) "Folate" (i) "Vitamin B₁₂" or "Vit B₁₂" (j) "Biotin" (k) "Pantothenic Acid" or "Pantothenate" (l) "Phosphorus" (m) "Iodide" or "Iodine" (n) "Magnesium" (o) "Zinc" (p) "Selenium" (q) "Copper" (r) "Manganese" (s) "Chromium" (t) "Molybdenum" (u) "Chloride"</p>		<p>nearest multiple of 2%; (b) when 2% to 10%, to the nearest multiple of 2%; (c) when 10% to 50%, to the nearest multiple of 5%, and (d) when more than 50% to the nearest multiple of 10%</p>																								
Information	Manner of Declaration (Required Nomenclature in Quotes)																									
<p>15. Basis of the percent daily values</p> <p>An explanation of the basis for calculating the percent daily values declared in the Nutrition Facts table</p>	<p>One of the following four footnotes regarding % <i>Daily Value</i> as set out in Figures 18.1(E) & (F) and Figure 19.1(B) of Schedule L.</p> <p>1) "Percent Daily Values are based on a 2,000 Calorie diet. Your daily values may be higher or lower depending on your Calorie needs:</p> <table data-bbox="603 1534 1268 1951"> <tr> <th></th><th>Calories: 2,000</th><th>2,500</th></tr> <tr> <td>Total Fat</td><td>Less than 65 g</td><td>80 g</td></tr> <tr> <td>Saturated + <i>Trans</i></td><td>Less than 20 g</td><td>25 g</td></tr> <tr> <td>Cholesterol</td><td>Less than 300 mg</td><td>300 mg</td></tr> <tr> <td>Sodium</td><td>Less than 2,400 mg</td><td>2,400 mg</td></tr> <tr> <td>Potassium</td><td>3,500 mg</td><td>3,500 mg</td></tr> <tr> <td>Total Carbohydrate</td><td>300 g</td><td>375 g</td></tr> <tr> <td>Dietary Fibre</td><td>25 g</td><td>30 g"</td></tr> </table>			Calories: 2,000	2,500	Total Fat	Less than 65 g	80 g	Saturated + <i>Trans</i>	Less than 20 g	25 g	Cholesterol	Less than 300 mg	300 mg	Sodium	Less than 2,400 mg	2,400 mg	Potassium	3,500 mg	3,500 mg	Total Carbohydrate	300 g	375 g	Dietary Fibre	25 g	30 g"
	Calories: 2,000	2,500																								
Total Fat	Less than 65 g	80 g																								
Saturated + <i>Trans</i>	Less than 20 g	25 g																								
Cholesterol	Less than 300 mg	300 mg																								
Sodium	Less than 2,400 mg	2,400 mg																								
Potassium	3,500 mg	3,500 mg																								
Total Carbohydrate	300 g	375 g																								
Dietary Fibre	25 g	30 g"																								

	<p>or</p> <p>2) "Based on a 2,000 Calorie diet."</p> <p>or</p> <p>3) "Percent Daily Values are based on a 2,000 Calorie diet."</p> <p>or</p> <p>4) "Percent Daily Values are based on a 2,000 Calorie diet. Your daily values may be higher or lower depending on your Calorie needs."</p> <p>NOTES:</p> <ul style="list-style-type: none"> In the version of the footnote that refers to nutrients (i.e., version 1 above), the following apply: <p>(a) the daily value for potassium is included only if the amount of potassium is declared in the Nutrition Facts table; and</p> <p>(b) the daily value for cholesterol is included only if the amount of cholesterol is declared in the Nutrition Facts table as a percentage of the daily value per serving of stated size.</p> Versions 2, 3 and 4 above do not include a reference to nutrients.
<p>16. Energy conversion factors</p>	<p>Displayed as: "Calories per gram", "Fat 9", "Carbohydrate 4" and "Protein 4"</p>

6.2 Reference Amounts and Serving Size

6.2.1 Reference Amounts

A reference amount is a specific regulated quantity of a type of food usually eaten by an individual at one sitting. Reference amounts, as established by Health Canada, are set out in Schedule M of the *Food and Drug Regulations* [B.01.001] and are provided in [Table 6-3 in this chapter](#). With the exception of prepackaged meals, reference amounts serve as the basis of compositional criteria for nutrient content claims and health claims ([discussed in Chapters 7 and 8](#)) [B.01.001, B.01.002A, item 1 to table to B.01.401, and Schedule M]. **They are also used for determining what is a single serving container.**

Unless otherwise noted, the reference amounts are for the ready-to-serve or almost ready-to-serve form of the food and are based on the main intended use of a food (e.g., milk as

a beverage and not as an ingredient in recipes or when added to cereal). Where a product requires further preparation (such as the addition of water or other ingredients) and a reference amount has not been established for the unprepared form, the reference amount will be the quantity of the product required to prepare the reference amount of finished product.

Reference amounts refer only to the edible portion of the food and exclude any liquid in which the solid food may be packed or canned, unless the liquid is customarily consumed with the solid food. For example, the reference amounts for olives and feta cheese do not include the brine, only the olives and the cheese, whereas canned fruit packed in fruit juice includes the fruit juice. Pork ribs would not include the bones, only the meat.

6.2.2 Serving of Stated Size

The nutrient information presented in a Nutrition Facts table is based on a specific amount of food (edible portion). The amount is indicated under the Nutrition Facts heading using the phrase "Serving (naming the serving size)", "Serving Size (naming the serving size)" or "Per (naming the serving size)".

[Serving sizes set out in Table 6-3 of this Guide](#) are usually presented as a range. This allows manufacturers some flexibility when determining serving sizes for products of varying density and size, such as cookies or slices of bread. In order not to mislead consumers, the same serving size should be used whenever a serving size is mentioned on the label, e.g., in the Nutrition Facts table, the directions for use, etc. For example, if a box of pudding mix says that it makes 6 servings, the Nutrition Facts table should be based on one-sixth of the box and the directions for use should indicate how to make 6 servings. Common sense should also prevail when determining a serving size, when foods are pre-portioned into units commonly consumed by a person, the serving size should be the unit in question. For instance, 1 burger, 1 steak, 1 cabbage roll, 1 granola bar, etc.

A serving size is based on the food as sold [B.01.002A, D.01.001(2)]. For foods requiring preparation and foods commonly mixed with other ingredients or another food before being eaten (such as pudding mix, soups or breakfast cereal with milk), the serving size in the Nutrition Facts table must be set out for the food as sold and may optionally be set out for the food as prepared. ([See 5.7 of this Guide for the required format.](#))

The serving size can be expressed in several ways [table to B.01.401].

- The serving size may be expressed as a fraction of the entire food (for foods usually divided into pieces before consumption, such as 1/8 cake or 1/4 pizza);
- It may be expressed as a single serving, if it meets the criteria described in 6.2.3 below [B.01.002A(2)]; or
- In all other cases, the serving size is expressed in the commonly used unit such as millilitres, cups, tablespoons, pieces, units (e.g., muffin, burger), count (e.g., number of cookies) or other common household measure.

For non-metric declarations, the metric serving size **must follow** the declaration, in brackets, e.g., "per stick (2.7 g)".

The units for the metric serving size must be **consistent with the units used to declare the net quantity** of the food on the label (unless otherwise noted). This means that a serving must be expressed:

- in **grams** if the net quantity of the food is declared on the label by weight or by count, and
- in **millilitres** if the net quantity is declared by volume [B.01.002A, D.01.001(2)].

There are three **exceptions** to this rule. Although the net quantity of olives, pickles and fruit used for garnish or flavour, such as maraschino cherries, is declared by volume, a serving must be **expressed in grams** [items 78, 149, and 150 in Schedule M].

Usually the **units** used for the serving size are the same as the **units** used for the reference amount (see Schedule M).

Metric values are rounded to the nearest 0.1 for quantities of less than 10 and to the nearest whole number for quantities of 10 or more. These rounding rules are found in the table to B.01.401 and [summarized in Table 6-1](#) in [6.1 of this Guide](#).

6.2.3 Single Serving Containers

The **entire** net quantity in the package **is considered to be the serving size** in the following cases:

- (a) The food packaged in the container could reasonably be eaten by one person at a single sitting [B.01.002A(2)(a), D.01.001(3)].

For example, a 600 mL bottle of juice dispensed from a vending machine is normally consumed during a single occasion. Such a bottle is considered a single serving, despite the fact that juice has a 250 mL reference amount and a serving size range of 175 - 250 mL.

- (b) The reference amount of the food is less than 100 g or 100 mL **and** the package contains less than 200% of that reference amount [B.01.002A(2)(b)].

For example, consider a 55 g bag of mixed nuts. The reference amount for mixed nuts is 50 g (item 127, Schedule M; [see Table 6-3](#) in [6.2.4 of this Guide](#)). The package contains less than 200% of 50 g (less than 100 g) and therefore, the 55 g bag is considered to be a single serving container, with a serving size of 55 g.

- (c) The reference amount is 100 g or 100 mL or more **and** the package contains 150% or less of that reference amount [B.01.002A(2)(c)].

For example, consider a soft drink in a 500 mL bottle. The reference amount for soft drinks is 355 mL (item 23, Schedule M; see [Table 6-3](#) in [6.2.4 of this Guide](#)). Since the bottle contains less than 150% of the 355 mL (150 % of 355 = 532.5 mL) reference amount, the 500 mL bottle is considered to be a single serving container, with a serving size of 500 mL.

6.2.4 Foods for Use in the Manufacture of Other Foods

Note: The information in this subsection does **not** pertain to foods sold at retail, such as large quantities of various ingredients used by consumers for home-baking (e.g., 10 kg bags of flour and sugar). Such products require a Nutrition Facts table based on the appropriate serving size.

Some prepackaged products which are intended solely for use as an ingredient (**not** sold at retail) **do not have to provide the information on the basis of a serving size.**

These include:

- foods used in the manufacture of other prepackaged foods that will eventually be sold to a consumer at the retail level, and
- foods used in the preparation of food by a commercial or industrial enterprise or an institution.

In these cases, written nutrition information must accompany these ingredients and set out the energy value and amounts of other nutrients (expressed in the applicable units) per 100 grams, per 100 millilitres, per gram or per millilitre of the food [B.01.404]. The Nutrition Facts table format is not required. For more information regarding foods intended for further manufacturing, see [5.15 of this Guide, Foods for Use in Manufacturing Other Foods](#).

Reference Amounts [Schedule M] and Serving Sizes

Table 6-3

(Essential to making a nutrient content claim and preparing a Nutrition Facts table)

Item	Product Category	Reference Amount ¹	Serving Size ²
Bakery Products:			
1	Bread, excluding sweet quick-type rolls	50 g	25-70 g (1-2 slices) - sliced 50 g - unsliced
2	Bagels, tea biscuits, scones, rolls, buns, croissants, tortillas, soft bread sticks, soft pretzels and corn	55 g	25-100 g

	bread		
3	Brownies	40 g	30-100 g
4	Cake (heavy weight): 10 g or more per 2.5 cm cube, such as cheese cake, pineapple upside-down, cake with at least 35% of the finished weight as fruit, nuts, or vegetables, or any of these combined	125 g	80-150 g
5	Cake (medium weight): 4 g or more per 2.5 cm cube but less than 10g per 2.5 cm cube, such as cake with or without icing or filling, cake with less than 35% of the finished weight as fruit, nuts or vegetables or any of these combined; light weight cake with icing; Boston cream pie, cupcakes, eclairs, or cream puffs	80 g	50-125 g
6	Cake (light weight): less than 4 g per 2.5 cm cube, such as angel food, chiffon, or sponge cake without icing or filling	55 g	40-80 g
7	Coffee cakes, doughnuts, danishes, sweet rolls, sweet quick-type breads and muffins	55 g	50-100 g
8	Cookies, with or without coating or filling; graham wafers	30 g	30-40 g
9	Crackers, hard bread sticks and melba toast	20 g	15-30 g
10	Dry breads, matzo, and rusks	30 g	15-35 g
11	Flaky type pastries, with or without filling or icing	55 g	50-90 g
12	Toaster pastries	55 g	50-80 g
13	Ice cream cones	5 g	3-25 g
14	Croutons	7 g	7-20 g
15	French toast, pancakes, and waffles	75 g	60-110 g prepared (2-4 pancakes)
16	Grain-based bars with filling or partial or full coating	40 g	20-50 g
17	Grain-based bars, without filling or coating	30 g	20-50 g
18	Rice cakes and corn cakes	15 g	10-25 g
19	Pies, tarts, cobblers, turnovers, other pastries	110 g	85-120 g

			(1/6 of 20 cm diameter pie or 1/8 of 23 cm pie)
20	Pie crust	1/6 of 20 cm crust or 1/8 of 23 cm crust	1/6 of 20 cm pie or 1/8 of 23 cm pie
21	Pizza crust	55 g	30-110 g
22	Taco shell, hard	30 g	20-40 g
Beverages:			
23	Carbonated and non-carbonated beverages, ice tea and wine coolers	355 mL	250-375 mL
24	Sports drinks and water	500 mL	400-600 mL
25	Coffee: regular, instant and specialty, including espresso, café au lait, flavoured and sweetened	175 mL	amount to make 175-250 mL prepared
26	Tea and herbal tea: (a) regular and instant (hot) (b) flavoured and sweetened, prepared from mixes	175 mL 250 mL	amount to make 175-250 mL prepared
27	Cocoa and chocolate beverages (hot)	175 mL	5-15 g dry or amount to make 175-250 mL prepared
Cereals and Other Grain Products:			
28	Hot breakfast cereals, such as oatmeal, or cream of wheat	40 g dry, 250 mL prepared	30-40 g dry, 175-335 mL prepared
29	Ready-to-eat breakfast cereals, puffed and uncoated (less than 20 g per 250 mL)	15 g	10-20 g
30	Ready-to-eat breakfast cereals, puffed and coated, flaked, extruded, without fruit or nuts (20 g to 42 g per 250 mL), very high fibre cereals (with 28 g or more fibre per 100 g)	30 g	20-45 g
31	Ready-to-eat breakfast cereals, fruit and nut type, granola (weighing 43 g or more per 250 mL) and	55 g	45-80 g (1-2 biscuits)

	biscuit type cereals		
32	Bran and wheat germ	15 g	10-20 g
33	Flours, including cornmeal	30 g	30-60 g
34	Grains, such as rice or barley	45 g dry 140 g cooked	30-45 g dry, 90-140 g cooked
35	Pastas without sauce	85 g dry 215 g cooked	45-100 g dry, 140-250 g cooked
36	Pastas, dry and ready-to-eat, such as fried canned chow mein noodles	25 g	20-25 g
37	Starch, such as cornstarch, potato starch, tapioca starch or wheat starch	10 g	5-15 g
38	Stuffing	100 g	75-100 g
Dairy Products and Substitutes:			
39	Cheese, including cream cheese and cheese spread, except those listed as a separate item	30 g	15-60 g
40	Cottage cheese	125 g	60-250 g
41	Cheese used as an ingredient, such as dry cottage cheese or ricotta cheese	55 g	25-100 g
42	Hard cheese, grated, such as parmesan or romano	15 g	8-30 g
43	Quark, fresh cheese and fresh dairy desserts	100 g	50-200 g
44	Cream and cream substitute, except those listed as separate item	15 mL	10-30 mL
45	Cream and cream substitute, powder	2 g	2-4 g
46	Cream and cream substitute, aerosol or whipped	15 g	10-30 g
47	Eggnog	125 mL	60-250 mL
48	Milk, evaporated or condensed	15 mL	10-30 mL
49	Plant-based beverages, milk, buttermilk and milk-based drinks, such as chocolate milk	250 mL	125-250 mL
50	Shakes and shake substitutes such as dairy shake mix	250 mL	125-250 mL
51	Sour cream	30 mL	15-60 mL

52	Yogurt	175 g	125-225 g
Desserts:			
53	Ice cream, ice milk, frozen yogurt, sherbet	125 mL	60-250 mL
54	Dairy desserts, frozen, such as cakes, bars, sandwiches or cones	125 mL	60-175 mL
55	Non-dairy desserts, frozen, such as flavoured and sweetened ice or pops, frozen fruit juices in bars or cups	75 mL	40-150 mL
56	Sundaes	250 mL	125-250 mL
57	Custard, gelatin and pudding	125 mL	80-140 g pudding, 15 g gelatin dessert (dry), 65-250 mL gelatin dessert prepared
Dessert Toppings and Fillings:			
58	Dessert toppings, such as maple butter and marshmallow cream	30 g	15-30 g
59	Cake frostings and icings	35 g	25-45 g
60	Pie fillings	75 mL	40-150 mL
Egg and Egg Substitutes:			
61	Egg mixtures, such as egg foo young, scrambled eggs, omelets	110 g	50-110 g
62	Eggs	50 g	50-100 g (1-2 eggs)
63	Egg substitutes	50 g	50-100 g
Fats and Oils:			
64	Butter, margarine, shortening, lard	10 g	5-20 g
65	Vegetable oil	10 mL	5-20 mL
66	Butter replacement, powder	2 g	1-3 g
67	Dressings for salad	30 mL	15-30 mL
68	Mayonnaise, sandwich spread and	15 mL	8-30 mL

	mayonnaise-type dressing		
69	Oil, spray type	0.5 g	0.5 g
Marine and Fresh Water Animals:			
70	Canned anchovies, anchovy paste and caviar ³	15 g	15-60 g
71	Marine and fresh water animals with sauce, such as fish with cream sauce or shrimp with lobster sauce	140 g cooked	90-140 g
72	Marine and fresh water animals without sauce, such as plain or fried fish or shellfish, or fish or shellfish cakes, with or without breading or batter	125 g raw 100 g cooked	85-130 g raw, fresh, frozen 60-100 g cooked
73	Marine and fresh water animals, canned ³	55 g	50-100 g
74	Marine and fresh water animals, smoked or pickled, or spreads ³	55 g	50-55 g
Fruits and Fruit Juices:			
75	Fruit, fresh, canned or frozen, except those listed as a separate item	140 g 150 mL canned ³	110-160 g fresh or frozen, 120-150 mL canned
76	Candied or pickled fruit ³	30 g	30-40 g
77	Dried fruit, such as raisins, dates or figs	40 g	30-40 g
78	Fruit for garnish or flavour, such as maraschino cherries ³	4 g	1-3 cherries
79	Fruit relishes	60 mL	50-100 mL
80	Avocado, used as an ingredient	30 g	20-40 g
81	Cranberries, lemons and limes, used as ingredients	55 g	50-100 g
82	Watermelon, cantaloupe, honeydew and other melons	150 g	75-300 g
83	Juices, nectars and fruit drinks represented for use as substitutes for fruit juices	250 mL	175-250 mL
84	Juices, used as ingredients, such as lemon juice or lime juice	5 mL	5-10 mL
Legumes:			
85	Bean curd (tofu) or tempeh ³	85 g	85-100 g

86	Beans, peas and lentils, such as white beans, kidney beans, romano beans, soybeans or chick peas ³	100 g dry, 250 mL cooked or canned	35-100 g dry, 100-250 mL cooked or canned
Meat, Poultry, Their Products and Substitutes⁴:			
87	Pork rinds and bacon	54 g uncooked 15 g cooked	30-80 g uncooked, 10-30 g cooked
88	Beef, pork and poultry breakfast strips	30 g uncooked 15 g cooked	15-60 g uncooked 10-30 g cooked
89	Dried meat and poultry, such as jerky, dried beef or parma ham, as well as sausage products with a water activity of 0.90 or less, such as salami, dried thuringer or cervelat	30 g	15-60 g
90	Luncheon meats such as bologna, blood pudding, minced luncheon roll, liver sausage, mortadella, ham and cheese loaf or headcheese; pâté, sandwich spread, potted meat food product; taco fillings; meat pie fillings and cretons	75 g uncooked, 55 g cooked	35-100 g uncooked, 25-75 g cooked
91	Sausage products, such as linked sausage, Vienna sausage, wieners, breakfast sausage, frankfurters, pork sausage, bratwurst, kielbasa, Polish sausage, summer sausage, smoked sausage, smoked country sausage, pepperoni, knackwurst, thuringer and cervelat	75 g uncooked, 55 g cooked	75-165 g uncooked, 25-115 g cooked
92	Cuts of meat and poultry without sauce, and ready-to-cook cuts, with or without breading or batter, including marinated, tenderized and injected cuts	125 g raw, 100 g cooked	80-130 g raw, 50-100 g cooked
93	Patties, cutlettes, chopettes, steakettes, meatballs, sausage meat and ground meat, with or without breading or batter	100 g raw, 60 g cooked	80-130 g raw, 50-100 g cooked
94	Cured meat products such as cured ham, dry cured ham, back bacon, cured pork back, dry cured cappicolo, corned beef, pastrami, country ham, cured pork shoulder picnic, cured poultry ham products, smoked meat or pickled meat	85 g raw, 55 g cooked	50-110 g raw, 30-100 g cooked
95	Canned meat and poultry ³	55 g	50-100 g

96	Meat and poultry with sauce, such as meat in barbecue sauce or turkey with gravy, but excluding combination dishes	140 g	90-150 g
Miscellaneous category:			
97	Baking powder, baking soda and pectin	0.6 g	0.5-2 g
98	Baking decorations, such as coloured sugars or sprinkles for cookies	4 g	3-5 g
99	Bread crumbs and batter mixes	30 g	15-60 g
100	Cooking wine	30 mL	15-60 mL
101	Cocoa powder	5 g	5 g
102	Non-alcoholic drink mixers, such as pina colada or daiquiri	250 mL	amount to make 175-280 mL prepared (without ice)
103	Chewing gum	3 g	3-5 g
104	Salad and potato toppers, such as salad crunchies, salad crispins or substitutes for bacon bits	7 g	5-15 g
105	Salt and salt substitute, as well as seasoned salt such as garlic salt	1 g	0.5-1.5 g
106	Spices and herbs	0.5 g	0.5-1.0 g
Combination Dishes:			
107	Measurable with a cup, such as casserole, hash, macaroni and cheese with or without meat, pot pie, spaghetti with sauce, stir fry, meat or poultry casserole, baked or refried beans, wieners and beans, meat chili, chili with beans, creamed chipped beef, beef or poultry ravioli in sauce, beef stroganoff, poultry à la king, Brunswick stew, goulash, stew, ragout or poutine	250 mL	200-375 g or 200-375 mL
108	Not measurable with a cup, such as burritos, egg rolls, enchiladas, pizza, pizza rolls, sausage rolls, pastry rolls, cabbage rolls, quiche, sandwiches, crackers and meat or poultry lunch-type packages, gyros, burger on a bun, frank on a bun, calzones, tacos, pockets stuffed with meat, lasagna, chicken cordon bleu, stuffed vegetables with meat or poultry, shish kabobs, empanadas, fajitas,	140 g without gravy or sauce, 195 g with gravy or sauce	90-300 g including gravy or sauce

	souvlaki, meat pie or tourtière		
109	Hors d'oeuvres	50 g	25-100 g
Nuts and Seeds:			
110	Nuts and seeds, not for use as snacks: whole, chopped, sliced, slivered or ground	30 g shelled	30-75 g
111	Butters, pastes and creams, other than peanut butter	30 g	15-45 g
112	Peanut butter	15 g	15-30 g
113	Flours, such as coconut flour	15 g	10-20 g
Potatoes, Sweet Potatoes and Yams:			
114	French fries, hash browns, skins and pancakes	85 g frozen French fries, 70 g prepared	70-110 g
115	Mashed, candied, stuffed, or with sauce	140 g	100-200 g
116	Plain, fresh, canned ³ or frozen	110 g fresh or frozen, 125 g vacuum-packed, 160 g canned	110-150 g
Salads:			
117	Salads, such as egg, fish, shellfish, bean, fruit, vegetable, meat, ham or poultry salad, except those listed as a separate item	100 g	75-150 g
118	Gelatin salad	120 g	100-175 g
119	Pasta or potato salad	140 g	100-200 g
Sauces, Dips, Gravies and Condiments:			
120	Sauces for dipping, such as barbecue, hollandaise, tartar, mustard or sweet and sour sauce	30 mL	15-45 mL
121	Dips, such as legume or dairy-based	30 g	15-45 g
122	Major main entrée sauce, such as spaghetti sauce	125 mL	100-200 mL
123	Minor main entrée sauce such as pizza sauce, pesto sauce, or other sauces used as toppings such as white sauce, cheese sauce, salsa, cocktail sauce or gravy	60 mL	50-100 mL

124	Major condiments, such as ketchup, steak sauce, soy sauce, vinegar, teriyaki sauce or marinades	15 mL	10-20 mL
125	Minor condiments, such as horseradish, hot sauce, mustard, or Worcestershire sauce	5 mL	5-10 mL
Snacks:			
126	Chips, pretzels, popcorn, extruded snacks, grain-based snack mixes and fruit-based snacks, such as fruit chips	50 g	40-60 g
127	Nuts or seeds for use as snacks	50 g shelled	40-60 g
128	Meat or poultry snack food sticks	20 g	15-25 g
Soups:			
129	All varieties	250 mL	175-250 mL prepared, 85-125 mL condensed, 15 g dehydrated or dry
Sugars and Sweets:			
130	Candies, including chocolate bars and other chocolate products, except those listed as a separate item	40 g	30-70 g
131	Hard candies, except those listed as a separate item	15 g	15-30 g
132	Baking candies, such as chocolate chips	15 g	10-20 g
133	Breath mints	2 g	1-3 g
134	Roll-type hard candies and mini size hard candies in dispenser packages	5 g	5-10 g
135	Confectioner's or icing sugar	30 g	15-60 g
136	Bread spreads, except those listed as a separate item, honey and molasses	20 g	15-25 g
137	Jams, jellies, marmalades, fruit butters and spreads	15 mL	10-20 mL
138	Marshmallows	30 g	25-50 g
139	Sugars, except those listed as a separate item	4 g	4-5 g

140	Sugar substitute	amount equivalent in sweetness to 4 g sugar	amount equivalent in sweetness to 4-5 g sugar
141	Syrups, including chocolate, maple and corn syrup	30 mL as ingredient, 60 mL other uses	30-60 mL
Vegetables:			
142	Vegetables without sauce, including cream style corn and stewed tomatoes, but not including vegetables without sauce listed as a separate item	85 g fresh or frozen, 125 mL canned ³	70-100 g fresh, frozen
143	Vegetables with sauce	110 g fresh or frozen, 125 mL canned	95-125 g fresh or frozen, 80-175 mL canned
144	Vegetables primarily used for garnish or flavouring, fresh, canned or frozen, but not dried, such as parsley or garlic	4 g	4-5 g
145	Chili pepper and green onion	30 g	25-45 g
146	Seaweed	15 g	10-20 g
147	Lettuce and sprouts	65 g	50-75 g
148	Vegetable juice and vegetable drink	250 mL	125-250 mL
149	Olives ³	15 g	3 to 5 olives
150	Pickles ³	30 g	1 dill pickle, 2 mini-dills or gherkins
151	Relish	15 mL	10-20 mL
152	Vegetable pastes, such as tomato paste	30 mL	25-45 mL
153	Vegetable sauce or purée, such as tomato sauce or tomato purée	60 mL	50-75 mL

1. Unless otherwise noted, the reference amounts are for the ready-to-serve or almost ready-to-serve form of the food. If not listed separately, the reference amount for the unprepared form, such as dry mixes, concentrates, dough, batter and fresh or frozen pasta, is the amount required to make one reference amount of the prepared form.
2. Unless otherwise noted in the Serving Size column, the serving size is for the food-as-sold.

3. Excludes any liquid in which the solid food may be packed or canned, unless the liquid is customarily consumed with the solid food.
4. Meat and poultry substitutes include extended and simulated meat and poultry products.

6.3 Daily Intake

6.3.1 Reasonable Daily Intake for Various Foods (Schedule K)

Note: "Reasonable Daily Intake" (or Schedule K) should not be confused with "Recommended Daily Intake" ([see 6.3.2 of this Guide](#)).

The Reasonable Daily Intake was used to evaluate, for regulatory purposes, the nutritional contribution of specific foods to the diet. Reasonable Daily Intakes were used as the basis for determining the amounts of vitamin and mineral nutrients that may be present in the food when they are added. A food's protein rating is determined from the quality of the protein (i.e., the protein efficiency ratio) and the quantity of protein provided by a Reasonable Daily Intake.

The Reasonable Daily Intake for most foods was considered to be one average serving of the food. However, in the case of foods such as milk, bread or butter, where several servings may be consumed daily, a reasonable intake has been estimated considering the food habits of Canadians.

A "Reasonable Daily Intake" of a food named in column I of Schedule K, is the amount of that food set out in column II.

Reasonable Daily Intake for Various Foods (Schedule K)

Table 6-4

ItemNo.	Column I Name and Description	Column II Reasonable Daily Intake	
1.	Alimentary Pastes, dry	3 oz.	85 g
2.	Bacon (side), simulated meat product that resembles side bacon, (cooked)	1 oz.	28 g
3.	Beverage Bases and Mixes, Flavoured, for Addition to Milk (ready-to-serve)	16 fl. oz.	454 ml
4.	Bread, 5 slices	5.3 oz.	150 g
5.	Butter	2 oz.	57 g
6.	Buttermilk	30 fl. oz.	852 ml

7.	Cereals, Breakfast or Infant	1 oz.	28 g
8.	Cereals, puffed	0.5 oz.	14 g
9.	Cheese (other than Cottage Cheese)	2 oz.	57 g
10.	Cheese, Cottage	3.5 oz.	100 g
11.	Condensed Milk	15 fl. oz.	426 ml
12.	Cream, whipping	2 oz.	57 g
13.	Egg, yolk-replaced egg	3.5 oz.	100 g
14.	Evaporated Milk, Evaporated Skim Milk, Evaporated Partly Skimmed Milk	30 fl.oz. (reconstituted to original volume)	852 ml
15.	Fish, Shell Fish	3.5 oz.	100 g
16.	Fruits, dried	2 oz.	57 g
17.	Fruits, (other than banana, lemon, lime, watermelon)	3.5 oz.	100 g
18.	Fruits, Banana	5.3 oz.	150 g
19.	Fruits, Lemon	1.8 oz.	50 g
20.	Fruits, Lime	1.8 oz.	50 g
21.	Fruits, Watermelon	7 oz.	200 g
22.	Fruit Drinks, Fruit Nectars (ready-to-serve)	4 fl.oz.	114 ml
23.	Fruit Drink Bases, Mixes and Concentrates (ready-to-serve)	4 fl.oz.	114 ml
24.	Fruit Juices (other than lemon juice and lime juice)	4 fl.oz.	114 ml
25.	Fruit Juices, Lemon	1 fl.oz.	28 ml
26.	Fruit Juices, Lime	1 fl.oz.	28 ml
27.	Ice Cream, Ice Milk	3.5 oz.	100 g
28.	Infant Formulas, Prepared (ready-to-serve)	As directed by label	
29.	Instant Breakfast, Ready Breakfast (ready-to-serve)	As directed by label	
30.	Margarine	2 oz.	57 g
31.	Meat Products	3.5 oz.	100 g
32.	Meat Product Extenders	3.5 oz.	100 g
33.	Extended Meat Products	3.5 oz.	100 g
34.	Milk, whole	30 fl.oz.	852 ml

35.	Milk Powder (reconstituted and ready-to-serve)	30 fl.oz.	852 ml
36.	(naming the flavour) Milk	30 fl.oz.	852 ml
37.	Molasses	1.5 oz.	43 g
38.	Nuts	1 oz.	28 g
39.	Peanut Butter	1 oz.	28 g
40.	Poultry Products	3.5 oz.	100 g
41.	Extended Poultry Products	3.5 oz.	100 g
42.	Poultry Product Extenders	3.5 oz.	100 g
43.	Simulated Meat Products excluding a simulated meat product that resembles side bacon	3.5 oz.	100 g
44.	Simulated Poultry Products	3.5 oz.	100 g
45.	Skim Milk, Partly Skimmed Milk	30 fl.oz.	852 ml
46.	(naming the flavour) Skim Milk, (naming the flavour) Partly Skimmed Milk	30 fl.oz.	852 ml
47.	Skim Milk Powder, Partly Skimmed Milk Powder (reconstituted and ready-to-serve)	30 fl.oz.	852 ml
48.	Skim Milk with Added Milk Solids, Partly Skimmed Milk with Added Milk Solids	30 fl.oz.	852 ml
49.	(naming the flavour) Skim Milk with Added Milk Solids, (naming the flavour) Partly Skimmed Milk with Added Milk Solids	30 fl.oz.	852 ml
50.	Soup (ready-to-serve)	7 fl.oz.	200 ml
51.	Sterilized Milk	30 fl.oz.	852 ml
52.	Vegetable Juices	4 fl.oz.	114 ml
53.	Vegetable Drinks	4 fl.oz.	114 ml
54.	Vegetable Drink Concentrates, Mixes and Bases (ready-to-serve)	4 fl.oz.	114 ml
55.	Vegetable (other than baked beans and cooked potatoes)	3.5 oz.	100 g
56.	Vegetables, baked beans	8.5 oz.	250 g
57.	Vegetables, cooked potatoes	7 oz.	200 g
58.	Yeast	0.5 oz.	14 g
59.	Yogurt, plain	5 oz.	150 g

6.3.2 Recommended Daily Intake (RDI)

Note: Recommended Daily Intake should not be confused with Reasonable Daily Intake (Schedule K) ([see 6.3.1 of this Guide](#)).

Recommended Daily Intake (RDI) pertains to vitamins and mineral nutrients. It means the amount of a vitamin or mineral nutrient set out in Table I of Divisions 1 and 2 of Part D of the *Food and Drug Regulations* [D.01.001].

In the Nutrition Facts table, the term "Daily Value" is synonymous with "Recommended Daily Intake" for vitamins and mineral nutrients [B.01.001].

The RDI is one of the two reference points upon which the % Daily Value is based. (The other reference point is the "Reference Standard" which pertains to specific nutrients other than vitamins and mineral nutrients. [See 6.3.4 in this Guide](#).)

The RDI's are also used to set compositional criteria for the [nutrient content claims for vitamins and mineral nutrients \(see 7.25 of this Guide\)](#).

[Table 6-5](#) which follows presents the established Recommended Daily Intakes for vitamins and mineral nutrients. Recommended Daily Intakes are given for **two different age groups**: children less than two years of age and persons two years of age or older. When using the table, be sure to use the appropriate column.

Recommended Daily Intake for Vitamins and Mineral Nutrients

Table 6-5

Recommended Daily Intake (D.01.013, D.02.006)			
Vitamin or Mineral Nutrient	Units	Persons 2 years of age or older	Infants and Children less than 2 years old
Vitamin A	RE ^a	1000	400
Vitamin D	µg ^b	5	10
Vitamin E	mg ^c	10	3
Vitamin C	mg	60	20
Thiamin, Thiamine or Vitamin B ₁	mg	1.3	0.45
Riboflavin or Vitamin B ₂	mg	1.6	0.55
Niacin	NE ^d	23	8
Vitamin B ₆	mg	1.8	0.7

Folacin or Folate	μg	220	65
Vitamin B ₁₂	μg	2	0.3
Pantothenic Acid or Pantothenate	mg	7	2
Vitamin K	μg	80	30
Biotin	μg	30	8
Calcium	mg	1100	500
Phosphorus	mg	1100	500
Magnesium	mg	250	55
Iron	mg	14	7
Zinc	mg	9	4
Iodide	μg	160	55
Selenium	μg	50	15
Copper	mg	2	0.5
Manganese	mg	2	1.2
Chromium	μg	120	12
Molybdenum	μg	75	15
Chloride	mg	3400	1000

^a RE = retinol equivalents

^b μg = micrograms

^c mg = milligrams

^d NE = niacin equivalents

6.3.3 Weighted Recommended Nutrient Intake

Weighted Recommended Nutrient Intakes (WRNI) became part of the *Food and Drug Regulations* in 1996. They are considered to represent the nutritional needs of the total population because they are weighted according to the age and sex distribution of the Canadian population

The Weighted Recommended Nutrient intake is used to determine whether a food provides a sufficient amount of a nutrient to qualify for a health claim pertaining to:

- sodium, potassium and hypertension [item 1 (b) in column 2 of the table following B.01.603], and
- saturated fat, *trans* fat, and heart disease [item 3 (b) in column 2 of the table following B.01.603]; and

Weighted Recommended Nutrient Intakes for Vitamins and Mineral Nutrients

Table 6-6

Weighted Recommended Nutrient Intake [D.01.013, D.02.006]			
Item	Column I Vitamin	Column II Units	Column III Amount
1.	Biotin	ug	90
2.	Folacin	ug	195
3.	Niacin	NE	16
4.	Pantothenic Acid	mg	5.0
5.	Riboflavin	mg	1.2
6.	Thiamine	mg	1.0
7.	Vitamin A	RE	870
8.	Vitamin B ₆	mg	1.0
9.	Vitamin B ₁₂	ug	1.0
10.	Vitamin C	mg	34
11.	Vitamin D	ug	3.0
12.	Vitamin E	mg	7.0
Item	Column I Mineral Nutrient	Column II Units	Column III Amount
1.	Calcium	mg	780
2.	Iodide	ug	155
3.	Iron	mg	10
4.	Phosphorus	mg	885
5.	Magnesium	mg	210
6.	Zinc	mg	10

^a RE = retinol equivalents

^b ug = micrograms

^c mg = milligrams

^d NE = niacin equivalents

6.3.4 Reference Standards [B.01.001, table to B.01.001.1(2)]

Reference Standards pertain to the amount of specific nutrients (other than vitamins and mineral nutrients), set out in the table to B.01.001.1(2) of the *Food and Drug Regulations*.

In the Nutrition Facts table, the term "Daily Value" is synonymous with "Reference Standard" for these nutrients.

The **Reference Standards** form one of the two reference points upon which the % Daily Value is based. (The other reference point is the "Recommended Daily Intake" which pertains to vitamins and mineral nutrients, as discussed above in 6.3.2 of this *Guide*)

The Reference Standards are reproduced in [Table 6-7](#).

Reference Standards

Table 6-7

Column 1 Nutrient	Column 2 Amount
Fat	65 g
The sum of saturated fatty acids and <i>trans</i> fatty acids	20 g
Cholesterol	300 mg
Carbohydrate	300 g
Fibre	25 g
Sodium	2400 mg
Potassium	3500 mg

6.3.5 Daily Value and % Daily Value

The **Daily Value** is the reference point upon which the % Daily Value is based. The Daily Value is equivalent to either the **Recommended Daily Intake** (for vitamins and minerals) or the **Reference Standard** (for other nutrients) [B.01.001] ([See 6.3.2](#) and [6.3.4 of this Guide](#)).

The % Daily Value of the nutrient in one serving, rounded as indicated in the tables in 6.1 and 6.2 of this *Guide*, is declared in the Nutrition Facts table. It is calculated as:

$$\% \text{ Daily Value} = \text{Amount of nutrient per serving} \div \text{Daily value of nutrient} \times 100$$

For nutrients present in a food in quantities greater than 100 percent of the Daily Value, the true percentage must be declared (e.g., 110% DV), taking into account the rounding rules.

The following example indicates how to calculate the % Daily Value of vitamins, fat and the sum of saturated fatty acids and *trans* fatty acids using the Recommended Daily Intake for the vitamins and the Reference Amounts for the remaining nutrients.

125 g of condensed tomato soup contains:

72 RE vitamin A
70 mg vitamin C
0.09 mg thiamine
15 µg folate
1.5 g total fat
0.7 g saturated fat + *trans* fat (consisting of 0.4 g saturated fat and 0.3 g *trans* fat)

To express these quantities as a percentage of the Daily Value, divide each nutrient by the Recommended Daily Intake (RDI) or by the Reference Standard, as applicable for that nutrient (from Tables 6-5 in 6.3.2 and 6-7 in 6.3.4 of this *Guide*) and multiply by 100. Note that the figures are rounded as specified in [Table 6-1](#) (and [Table 6-2 for optional nutrients](#)) in [6.1 of this Guide](#). The percent Daily Value is calculated using the absolute amount after rounding. (Note: since this is not a food intended solely for children less than two years of age, use the RDI in the column "Persons 2 years of age or older"):

- **For Vitamin A:** $72 / 1000 \times 100 = 7.2\%$
Rounded to 8% as per the rounding rules in item 13 in the [Table 6-1 in this chapter](#).
- **For Vitamin C:** $70 / 60 \times 100 = 116.7\%$
Rounded to 120% as per the rounding rules in item 13 in [Table 6-1 in this chapter](#).
- **For Thiamine:** $0.09 / 1.3 \times 100 = 6.9\%$
Rounded to 6% as per the rounding rules in item 14 in [Table 6-2 in this chapter](#).
- **For Folate:** $15 / 220 \times 100 = 6.8\%$
Rounded to 6% as per the rounding rules in item 14 in [Table 6-2 in this chapter](#).
- **For Total Fat:** $1.5 / 65 \times 100 = 2.3\%$
Rounded to 2% as per the rounding rules in item 3 in [Table 6-2 in this chapter](#).
- **For Saturated Fat + Trans Fat:** $0.7 / 20 \times 100 = 3.5\%$
Rounded to 4% as per the rounding rules in item 3 in [Table 6-2 in this chapter](#).

6.4 Energy

The **energy value** of food means the amount of energy made available to a person's body when the constituents of the food, including protein, fat, carbohydrate and alcohol, are metabolized following ingestion of the food [B.01.001].

In nutrition, energy is measured using "Calories". This unit is equivalent to the "kilocalorie" or 1,000 calories used in chemistry. The term "Calories" must be used in prescribed nutrient content

claims and in the Nutrition Facts table. In other situations, either variation may be used as it is common practice in nutrition to use "Calories" and "calories" interchangeably.

The energy value of foods should be calculated by the Atwater method, using specific factors from the latest revisions of *USDA Agriculture Handbook No. 8: Composition of Foods* (1984). Details of their derivation are outlined in A.L. Merrill and B.K. Watt, *Energy Value of Foods - Basis and Derivation*, *USDA Handbook 74* (1955). The following **average** factors may be used in place of the specific factors provided that the energy values are in reasonable agreement with the more accurate values determined according to Merrill and Watt.

Average Energy Content of Nutrients

Table 6-8

Nutrient	Cal/g	kJ/g
Protein	4	17
Fat	9	37
Carbohydrate*	4	17
Alcohol	7	29
* The energy value for the total carbohydrate content may be less than 4 Cal/g if the carbohydrate includes sugar alcohols, polydextrose and/or dietary fibre (see 6.4.2 of this Guide).		

6.4.1 Converting Calories to Kilojoules

To convert Calories to kilojoules, use the following formula: **1 Calorie = 4.184 kilojoules**

Calculation Example - Oatmeal

Table 6-9

Calculate the energy content of 250 mL of cooked oatmeal using **specific energy factors**:

Nutrient	Amount in g	Specific Energy Factors for Oatmeal Cal/g	Calories
Protein	3	x 3.46	= 10.38
Fat	1	x 8.37	= 8.37
Carbohydrate	13	x 4.12	= 53.56

Total energy = 72.31 Cal

Rounded = **70 Cal**

Converted to kilojoules: 72.31 Cal x 4.184 = 302.5 kJ

Rounded = **300 kJ**

Calculation Example - Macaroni and Cheese

Table 6-10

Calculate the energy of 250 mL of macaroni and cheese using the **average energy values**:

Nutrient	Amount in g	Average Energy Values Cal/g	Calories
Protein	18	x 4	= 72
Fat	23	x 9	= 207
Carbohydrate	42	x 4	= 168

Total energy = **447 Cal**

Converted to kilojoules: 447 Cal x 4.184 = 1870.25 kJ

Rounded = 1870 kJ

6.4.2 Energy Values of Sugar Alcohols, Polydextrose, Glycerol and Fructooligosaccharide

Energy Values - Sugar Alcohols, Polydextrose, Glycerol and Fructooligosaccharide

Table 6-11

Energy Source	Energy Values (Cal/g)*
Isomalt	2
Lactitol	2
Maltitol	3.0
Mannitol	1.6
Sorbitol	2.6
Xylitol	3.0**

Erythritol	0.2
Polydextrose	1
Glycerol	4.32
Fructooligosaccharide	2.0
<p>* Values from the Bureau of Nutritional Sciences, Health Products and Food Branch, Health Canada.</p> <p>** The value for xylitol is subject to change.</p>	

6.4.3 Energy Value of Dietary Fibre

It is unacceptable to subtract the weight of dietary fibre from the weight of carbohydrate prior to applying the "factor of 4" when you do not have an accurate energy value for a specific source(s) of fibre in a food.

A value of less than 4 Cal (17 kJ) per gram may be used for the dietary fibre content if a specific energy value is available for the fibre source.

Energy Value of Bran

When calculating the energy value for the dietary fibre portion of the total carbohydrate content, an energy value of 0.6 Cal (2.5 kJ) may be used for the dietary fibre of wheat bran. The energy value of wheat bran itself is 2.4 Cal (10 kJ).

Energy Value of Inulin

An energy value of 2.2 Cal (9.2 kJ) per gram should be used for inulin.

6.5 Fat and Fatty Acids: Saturates, Trans, Polyunsaturates, Omega-6 Polyunsaturates, Omega-3 Polyunsaturates, Monounsaturates [B.01.001, B.01.001.1(1)]

"Fat" is defined as total lipid fatty acids expressed as triglycerides.

"Saturated fatty acids" are defined as all fatty acids that contain no double bonds.

"Trans fatty acids" are unsaturated fatty acids that contain one or more isolated or non-conjugated double bonds in a *trans*-configuration.

"Monounsaturated fatty acids" are *cis*-monounsaturated fatty acids.

"Omega-6 polyunsaturated fatty acids" means:

- i) 9-*cis*, 12-*cis* octadecadienoic acid or linoleic acid;
- ii) 6-*cis*, 9-*cis*, 12-*cis* octadecatrienoic acid;
- iii) 8-*cis*, 11-*cis*, 14-*cis* eicosatrienoic acid or di-homo- γ -linolenic acid;
- iv) 5-*cis*, 8-*cis*, 11-*cis*, 14-*cis* eicosatetraenoic acid or arachidonic acid;
- v) 7-*cis*, 10-*cis*, 13-*cis*, 16-*cis* docosatetraenoic acid; or
- vi) 4-*cis*, 7-*cis*, 10-*cis*, 13-*cis*, 16-*cis* docosapentaenoic acid.

"Omega-3 polyunsaturated fatty acids" means:

- i) 9-*cis*, 12-*cis*, 15-*cis* octadecatrienoic acid or alpha-linolenic acid;
- ii) 8-*cis*, 11-*cis*, 14-*cis*, 17-*cis* eicosatetraenoic acid;
- iii) 5-*cis*, 8-*cis*, 11-*cis*, 14-*cis*, 17-*cis* eicosapentaenoic acid or EPA;
- iv) 7-*cis*, 10-*cis*, 13-*cis*, 16-*cis*, 19-*cis* docosapentaenoic acid; or
- v) 4-*cis*, 7-*cis*, 10-*cis*, 13-*cis*, 16-*cis*, 19-*cis* docosahexaenoic acid or DHA.

"Polyunsaturated fatty acids" are *cis*-methylene interrupted polyunsaturated fatty acids.

6.6 Sodium

Sodium content is based upon the total sodium present in the food regardless of the origin of the nutrient. Unlike most other mineral nutrients, sodium does not have a Recommended Daily Intake. Calculation of the % Daily Value is based on the Reference Standard value of 2400 mg [table to B.01.001.1(2)].

6.7 Potassium

Like sodium, potassium content is based upon the total potassium present in the food and does not have a Recommended Daily Intake. The % Daily Value is calculated by using the Reference Standard of 3500 mg [table to B.01.001.1(2)].

6.8 Carbohydrates

For labelling purposes, the total amount of declared carbohydrates must include sugars (e.g., monosaccharides such as glucose, and disaccharides such as sucrose), starch, dietary fibre, sugar

alcohols (e.g., isomalt, lactitol, maltitol, maltitol syrup, mannitol, sorbitol, sorbitol syrup, xylitol, erythritol), glycerol and polydextrose.

The amount of carbohydrate may be determined by subtracting the content of protein, fat, ash and moisture from the weight of the product.

6.8.1 Dietary Fibre

"Dietary fibre are the endogenous components of plant material in the diet which are resistant to digestion by enzymes produced by humans. They are predominantly non-starch polysaccharides and lignin and may include, in addition, associated substances "(Health and Welfare Canada, 1985). There are two types of fibre: soluble, which will dissolve in water, and insoluble, which will not dissolve in water. The total fibre content of most plant foods consists of both types in varying amounts.

Some sources of insoluble fibre include wheat bran, some vegetables and whole grains. Some sources of soluble fibre include oats, barley, nuts, seeds, beans, lentils, and some fruits and vegetables.

The amount of dietary fibre is one of the 13 core nutrients that must be declared in the Nutrition Facts table [item 10 of the table to B.01.401]. The amount of both soluble fibre and insoluble fibre may be separately declared as additional information [item 10 and 11 in the table to B.01.402].

Novel fibre (or a novel fibre source) is a food that has been manufactured to be a source of dietary fibre, **and**:

- (a) has not traditionally been used for human consumption to any significant extent; or
- (b) has been chemically processed (e.g., oxidized) or physically processed (e.g., very finely ground) so as to modify the properties of the fibre; or
- (c) has been highly concentrated from its plant source.

This definition was recommended by the Expert Advisory Committee on Dietary Fibre, 1985, reporting to Health Canada.

The **safety** of novel fibre sources must be established before they may be used as **ingredients** in foods. As well, the physiological **efficacy** of novel fibre sources as dietary fibre must be established before they may be claimed to be a source of dietary fibre in foods. If the novel fibre source has **not** been tested for efficacy, it is considered an unproven novel fibre. If safe, it may be used in foods but it cannot be claimed to be a source of dietary fibre.

If a novel fibre source has been reviewed by the Health Products and Food Branch of Health Canada and found acceptable, either as an ingredient only (safety demonstrated) or as a dietary fibre source (safety and efficacy demonstrated), the manufacturer will receive a "letter of no

objection". The letter will indicate any restriction on the use of the novel fibre source. These "letters of no objection" are specific to the brand of the fibre source that was reviewed, unless otherwise specified.

Manufacturers who are considering the use of novel fibre sources and require further guidance are advised to contact the Health Products and Food Branch, Health Canada.

In the case of ingredients manufactured to be sources of dietary fibre, such as novel fibre sources, the **common name of the fibre ingredient in the list of ingredients** should include:

- the **name** of the plant which is the origin of the fibre; and
- the **specific part** of that plant.

The term "**fibre**" may be included as part of the common name, if appropriate (e.g., the product is 90 percent fibre).

The amount of **dietary fibre from novel fibre sources must not be included as part of the total dietary fibre declaration** in the Nutrition Facts table **unless**:

- proof of efficacy as dietary fibre in the same type of food has been shown through clinical testing to the satisfaction of the Health Canada, and
- a letter of no objection has been issued by Health Canada. *Reference:* [Health Canada's Food Directorate Guideline No. 9](#), "Guideline Concerning the Safety and Physiological Effects of Novel Fibre Sources and Food Products Containing Them," revised November, 1994.

All novel fibre foods must be reviewed by Health Canada in order for them to be considered a fibre source. This includes novel fibres which may have already been considered acceptable as a food or food ingredient, but which have not been previously promoted as a source of fibre, have not been traditionally used at higher levels and/or have not been used or added for the previously approved purpose.

Some examples of **novel fibres not currently recognized as food ingredients or fibre sources** include:

- fibre that has not traditionally been used for human consumption to any significant extent, such as cane sugar stalks, cocoa bean hulls, oat hulls, mucopolysaccharides (e.g., chitin) from shells of shellfish, and wheat straw;
- fibre that has been chemically processed, (e.g., oxidized), or physically processed (e.g., very finely ground), so as to modify the properties of the fibre, such as bleached oat hulls, finely ground wheat bran, bleached pea hulls (seed coats), and bleached wheat straw; and
- fibre that has been highly concentrated from its plant source, such as beta-glucans from barley and oats.

Examples of **food additives not currently recognized as fibre sources or ingredients** include:

- pectin
- carrageenan
- guar gum
- methylcellulose, carboxymethylcellulose, microcrystalline cellulose, etc.
- wood cellulose (powdered cellulose) [Use is currently allowed under an Interim Marketing Authorization.]

Dietary Fibre - Summary of Sources, Acceptability and Labelling Table 6-12 (Source: Health Products and Food Branch (HPFB) of Health Canada. revised October 2002, subject to change)							
Name of Fibre (see note a)	Ingredient Name	Classification of Ingredient as Fibre Source		Acceptable Ingredient?	Fibre Labelling: Regular Foods (see note c)	Fibre Labelling: Meal Replacements (see note d)	
		Traditional	Novel		Include amount in dietary fibre label declaration? Claim permitted? - see items 41, 42, 43, 44 of table following B.01.513	Include amount in dietary fibre label declaration?	Claim Permitted Including "Source of Fibre"?
Apple pomace <i>Treetop</i> brand	Apple pomace powder/ Poudre de tourteaux de pommes		✓	Yes	No	No	No
Corn bran by traditional milling (less than/equal to 65% total fibre)	Corn bran/ Son de maïs	✓		Yes	Yes	Yes	No
Corn bran at greater than 65% total fibre	Corn bran/ Son de maïs		✓	Yes	No	No	No
Mustard bran	Mustard bran/ Son de		✓	Yes but only In	No	No	No

	moutarde			condimental amounts			
Inulin from chicory root (Orafti® inulin - Quadra Chemicals) (Frutafit® inulin - Sensus America) Metamucil® FibreSure (Procter & Gamble) Cargill's Oliggo-FiberT inulin	Chicory root inulin	✓		Yes	Yes	Yes	Yes
Oat bran ≥13 % total dietary fibre, ≥30% of fibre as soluble fibre, and ≤ 12% moisture	Oat bran/ Son d'avoine	✓		Yes	Yes	No	No
Oat hulls - ground, bleached Canadian Harvest® Oat Fiber 300-58 (Opta® Food Ingredients)	Oat hull fibre/ Fibres de bale d'avoine		✓	Yes in grain and bakery products at levels that provide a source of fibre (see note b) and in bar-type meal replacements	Yes	Yes	No
Pea Hull Fibres Hi Fi Lite & Centara (Nutri-Pea Limited) Exlite Coarse (Parrheim Foods) Ground pea hull fibre (Best Cooking Pulses)	Ground pea hull fibre/ Fibre de cosses de pois moulue		✓	Yes	Yes but only in bakery products and cereals *Centara and BCP may also be used in meat products where a filler/binder is permitted	No	No
Psyllium seed husk	Ground psyllium fibre/ Fibre de psyllium moulue		✓	Yes but only if individual products submitted to /	Yes (if accepted)	No	No

				accepted by HPFB			
Rice bran <i>Fiberice</i> (Farmers Rice Cooperative)	Rice bran/ Son de riz		✓	Yes	No	No	No
Soy cotyledon <i>Fibrim</i> 300, 1000, 1010, 1250, 1250, 1255, 1450, and 2000 by Protein Technologies International	Ground soy cotyledon fibre/ Fibre de cotylédon de soya moulue		✓	Yes	Yes	No	No
Sugar beet fibre, <i>Fibrex</i> (Delta Fibre Foods) (> 0.125 mm)	Ground sugar beet fibre/ Fibre de betterave à sucre moulue		✓	Yes	Yes but only in bakery products at less than or equal to 7%	No	No
Wheat bran, coarse (> 0.75 mm)	Wheat bran/ Son de blé	✓		Yes	Yes Claim for regularity if a reasonable daily intake provides 7 g of fibre from coarse wheat bran	Yes	Yes if a serving contains 7 g of fibre from coarse wheat bran
Wheat bran, medium (0.5 - 0.75 mm)	Wheat bran/ Son de blé	✓		Yes	Yes	Yes	No
Wheat bran, fine (< 0.5 mm)	Wheat bran/ Son de blé		✓	Yes	No	No	No
Wheat, starch-reduced <i>Fibrotein</i> Mohawk Oil (mean PS= 0.6 mm)	Starch-reduced wheat/ blé réduit en amidon		✓	Yes	Yes "as is" or in baked products such as bread, muffins, cookies and in low temperature extrusion	No	No

					breakfast cereals		
Whole foods: fruits, vegetables, traditionally-milled cereals (including rare grains acceptable for food use e.g. quinoa), legumes, nuts, seeds (including flaxseed), etc.	e.g. carrots/ carottes, beans/fèves	✓		Yes	Yes but must not be finely ground	Yes but must not be finely ground	No

Notes:

a) Figures in "Name of Fibre Column" refer to mean particle size as measured by the method of Mongeau, R. and R. Brassard, *Cereal Chemistry* 59 (5): 413-417, 1982.

b) Oat hull fibre has not been approved for use as a bulking agent for use in calorie reduction, i.e., a claim for calorie reduction is not acceptable on a product to which oat hull fibre has been added.

c) Dietary fibre from novel fibre sources may not be calculated and declared in the Nutrition Facts table of a food unless proof of efficacy as dietary fibre in the same type of food has been shown through clinical testing to the satisfaction of Health Products and Food Branch and a letter of no objection has been issued. (Food Directorate Guideline No. 9, "Guideline Concerning the Safety and Physiological Effects of Novel Fibre Sources and Food Products Containing Them", revised November 1994, see Food Directorate Guideline No. 9, "[Guideline Concerning the Safety and Physiological Effects of Novel Fibre Sources and Food Products Containing Them](#)", revised November 1994)

d) Dietary fibre from novel fibre sources may not be calculated and declared in the Nutrition Facts table, regardless of their status in "Regular Foods" unless proof of efficacy as dietary fibre in the context of the meal replacement has been shown through clinical testing to the satisfaction of Health Products and Food Branch and a letter of no objection has been issued. (Policy Respecting Dietary Fibre in Meal Replacements, Health Products and Food Branch, September 1993.)

Dietary Fibre Analysis

The amount of total dietary fibre may be determined by one of the following analytical methods; by appropriate methods found in the most recent edition of [Official Methods of Analysis of AOAC International](#); or by equivalent methods:

a) Mongeau, R. and R. Brassard, *Enzymatic gravimetric determination in foods of dietary fibre as the sum of insoluble and soluble fibre fractions: summary of collaborative study*. JAOAC Int.

76:923-925, 1993. (AOAC method #992.16. A detailed version is available from Health Products and Food Branch, Health Canada, under the following identification: HPB-FC-12.)

b) Prosky, L., Asp, N-G, Furda, I., DeVries, J.W., Schweizer, T.F. and B.F. Harland, *Determination of total dietary fibre in foods and food products: collaborative study*. JAOAC 68, 677(1985); 69, 259(1986). (JAOAC method #985.29. The method of Prosky *et al.* will overestimate the fibre content of dried legumes other than soybeans, unless the samples are analysed uncooked or after autoclaving.)

c) Englyst, H., M.E. Quigley, G.J. Hudson and J.H. Cummings, *Determination of dietary fibre as non-starch polysaccharides by gas-liquid chromatography*. Analyst 117:1707-1714, 1992. (This method plus permanganate lignin produces results comparable to methods a) and b) although in some cases the results are lower in spite of the permanganate lignin addition.)

6.8.2 Sugars

"Sugars" means all monosaccharides and disaccharides [B.01.001].

6.8.3 Sugar Alcohols

Sugar alcohols include isomalt, lactitol, maltitol, maltitol syrup, mannitol, sorbitol, sorbitol syrup, xylitol and erythritol. Declarations of sugar alcohol content should not include the amount of water present in maltitol syrup and sorbitol syrup.

6.8.4 Starch

The declaration for starch does not include dietary fibre. Starch may be analysed directly, or calculated by difference. If analysed directly, the carbohydrate components may not necessarily add up to 100%.

6.9 Protein

The protein rating of a food is based on the protein content in a Reasonable Daily Intake of that food as per Schedule K in Part D of the *Food and Drug Regulations*. ([Also see Table 6-4](#) and [6.3.1 of this Guide](#).)

Protein Rating is calculated by multiplying the **quantity** of protein present in a Reasonable Daily Intake of the food by the **quality** of the protein, which is the Protein Efficiency Ratio (PER) of the food.

Protein Rating = Protein in a Reasonable Daily Intake x Protein Efficiency Ratio (PER)

[Established PER's are listed in Table 6-13](#). Those not already established must be determined through rat feeding studies.

6.9.1 Calculating Protein Ratings

Example - Calculating the Protein Rating of White Bread

Percent (%) Protein = 8.4

Reasonable Daily Intake = 150 g (5 slices)

Protein in a Reasonable Daily Intake = $0.084 \times 150 \text{ g} = 12.6 \text{ g}$

PER = 1.0

Protein Rating = $12.6 \times 1.0 = 12.6$

Example - Calculating the Protein Rating of Whole Egg

Percent (%) Protein = 12.8

Reasonable Daily Intake = 100 g (2 eggs)

Protein in a Reasonable Daily Intake = $0.128 \times 100 \text{ g} = 12.8$

PER = 3.1

Protein Rating = $12.8 \times 3.1 = 39.68$

Protein Efficiency Ratios

Table 6-13

Food	Protein Efficiency Ratio (PER) ^{1,2}
Almonds	0.4
Barley	1.7
Beans, navy (dry)	1.2
Beef or veal, muscle	2.7
Beef salami	2.6
Beef stew	1.8
Bologna	2.1
Bread, white	1
Bulgur wheat	1.4
Casein	2.5
Cheese, cheddar	2.5
Chicken frankfurters	2.1
Chick peas, cooked	1.6

Corn, whole	1.4
Dried whey	2.6
Egg white	3
Egg, whole	3.1
Fish	2.7
Gelatin or hydrolysed collagen	0
Kidney beans	1.1
Kidney, beef	2.7
Lentils, cooked	0.3
Liver, beef	2.7
Macaroni & cheese	2.1
Milk	2.5
Muscle Meats (bison, lamb, etc)	2.7
Oats, rolled	1.8
Pea flour	1.2
Peanuts	1.7
Pinto beans	0.5
Pork, ham	2.7
Pork, tenderloin	2.7
Poultry	2.7
Rice	1.5
Rice-wheat gluten	0.2
Rye	1.3
Sausage	1.7
Shellfish	2.7
Soybeans, heated	2.3
Soy protein	2
Sunflower seed	1.2
Wheat, whole	0.8

White flour	0.7
Wieners	2.1

Notes: 1. The official method for determining the protein efficiency ratio is from Health Canada's Health Protection Branch Method FO-1, October 15, 1981.

2. Revised as per January 24, 1996 Health Canada, Nutrition Evaluation Division document, "Guidance for Protein Quality Evaluation of Foods".

6.10 Vitamins and Mineral Nutrients

Declarations of vitamins and mineral nutrients in the Nutrition Facts table are based on the combined total of both the naturally occurring nutrient content and any added nutrient content of a food. Vitamins and mineral nutrients are declared as percentages of the Daily Value per serving of stated size.

Only those vitamins and mineral nutrients which are included in Tables 6-1 and 6-2 of this chapter are permitted to be included in the Nutrition Facts table.

6.10.1 Vitamin A

Vitamin A is measured using Retinol Equivalents (RE). The contribution of both retinol and beta-carotene is used to determine the total vitamin A content of a specific food.

Vitamin A can be calculated from its content of retinol and beta-carotene and its derivatives, based on the following formula:

$$\text{total vitamin A (RE)} = \mu\text{g of retinol} + (\mu\text{g of beta-carotene} \div 6)$$

International Units (IU) were formerly used to express the vitamin A content of a food. To convert International Units (IU) of vitamin A into Retinol Equivalents, the following formulae are used:

$$\begin{aligned} \text{IU retinol} \div 3.33 &= \text{RE} \\ \text{IU beta-carotene} \div 10 &= \text{RE} \end{aligned}$$

The following table may be used to convert IU of retinol and IU of beta-carotene to RE

Conversion Table for IU of Retinol and IU of Beta-carotene to RE Table 6-14		
Conversion Table for IU of Retinol and IU of Beta-carotene to RE		
IU of retinol =	RE =	IU of beta-carotene
50	15	150

100	30	300
150	45	450
200	60	600
250	75	750
300	90	900
350	105	1050
400	120	1200
450	135	1350
500	150	1500
550	165	1650
600	180	1800
650	195	1950
700	210	2100
750	225	2250
800	240	2400
850	255	2550
900	270	2700
950	285	2850
1000	300	3000

Conversion Table for RE to % Daily Value (DV) for Vitamin A Table 6-15		
Conversion Table for RE to % DV for Vitamin A		
RE	% DV ≥ 2 years of age*	% DV < 2 years of age**
15	2	4

30	4	8
45	4	10
60	6	15
75	8	20
90	10	25
105	10	25
120	10	30
135	15	35
150	15	40
165	15	40
180	20	45
195	20	50
210	20	50
225	25	60
240	25	60
255	25	60
270	25	70
285	30	70
300	30	80

* Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin A for persons of two years of age and older is 1000 RE.

** Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin A for persons less than two years of age is 400 RE.

6.10.2 Vitamin D

Vitamin D is measured in micrograms (μg). It was formerly expressed in International Units (IU).

The amount of vitamin D may be calculated based on the following relationship:

**1 µg of either ergocalciferol (vitamin D₂) or cholecalciferol (vitamin D₃)
= 40 IU vitamin D**

The following table contains IU of vitamin D converted to µg, along with a calculation of the % Daily Value of vitamin D for adults and children.

Conversion Table for Vitamin D Table 6-16			
Conversion Table for Vitamin D			
IU	µg	% DV ≥ 2 years of age*	% DV < 2 years of age**
4	.10	2	2
10	.25	6	2
20	.50	10	6
30	.75	15	8
40	1.00	20	10
50	1.25	25	15
60	1.50	30	15
70	1.75	35	20
80	2.00	40	20
90	2.25	45	25
100	2.50	50	25

* Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin D for persons of two years of age or older is 5 µg.

** Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin D for persons less than two years of age is 10 µg.

6.10.3 Vitamin E

The amount of vitamin E is based on the content of d-alpha-tocopherol expressed in milligrams. Alpha-tocopherol occurs naturally (*d*-alpha tocopherol or *RRR*-alpha tocopherol¹) or can be added as the synthetic form (*dl*-alpha-tocopherol or *all racemic* alpha-tocopherol²). In addition, esterified forms (acetates, succinates, of alpha-tocopherol) are used to increase the stability of the vitamin.

Vitamin E (mg) is calculated on the basis of the following:

$$1 \text{ mg } d\text{-alpha-tocopherol} = 1 \text{ mg vitamin E}$$

$$1 \text{ mg } dl\text{-alpha-tocopherol} = 0.74 \text{ mg vitamin E}$$

Vitamin E was formerly expressed in International Units (IU). IU are still used in D.01.010 and D.01.011 of the *Food and Drug Regulations*, controlling the level of vitamin E that may be added to foods. IU are calculated on the basis of the following:

$$1 \text{ IU vitamin E} = 0.67 \text{ mg vitamin E}$$

The following table gives conversions of IU of vitamin E converted to mg, along with a calculation of the % of the Recommended Daily Intake of vitamin E for adults and children.

¹. *d*-alpha-tocopherol = *RRR*-alpha-tocopherol = natural vitamin E

². *dl*-alpha-tocopherol = *all rac*-(racemic) alpha-tocopherol = synthetic vitamin E

Conversion Table for Vitamin E Table 6-17			
Conversion Table for Vitamin E			
IU	mg	% DV ≥ 2 years of age*	% DV < 2 years of age**
0.25	.17	2	2
0.5	.34	4	10
1.0	.67	6	20
1.5	1.0	10	35
2.0	1.3	15	40
2.5	1.7	15	60
3.0	2.0	20	70

3.5	2.3	25	80
4.0	2.7	25	90
4.5	3.0	30	100
5.0	3.4	35	110
5.5	3.7	35	120
6.0	4.0	40	130
6.5	4.4	45	150
7.0	4.7	45	160
7.5	5.0	50	170

* Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin E for persons of two years of age or older is 10 mg.

** Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin E for persons less than two years of age is 3 mg.

6.10.4 Vitamin C

The amount of vitamin C is based on the content of L-ascorbic acid and L-dehydroascorbic acid and their derivatives, calculated in milligram equivalents of L-ascorbic acid and expressed in milligrams.

6.10.5 Thiamine

The amount of thiamine and its derivatives is based on the content of thiamine expressed in milligrams.

6.10.6 Riboflavin

The amount of riboflavin and its derivatives is based on the content of riboflavin expressed in milligrams.

6.10.7 Niacin

Although previously expressed in milligrams (mg), niacin is now determined in Niacin Equivalents (NE). The conversion formula is as follows:

$$\text{NE} = \text{mg niacin and/or nicotinic acid} + \text{mg tryptophan} \div 60$$

The content of tryptophan in a food can be estimated if the protein content of the food is known. Tryptophan constitutes 1.5 percent of egg protein, 1.3 percent of protein from milk, meat, poultry or fish, and 1.1 percent of the protein from mixed and other sources.

Calculation Example - % of the RDI of niacin in a mixed protein source

A 60 g serving of food contains 4.26 mg of niacin and 7.5 g of protein from a mixed source:

- NE from niacin alone = 4.26 NE
- Calculate the amount of tryptophan (which is 1.1% of the protein)
 $1.1\% \times 7.5 \text{ g protein} = 0.082 \text{ g tryptophan} = 82 \text{ mg}$
- Using the conversion formula above, divide mg of tryptophan by 60
 $82 \text{ mg} / 60 \text{ mg} = 1.36 \text{ NE}$
- Add niacin equivalents from the niacin and the tryptophan
 $4.26 \text{ NE} + 1.36 \text{ NE} = 5.62 \text{ NE}$
- Calculate the % of the Recommended Daily Intake of niacin (adults = 23 NE)
 $(5.62 \text{ NE} / 23 \text{ NE}) \times 100\% = 24\% \text{ RDI}$
- Round the % of the Recommended Daily Intake as per the table to B.01.401 to arrive at the % Daily Value for declaration in the Nutrition Facts table
 $24\% \text{ RDI} = 25\% \text{ Daily Value (rounded)}$

6.10.8 Vitamin B₆

The amount of vitamin B₆ is based on the content of pyridoxine, pyridoxal and pyridoxamine and their derivatives, calculated in milligram equivalents of pyridoxine and expressed as milligrams.

6.10.9 Folacin or Folate

The amount of folacin or folate is based on the content of folic acid (pteroylmonoglutamic acid) and related compounds exhibiting the biological activity of folic acid, calculated in microgram equivalents of folic acid and expressed in micrograms.

The terminology required to be used in the label declaration is "Folate" [item 14(h) of column 2 of the table to B.01.402].

6.10.10 Vitamin B₁₂

The amount of vitamin B₁₂ is based on the content of cyanocobalamin and related compounds exhibiting the biological activity of cyanocobalamin, calculated in microgram equivalents of cyanocobalamin and expressed in micrograms.

6.10.11 Pantothenic Acid or Pantothenate

The amount of pantothenic acid or pantothenate is based on the content of *d*-pantothenic acid and expressed in milligrams. Although pantothenate is also known by other names, e.g., vitamin B₅, it must only be declared as "Pantothenate" or "Pantothenic Acid" [item 14(k) of the table to B.01.402].

6.11 Compliance Test to Assess the Accuracy of Nutrient Values (for Nutrition Labelling, Nutrient Content Claims and Health Claims)

See the Web site for the document [*Nutrition Labelling Compliance Test: Nutrition Labelling, Nutrient Content Claims and Health Claims: CFIA Compliance Test to Assess the Accuracy of Nutrient Values.*](#)

Chapter 7 - Nutrient Content Claims

Highlights of the 2002 Amendments to the *Food and Drug Regulations*

Nutrient content claims are limited to those permitted by the *Food and Drug Regulations*.

- Claims are permitted for *trans* fatty acids, omega-3 and omega-6 polyunsaturated fatty acids.
- "Free" claims are based on amounts of nutrients that are nutritionally insignificant or trivial in relation to current dietary recommendations.
- Criteria for saturated fatty acid claims (and in turn cholesterol claims) are linked to the *trans* fatty acid content of the food.
- The claim "X% fat-free" is permitted on foods that meet the criteria for, and are accompanied by, a "low fat" or "low in fat" statement.
- Modifiers such as "ultra" or "extra" cannot be used with claims such as "low fat" or "high fibre" to make them appear to be lower than low or higher than high.
- The nutrient content claim "light" can only be used for foods that are "reduced in fat" or "reduced in energy". The claim "lightly salted" is also permitted.
- The word "light" may be used in reference to a sensory characteristic. However, when used in this manner, the name of the sensory characteristic being described must accompany the "light" claim (e.g., "light tasting" or "light colour").
- Only a limited number of nutrient content claims can be made on foods for children under two.
- The claims "calorie-reduced", "low calorie", "free of sugars" and "low in sodium or salt" are no longer restricted to foods for special dietary use.
- The use of the words "diet" or "dietetic" are restricted to foods for special dietary use that meet the criteria for, and are labelled as, "free-", "low", "reduced" or "lower" in energy/Calories or "free of sugars".
- Claims such as "low carbohydrate", "source of complex carbohydrates", "source of polyunsaturates/monounsaturates" are no longer permitted on foods.
- Nutrient content claims that are made for non-prepackaged foods or claims in advertisements placed by someone other than the manufacturer (such as trade associations or marketing boards) must be accompanied by a quantitative declaration of the energy value or the nutrient(s) as required for the claims.

7.1 Introduction

Nutrient content claims are statements or expressions which describe, directly or indirectly, the level of a nutrient in a food or a group of foods. **The regulations apply whether foods are sold to the trade, at retail, at restaurants or to other food service establishments.**

Nutrient content claims are now limited to those that are permitted by the *Food and Drug Regulations (FDR)*. Only the wording permitted in the regulations may be used. The regulations also prescribe the compositional criteria for each claim and any related additional labelling requirements. The conditions for some claims have been changed from what was previously in the

regulations or in the Guide. Consult the appropriate item in the summary tables to make sure your food qualifies for the claim that you wish to make.

The objectives of these new regulations are to help consumers to make informed dietary choices in order to prevent injury to health. By restricting the types of claims that can be made as well as prescribing the conditions that a food must meet, and by making the nutritional profile mandatory, consumers can easily compare foods based on consistent information.

The compositional criteria for most of the nutrient content claims are based on regulated standardized "reference amounts" for foods as well as the "serving of stated size" for the particular food. (For an explanation of these terms, [see 6.2 of this Guide](#).) These reference amounts are based on average quantities of food eaten at a single eating occasion. Having criteria for reference amounts in addition to the servings of stated size provides a uniform basis for claims for any specific category of food.

This chapter explains nutrient content claims and the criteria that must be met in order for each claim to be made. The chapter begins with general information and then describes the permitted claims for each nutrient. Information about biological role claims and the new health claims is presented in [Chapter 8](#).

Note: For information on the nutrition labelling and nutrient content claim requirements for foods for children under two, [refer to 5.16 of this Guide](#).

7.2 Transition Period

As of December 12, 2007, this section has been repealed.

7.3 Permitted Nutrient Content References

The following types of references to the nutrient content of foods are permitted and may appear on the label of a food, or in advertisements for a food, provided any prescribed conditions are also met:

- nutrient content claims listed in column 4 of the table following B.01.513 [B.01.503];
- vitamin and mineral nutrient content claims [D.01.004(1), D.02.002(1)];
- quantitative statements for nutrients e.g., "2 g of tryptophan per 80 g serving" [B.01.301]; and
- claims with nutrition implications such as biological role claims and diet-related health claims ([see Chapter 8 of this Guide](#)).

7.3.1 Other Permitted Nutrient-Related Statements [B.01.502(2)]

Certain names or statements are commonly used, while some are recognized or prescribed by legislation. Therefore, the following references are permitted as they do not contravene B.01.502(1):

- representations for which there are provisions in the *FDR*, such as prescribed common names like "unsweetened chocolate" or "mineral water" and prescribed statements like "X% meat protein" on meats with added phosphates;
- statements prescribed by Section 35 of the *Processed Products Regulations* (e.g., "packed in light syrup" on canned fruit, "X% sugar added" on frozen strawberries packed in sugar, etc.);
- statements required by Section 94(4) of the *Meat Inspection Regulations* (e.g., "extra lean ground beef", "lean ground pork", etc.);
- some established common names such as "defatted soybeans", "high fructose corn syrup" and "demineralized water";
- statements that characterize the amount of lactose in a food (e.g., "lactose-free" when lactose is non-detectable in the food);
- statements that characterize the percentage alcohol in a beverage (e.g., "14% alcohol by volume");
- statements regarding the addition of salt or sugars to a food (e.g., "salted nuts", "sweetened", etc.);
- the term "light salted fish"; and
- the term "lean" (in English only) when related to a prepackaged meal for use in weight-reduction or weight-maintenance diets.

Nutrition Labelling Tip

Some foods are exempted from showing the Nutrition Facts table under subsections B.01.401 (2)(a) and (b). If a reference or statement, express or implied, about one of the nutrients in the table to B.01.401 or B.01.402 is made, then the food loses its exempt status and the Nutrition Facts table must be shown (with any additional information, as required). This also applies in the case of the other permitted references and statements [B.01.401(3)(e), B.01.402(4)].

7.4 Quantitative Declarations Outside the Nutrition Facts Table [B.01.301]

Energy value and the amount of many nutrients are required (or permitted) to be declared **inside** the Nutrition Facts table. However, quantitative declarations of energy value and the amount of nutrients per serving of stated size are also permitted **outside** the Nutrition Facts table, on labels or in advertisements, including on labels that are exempt from carrying a Nutrition Facts table, such as those for one-bite confections.

The nutrients permitted to be declared outside the Nutrition Facts table include:

- nutrients required or permitted inside the Nutrition Facts table,
- nutrients not required or permitted inside the Nutrition Facts table (e.g., named amino acids), and
- constituents of nutrients.

All quantitative declarations outside the Nutrition Facts table must be declared on the basis of a **serving of stated size** in the **units** specified in Table 7-1 of this chapter.

Note that the Regulations permit a declaration of the **% Daily Value** of a nutrient, per serving of stated size, outside the Nutrition Facts table, when a % Daily Value is required or permitted in the Nutrition Facts table [B.01.301(2)]. This applies to:

- any **core** nutrients (i.e., those listed in column 1 of the table to B.01.401), and
- any permitted additional nutrients (i.e., those listed in column 1 of the table to B.01.402).

Note: Other words must not be used to qualify quantitative declarations outside the Nutrition Facts table. Thus "0 g carbohydrates" would be acceptable but not "contains 0 g carbohydrates".

Units Required for Quantitative Declarations Outside the Nutrition Facts Table

Table 7-1

Subject	Units	Example
Energy	Calories (Cal)	4 Calories per 250 ml serving
Vitamins & Mineral Nutrients (except Sodium and Potassium)	mg, µg, RE, NE (as applicable and as set out in Table 1 to Division 1 & 2 of Part D, FDR)	316 mg of calcium per bar (40 g) 25 µg of folate per serving of 1 cup (250 mL) 31 RE of vitamin A per 2 tablespoon (30 mL) serving
Sodium, Potassium & Cholesterol	milligrams (mg)	451 mg potassium per banana (114 g)
Mineral Ion Content of Prepackaged Water or Ice	parts per million (ppm)	fluoride ion 2 ppm per bottle (500 mL) [see also B.12.002]
All Other Nutrients	grams (g)	0.4 g isoleucine per 125 mL serving 2 g of tryptophan per 80 g bar 0.1 g fat per 200 mL serving 0.2 g of DHA per 250 mL

		serving
--	--	---------

7.5 Making Nutrient Content Claims: General Requirements

There are general conditions for making nutrient content claims which are outlined below. The table which follows B.01.513 sets out specific requirements for making each nutrient content claim. These are summarized later in this chapter starting in [7.14 of this Guide](#).

General Conditions for Making Nutrient Content Claims

Conditions for the Claim(s)	The food for which a claim is made and the label or advertisements containing or conveying the claim must meet any conditions set out for the claim in columns 2 and 3 of the table following B.01.513 [B.01.503(1)(a)&(b)].
Note:	In order to make some claims, the food must meet compositional criteria for the nutrient content based on both the serving size and the reference amount. If no reference amount exists for a food in Schedule M, FDR (see 6.2.1 of this Guide), these particular claims cannot be made.
Size and Prominence	When a claim is made on the label or in any advertisement, all of the words, numbers, signs or symbols that are part of the claim must be of the same size and prominence [B.01.503(3)].
Placement of Accompanying Information	When a claim is made on the food label, the information required to accompany the claim must be adjacent to (without intervening material) the most prominent claim on the principal display panel; or when the claim is not on the front label, grouped with the most prominent claim elsewhere on the label, and in letters of the same size and prominence as the claim [B.01.504].
Language Requirements	All representations on the label must be in both English and French, unless B.01.012 (2) or (7) permits only one official language and the required information is shown in that language [B.01.501].
Nutrition Facts Table	When a nutrient content claim appears on a food that is exempt from showing the Nutrition Facts table [under B.01.401(2)(a) and (b)], then the exemption no longer applies, and the Nutrition Facts table must appear as prescribed [B.01.401(3)(e)].
Quantitative Declaration Related to the Claim	When a claim is made for a food, the nutrient that is the subject of the claim must appear in the Nutrition Facts table. In the absence of a Nutrition Facts table, a quantitative declaration of the energy value or nutrient value that is the subject of the claim must be provided on the label or in the advertisement.
Conditions for	Accompanying information, quantitative declarations and other

Advertising

advertising related issues are addressed in [7.11 of this Guide](#).

7.6 Altering the Wording of Permitted Nutrient Content Claims [B.01.511]

Wording for nutrient content claims set out in the table following B.01.513 are prescriptive and word-sets shown in quotations must not be altered unless permitted. Table 7-2 shows acceptable and unacceptable ways of making claims.

Altering Permitted Nutrient Content Claims

Table 7-2

	Altering Nutrient Content Claims	Examples
1	Words, numbers, signs or symbols may accompany a label or advertising claim, providing they precede or follow the statement or claim, but are not interposed between the words of the statement or claim (subject to the requirements set out in points 2-4 in this table) [B.01.511(1)].	<p>Unacceptable:</p> <p>"100% deliciously fat-free"</p> <p>Acceptable:</p> <p>"delicious and 100% fat-free"</p>
2	Words such as "very", "ultra" and "extra" and other words, numbers, signs or symbols that change the nature of the statement or claim are prohibited [B.01.511(2)].	<p>Unacceptable:</p> <p>"ultra low fat", "extra high protein", "super low energy", etc.</p>
3	The brand name of a food may not accompany a claim regarding a food that has not been processed, formulated, reformulated or otherwise modified in order to meet the conditions set out for that claim [B.01.511(3)].	<p>Unacceptable:</p> <p>"Brand Y olive oil is cholesterol free."</p> <p>"Brand X low fat carrots."</p> <p>"Like all carrots, Brand X carrots are low in fat."</p> <p>Acceptable:</p> <p>"Low in fat – all carrots are low in fat."</p> <p>"Carrots are low in fat."</p>
4	Any claim regarding a food that has not been processed, formulated, reformulated or otherwise modified in order to meet the conditions set out for that claim, shall relate to all foods of that type and not only the specified food [B.01.511(4)].	<p>Unacceptable:</p> <p>On an apple sauce label: "Low in fat"</p>

		Acceptable: "Low in fat – all apple sauces are low in fat." "Olive Oil, a cholesterol-free food"
5	When more than one of the claims in column 4 of the table following Section B.01.513 are made on the label or in the advertisement for a food, the common elements of the claims may be conjoined rather than repeated [B.01.512].	Acceptable: "low in fat" and "low in sodium", "low in fat and sodium"

7.7 Nutrient Content Claims for Vitamins and Minerals: General Requirements

The majority of permitted nutrient content claims, including those for sodium, are prescribed in column 4 of the table following B.01.513. However, nutrient content claims with respect to other vitamins and mineral nutrients are regulated by Part D of the *FDR* and are **not** covered in the table following B.01.513.

Claims may only be made for vitamins or mineral nutrients for which recommended daily intakes (RDIs) have been established [D.01.004(1)(a), D.02.002(1)(a)]. A minimum of **5% of the RDI per serving of stated size** must be present for the vitamin or mineral that is the subject of the claim. These RDIs, which are synonymous with Daily Value (DV) for these nutrients, are listed in Table I of both Division 1 and 2 of Part D of the *Food and Drug Regulations* and summarized later in Chapter 7 of this *Guide*. [See 7.25 of this Guide](#).

7.8 Nutrient Content Claims on Foods Exempted or Prohibited from Showing a Nutrition Facts Table

The regulations exempt or prohibit certain foods from showing a **Nutrition Facts table** on their label. The following sections indicate how nutrient content claims may be made on these foods and what the relevant labelling requirements are.

7.8.1 Products Not Required to Show the Nutrition Facts Table [B.01.401(2)]

Non-prepackaged products and prepackaged products exempted from showing a Nutrition Facts table are **permitted** to make nutrient content claims or other permitted nutrition-related statements or representations on either the label for the food and/or in an advertisement. (For the exempted foods, see [5.3.2 of this Guide](#).) However, if a claim is made by or for the manufacturer for a prepackaged product exempted by B.01.401(2)(a) or (b), **it nullifies the exemption** and triggers the requirement to show an appropriate Nutrition Facts table [B.01.401(3)(e), B.01.402(4)].

When nutrient content claims are made, the label or advertisement must also comply with all the prescribed requirements, as applicable:

- the label must show the amount of any nutrient which is the subject of the claim, in the Nutrition Facts table, as applicable [B.01.402(4)]; and
- the food must meet the applicable conditions set out in column 2 of the table following B.01.513 and the label must also meet the conditions, if any, set out in column 3 [B.01.503(1)] (see Tables 7-3 - 7.16 in this *Guide*). For example, an "X% fat free" claim must be accompanied by a "low fat" statement.

The Nutrition Facts table is **not** required in the following cases:

- when a claim is made on a **non-prepackaged product**, such as on a sticker on bulk bins of fresh fruit, or
- when a claim for a prepackaged product is made in an advertisement by someone other than the manufacturer, such as a Marketing Board that advertises all brands of the product through a generic ad in which no brands are named
- when nutrient content claims are made on one-bite confections, on individual portions of food (those intended to be sold with meals or snacks by restaurants or other commercial enterprises) or on a variety of milks and goat milks packaged in glass bottles.

However, in the first two cases, a declaration of the applicable energy value or nutrient amount to support the claim must appear either on the label or in the advertisement [B.01.503(1)(c)].

7.8.2 Claims Made on Labels of Small Packages [B.01.467]

Foods with an available display surface of less than 100 cm² are considered to be "small packages" and do not have to carry a Nutrition Facts table **if** the outer side of the label of the product indicates to consumers how they may obtain the nutrition information that would otherwise be required in a Nutrition Facts table on the label ([see 5.10 of this Guide](#)).

However, when the labels on foods with an available display surface of less than 100 cm² carry a nutrient content claim, statement or representation, the labels **must display a Nutrition Facts table**: they no longer qualify to use a toll free telephone number or postal address.

In these cases, the options for smaller packages identified in [5.10 of this Guide](#) will apply, including the specific "**alternative methods of presentation**" listed in B.01.466(1): a tag attached to the package, a package insert, the inner side of a label, a fold-out label or an outer sleeve, overwrap or collar.

7.8.3 Claims Made on Foods Prohibited from Showing a Nutrition Facts Table

Certain foods are prohibited from showing a Nutrition Facts table, or using the words "Nutrition Facts" or the French equivalents [B.01.401(5)]. These include:

- formulated liquid diets,
- human milk substitutes (such as infant formula),
- foods represented as containing human milk substitutes,
- meal replacements,
- nutritional supplements, or
- foods for use in very low energy diets.

The regulations for these foods already stipulate the required nutrition information that must appear on the label. However, these foods are permitted to make some nutrient content claims and other permitted claims on their labels and in advertising (**unless** the product is prohibited from being advertised to the general public, e.g., formulated liquid diets, foods for use in very low energy diets). A quantitative declaration of the energy value or amount of nutrient that is the subject of the claim must be made, if this information is not already provided with the nutrition information [B.01.301] ([see 7.5 of this Guide](#)). Note that Column 2 - (Conditions - Food) of the table following B.01.513 sets out requirements for some claims based on both the serving size and the reference amount, which are set out in Schedule M, FDR (see [Table 6-3 of this Guide](#)). Where no reference amount exists for a food, nutrient content claims based in part on a reference amount cannot be made.

7.9 Comparative Claims

Comparative claims are those that compare the nutritional properties of two or more foods.

Examples of comparative claims include:

- "3 grams more fibre than 1 slice of Brand X bread"
- "33% less sodium than our regular potato chips"

Types of Comparative Claims

[Table following B.01.513]

- Claims such as "reduced fat " or "more protein", etc. [items 3, 4, 6,10,13,14, 20, 21, 23, 24, 29, 30, 33, 34, 38, 39 and 44]
- "light in energy or fat" claims [item 45]
- "lightly salted" claims [item 36]

7.9.1 Conditions for Use of Comparative Claims

Only those comparative claims listed in the table following B.01.513 (and in the series of *Summary Tables* in this chapter of the *Guide*) may be used on food labels or in advertising. The tables (both in the *Food and Drug Regulations* and in this *Guide*) set out both the food conditions which must be met when making comparative claims (see column 2) and the labelling and advertising conditions (see column 3). In general, comparative claims must:

- involve similar foods, or foods of the same food group depending on the type of claim;
- clearly identify the foods being compared and the differences between them; and
- be based on differences which are both nutritionally and analytically significant.

[See 7.25 of this Guide](#) for comparative claims for vitamins and mineral nutrients.

7.9.2 Definitions [B.01.500]

"Combination foods" means the category of foods that contain as ingredients foods from more than one food group, or foods from one or more food groups mixed with foods from the category of "other foods". Some examples include pizza (bread-type crust, vegetables, meat and cheese), lasagna (pasta, vegetables and cheese) and a prepared garlic bread (bread, butter and garlic).

"Food group" means one of the four following categories of foods:

- milk products and milk product alternatives such as fortified plant-based beverages;
- meat, poultry and fish, and alternatives such as legumes, eggs, tofu and peanut butter;
- bread and grain products; and
- vegetables and fruit.

These groups are similar to the four food groups presented in *Canada's Food Guide to Healthy Eating*. ([See Chapter 8, Annex 8-1 of this Guide.](#))

"Other foods" means foods that are not part of any food group, including:

- foods that are mostly fats and oils, such as butter, margarine, cooking oils and lard;
- foods that are mostly sugar, such as jam, honey, syrup and candies;
- snack foods, such as potato chips and pretzels;
- beverages, such as water, tea, coffee, alcohol and soft drinks; and
- herbs, spices and condiments, such as pickles, mustard and ketchup.

"Reference food of the same food group" means a food which can be substituted in the diet for the food to which it is compared, and which belongs:

- to the same food group as the food to which it is compared (e.g., cheese as a reference food for milk, or chicken as a reference food for tofu);
- to the category of other foods, if the food to which it is compared also belongs to that category (e.g., pretzels as a reference food for potato chips); or
- to the category of combination foods, if the food to which it is compared also belongs to that category (e.g., pizza as a reference food for lasagna).

These reference foods in the same food group do not have to be similar; they are used to make comparative claims, such as "lower in energy", "lower in fat", or "lower in saturated fatty acids". A comparative claim might state, for example, that "our pretzels contain 90% less fat than our regular potato chips."

"Similar reference food" means a food of the same type as the food to which it is compared and that has not been processed, formulated, reformulated or otherwise modified in a manner that increases or decreases either the energy value, or the amount of a nutrient that is the subject of the comparison. For example, whole milk is a similar reference food for partly skimmed milk;

regular cola is a similar reference food for calorie-reduced cola; regular chocolate chip cookies are a similar reference food for fat-reduced chocolate chip cookies.

Similar reference foods are useful for comparing a "regular" product with a product that has had its nutritional content intentionally increased or decreased, e.g., "more energy", "more protein", "more fibre", "reduced in energy" and "reduced in sugars". For example, the fat content of skim milk (which has had most of the fat removed) can be compared to the fat content of whole milk.

7.9.3 Labelling Requirements for Comparative Claims

When a comparative statement is made on the food label, the accompanying information must be adjacent to the most prominent comparative statement on the principal display panel (e.g., on the front label or, when the claim is not on the front label, grouped with the most prominent claim elsewhere on the label), and shown in letters of at least the same size and prominence. "Adjacent to" means there can be no intervening material between the claim and the accompanying information [B.01.504].

Advertising

When comparative claims are made in advertisements, the accompanying information must be set out according to the media-specific requirements of Sections B.01.505 and B.01.506. [See 7.11 of this Guide.](#)

Comparative Claim Example – A granola bar

See item 13 of the table following B.01.513,* *Reduced in fat*, to evaluate the claim: "30% lower in fat than our regular granola bar"

Food conditions

- the "lower in fat" granola bar must have a minimum of 25% less fat than the similar reference food (e.g., the regular granola bar); and
- the similar reference food (e.g., the regular granola bar), must not qualify as "low in fat".

Label conditions

- the "similar reference food" (e.g., the regular granola bar) must be identified;
- the amounts of the food being compared must be stated, unless they are the same; and
- the difference must be expressed per serving of stated size (as a percentage, a fraction or in grams).

* See also [Table 7-5 – Summary Table of Fat Claims](#), item d) in this Guide.

7.9.4 Comparative Claims for Vitamin and Mineral Nutrients

Comparative claims relating to the content of vitamins and mineral nutrients in foods are not mentioned in the table following Section B.01.513 but similar rules for use as those discussed above would apply. [See 7.25.5 and item e\) of Table 7-14 of this Guide](#) for further information.

7.10 "Light" Claims [item 45, table following B.01.513]

Light in energy or fat: The use of "light" (or any other phonetic rendering of the word such as "lite"), as a nutrition claim is restricted to foods that meet the criteria for either "reduced in fat" or "reduced in energy". See 7.14.2, Table 7-3 of this *Guide* for light energy claims and 7.16.1, Table 7-5 of this *Guide* for light fat claims.

Note: For "light" in energy or fat claims, the similar reference food used for comparative purposes must have a nutrient value that is **representative** of foods of that type that have not been processed, formulated, reformulated or otherwise modified in a manner that increases the energy value or the amount of fat [B.01.500.(2)]. For instance, ice cream with a milk fat content of 11% cannot be compared with ice cream that has a milk fat content of 18% for the purposes of a "light" claim. Although the 11% milk fat ice cream has considerably less fat than an 18% milk fat ice cream, the 18% milk fat ice cream is not representative of the ice cream market.

Lightly salted: The claim "lightly salted" is acceptable, when used as set out in item 36 of the table following B.01.513. The food must contain **50% less added sodium** than the similar reference food which is not low in sodium or salt. [See 7.21.2, Table 7-10 of this Guide](#) for further information.

7.10.1 Other Permitted "Light" Claims

There are some other instances where the term "light" may be used in conjunction with the nutrient content of a food or in other contexts.

- The English statement or claim "light" may be used in accordance with subsection 12(1) of the *Maple Products Regulations* (light or extra light maple syrup) [B.01.513(2)(a)].
- The statement "light" or "léger" may be used with respect to rum (light rum) [B.01.513(2)(b)].
- "Light salted fish" is an acceptable term [B.01.502(2)(k)].
- Section 35 of the *Processed Products Regulations* describes light syrup requirements for certain foods [B.01.502(2)(b)] .
- The *Food and Drug Regulations* contain a standard for light beer which refers to a reduced alcohol content [B.01.502(2)(a)].
- In addition, "light", "lite", or any phonetic rendering of the word may be used on food labels or in advertising to describe **sensory** characteristics of a food (e.g., "light tasting", "lite coloured"). In these cases, the sensory characteristic must always accompany the claim [B.01.513(1)].

7.11 Advertising Requirements for Nutrient Content Claims

7.11.1 General Requirements and Definitions

Nutrient content claims that are presented in any form of advertising must meet all applicable conditions outlined above. Detailed requirements are listed in the tables in sections 7.14 to 7.26 of this *Guide*. The specific requirements for advertising vitamins and mineral nutrients are addressed in [7.11.5 below](#). [Annex 7-2 of this Guide](#) provides a decision tree for the advertising requirements for nutrient content claims.

"Manufacturer" or "distributor" means a person or persons (including an association or partnership) who, under their own name, or under a trade-, design or word mark, trade name or other name, word or mark controlled by them, sell a food or drug. This includes importers or retailers who control the food in question [A.01.010].

Advertisements placed by or on the direction of the manufacturer include, but are not limited to, advertisements for which the manufacturer has paid, public service spots which are sponsored by the manufacturer, advertisements placed on behalf of the manufacturer by an advertising agency or media outlet, information placed on the manufacturer's Web site and other forms of advertisements or publicity under the control of the manufacturer. Throughout the text of this chapter, these types of advertisements are referred to as "advertisements placed by the manufacturer".

When a **manufacturer places an advertisement for a prepackaged food** and makes a nutrient content claim, any additional information triggered by the claim must be shown in the Nutrition Facts table. Foods exempted under B.01.401(2) (a) and (b) lose their exemption and must show an appropriate Nutrition Facts table.

Sometimes, advertisements for prepackaged products are **not made or placed by or on the direction of the manufacturer**, but rather by a third party such as a marketing board, a non-governmental health organization or other organizations without label control (OWL). Nutrient content claims are permitted to appear in these advertisements. The required nutrition information in support of the claim must appear in the advertisement whenever it does not appear on the product label [B.01.503.(1)(c)]. See the box above for more information.

Information Required in Support of a Nutrient Content Claim

The following information is required in support of a claim, as applicable [B.01.503]

- a statement of the energy value in Calories per serving of stated size for energy claims; and
- the amount of the nutrient per serving of stated size for nutrient content claims.

Additional information may also be required as set out in Column 3 - See Tables 7-3 - 7-16.

Similarly, when nutrient content claims are made in advertisements for **non- prepackaged foods**, the required nutrition information in support of the claim must appear either in the advertisement or on the label.

7.11.2 Media-Specific Requirements for Nutrient Content Claims [B.01.505, B.01.506]

Requirements vary, depending on whether:

- the advertisement is for radio or television;
- the advertisement is for other types of media (such as print, flyers, billboards, internet, etc.);
- the advertisement is placed by the manufacturer; or
- the advertisement is placed by someone other than the manufacturer.

Additional information is required to accompany the following claims as outlined in the Summary Tables.

- comparative claims, such as "reduced fat " or "more protein", etc. [items 3, 4, 6,10,13,14, 20, 21, 23, 24, 29, 30, 33, 34, 38, 39 and 44];
- "light in energy or fat" claims [item 45];
- "lightly salted" claims [item 36]; and
- "(Percentage) fat-free" claims [item 16]

as outlined in the table following B.01.513.

7.11.3 Advertisements Other Than Those for Radio or Television [B.01.503.(1)(c), B.01.505.]

Ads for prepackaged foods placed by the manufacturer:

When the manufacturer is responsible for ads for prepackaged foods, the advertisement **must** contain all required accompanying information, as stipulated under column 3 in the table following B.01.513. The Nutrition Facts table on the label must show any additional information triggered by the claim.

Ads for non-prepackaged foods, or ads placed by someone other than the manufacturer:

When someone other than the manufacturer is responsible for ads for a prepackaged food, or when the ad is for a non-prepackaged food, the ad must contain all required accompanying information, and **it must also contain** a quantitative statement – that is, the energy value or amount of nutrient content that is the subject of the claim, per serving of stated size.

Regardless of who places the ad, **placement of accompanying information does not change**. The required accompanying information must be placed adjacent to the statement or claim, or if the claim appears more than once, adjacent to the most prominent statement or claim. There must **not** be any intervening printed, written or graphic material between the claim and the

accompanying information, and the required information must appear in letters that are the same size and prominence as the most prominent statement or claim.

7.11.4 Advertisements for Radio or Television

When nutrient content claims listed in [7.11.2](#) are made in television or radio advertisements, all applicable conditions [as set out in column 3 of the table following B.01.513], must be met.

Exceptions apply to the following claims:

- the "reduced (nutrient)" claims [items 3, 13, 20, 23, 29, 33, and 38],
- the "light salted" claim [item 36], and
- the "light in energy or fat" claims [item 45].

Note: In these cases, advertisers have an option with respect to the similar reference food. If desired, the similar reference food does not have to be named in the advertisement, if it is shown on the product label.

When someone **other than the manufacturer** is responsible for a nutrient claim in a radio or television advertisement **for a prepackaged product**, or an ad is placed for a **non packaged product**, the advertisement must state the relevant energy value or nutrient value, per serving of stated size ([see 7.4 of this Guide.](#))

Note that for ads placed by someone other than the manufacturer, the similar reference food **must be named** in the television or radio advertisement. It is not sufficient to only mention the similar reference food on the label.

Regardless of who places the ad, however, **placement of accompanying information does not change.**

- When the claim or statement is made in the **audio** portion (including the tag line*) or in both the audio and visual portions of the ad, the accompanying information must immediately precede or follow the claim in audio form [B.01.506(3), (4)(a)];
- When the claim or statement is made only in the **visual** portion of the ad (in the video super** for instance), the accompanying information may be made in either the visual or the audio portion of the ad [B.01.506(4)(b)].

When the accompanying information is presented in the visual portion of the ad (i.e., in the video super**), it must:

- appear concurrently with, and for the same amount of time as, the claim or statement,
- be adjacent to the claim or the most prominent claim or statement with no intervening graphics or print, and
- be in the same type size, height and prominence as the most prominent claim or statement [B.01.506(5)].

* A tag line is any corporate signature, slogan or claim, in audio or video that embodies, represents or defines an identified product or brand.

** A video super is any advertising copy in the video portion of a broadcast message – i.e., print or type on-screen.

7.11.5 Advertisements Making Vitamin and Mineral Nutrient Content Claims [D.01.004, D.02.002]

Claims about the vitamin and mineral nutrient content of foods may only be made when an established Recommended Daily Intake (RDI) exists for that vitamin or mineral nutrient and when the food contains at least 5% of the RDI for the vitamin or mineral nutrient. The vitamin or mineral nutrient content must always be declared as a percentage of the Daily Value (% DV) per serving of stated size, except where provided for elsewhere in the *FDR*. Refer to [7.25 of this Guide](#) for further information about vitamin and mineral nutrient content claims.

When a **manufacturer places an advertisement for a prepackaged food** and makes a nutrient content claim, any additional information triggered by the claim must be shown in the Nutrition Facts table. Foods exempted under B.01.401(2) (a) and (b) lose their exemption and must show an appropriate Nutrition Facts table.

Where a statement or claim is made about a vitamin or mineral nutrient for a **non-packaged product**, or when a claim is made for a **prepackaged food by someone other than the manufacturer**, the % DV per serving of stated size for the vitamin or mineral nutrient must be shown in the ad.

Placement of the accompanying information is similar to that outlined above in 7.11.3 and 7.11.4. The criteria are as follows.

For ads other than those on radio or tv, the % DV per serving of stated size for the vitamin or mineral nutrient triggered by the claim must be stated in the ad. It must be adjacent to the statement or claim, or if the claim appears more than once, adjacent to the most prominent statement or claim. The % DV must be shown in letters of at least the same size and prominence as those of the statement or claim, and there must **not** be any intervening printed, written or graphic material between the claim and the % DV.

For a radio ad, the % DV per serving of stated size for the vitamin or mineral nutrient triggered by the claim must be stated immediately preceding or following the statement or claim.

For a television ad:

- When the claim or statement about the vitamin or mineral content is made in either the **audio portion** of the ad or in both the **audio and the visual portions** of the ad, the % DV per serving of stated size for the vitamins or mineral nutrients triggered by the claim

must also be stated in the audio portion of the ad, immediately preceding or following the statement or claim.

- When the statement or claim is made **only in the visual portion** of the television ad (i.e. the video super), the % DV per serving of stated size for the vitamins or mineral nutrients may be provided either in the audio or the visual portion.
 - If the % DV is stated in the audio portion, it must immediately follow or precede the statement or claim.
 - If the % DV is stated in the visual portion of the ad, it must appear concurrently and for at least the same amount of time as the statement or claim. If the statement or claim is made only once, the % DV must be adjacent to it, without any intervening printed, written or graphic material. If the statement or claim is made more than once, the % DV must be adjacent to the most prominent statement or claim, in the same size and prominence.

7.12 Nutrient Content Claims Made in Restaurants [B.01.503.(1)(c)]

A Nutrition Facts table is not required for foods sold in restaurants. However, nutrient content claims are permitted and may be found in various promotional (i.e, advertising) material such as menu boards, menus, table tents, posters, etc.

When a nutrient content claim is made, the applicable energy value or nutrient amount must be stated in the ad, per serving of stated size, along with any another other supporting information required (by column 3 of the table following B.01.513).

7.13 How to Use the Claims Tables

The tables in this chapter list the nutrient content claims permitted for foods. In order for a nutrient content claim to be made:

- a) the food must meet the compositional criteria for the claim (see column 2 "Conditions – Food"), and
- b) the label or the advertisement must state the specific information required for that claim (see column 3, "Conditions – Label or Advertisement").

Other related claims may be permitted. These claims are also shown in the tables.

The claims tables in this chapter differ from the table following B.01.513 in the *FDR* in the presentation of information. The differences are explained using the excerpt below from [Table 7-3 – Summary Table of Energy and Calorie Claims](#).

Column 1 Claims	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
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a) Free of energy "free of energy" "energy-free" "no energy" "0 energy" "zero energy" "without energy" "contains no energy" "Calorie-free" "free of Calories" "no Calories" "0 Calories" "zero Calories" "without Calories" "contains no Calories"	The food provides less than 5 Calories or 21 kilojoules per reference amount and serving of stated size.	Must comply with general requirements for nutrient content claims - see 7.5 of this <i>Guide</i> Nutrition Facts table required on products otherwise exempted by <i>FDR</i> B.01.401(2)(a) and (b) When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this <i>Guide</i> All other applicable requirements must be met.	B.01.401(3) (e)(ii) Table following B.01.513, item 1
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Column 1 is a combination of both column 1 and column 4 of the table to B.01.513 in the *FDR*. Column 1 specifies the claims that can be made. The titles in bold print are the subjects from column 1 of the table following B.01.513 and are used so that references to the table can be easily made. The claims in quotation marks come from Column 4 of the table following B.01.513. Only the claims indicated in quotations may be used and they must be **worded exactly** as indicated. Where there are a number of claims in quotes, any one can be used.

Other permitted references, if any, to the nutrient content of foods, are also shown in column 1. These references are not prescribed in the table following B.01.513 so have not been bolded and are not in quotations. There may be some flexibility in their wording. For example, "sweetened" is a permitted claim, although there is no prescribed criteria for its use.

Column 1 lists the claims that are permitted to describe a product as **Free of energy**, i.e., "energy-free", "free of energy", "no energy", "0 energy", "zero energy", "without energy", "contains no energy", "Calorie-free", "free of Calories", "no Calories", "0 Calories", "zero Calories", "without Calories" or "contains no Calories".

Column 2, "Conditions – Food" is identical to column 2 of the table following B.01.513. It specifies the compositional criteria required of foods making a claim set out in column 1. The

compositional criteria is based on the reference amount and/or serving size of a food, covered in Chapter 6 of this *Guide*.

Column 2 specifies that foods making one of the listed **Free of energy** claims must provide less than 5 Calories or 21 kilojoules per **reference amount** and **serving of stated size**.

Column 3 sets out any labelling or advertising requirements for products making claims permitted in column 1. This includes the same information provided by column 3 of the table following B.01.513, as well as other pertinent information.

Column 3, in this case, does not set out any specific labelling requirements for the claim **Free of energy**. However, it does state the following references:

- The manner in which the claim is made must be in accordance with the regulations summarized in this *Guide*.
- While the Nutrition Facts table, including an energy declaration, is mandatory on most prepackaged foods, some products are exempt. Products lose their exemption once a "free of energy" claim is made.

Column 4 provides references to the relevant sections in the *Food and Drug Regulations*.

7.14 Energy and Calorie Claims

This section deals with implied and explicit energy claims. See [Table 7-3](#), Summary Table of Energy and Calorie Claims, for the permitted nutrient content claims.

7.14.1 Changes to the *Food and Drug Regulations*

The revised *FDR* introduced several changes.

- The claim, "More Energy" is now permitted. See item f) in [Table 7-3](#), Summary Table of Energy and Calorie Claims.
- Foods for special dietary use can be labelled as "diet" or "dietetic" if they meet the criteria for, and are labelled with, one of the following claims: "free of energy", "low in energy", "reduced in energy" and "lower in energy". See items a) through d) in [Table 7-3](#), Summary Table of Energy and Calorie Claims.
- The use of "Light" in nutrient content claims is now restricted to foods that meet either the "reduced in energy" claim (see item c) in Table 7-3 below) or the "reduced in fat" claim found in [Table 7-5](#), Summary Table of Fat Claims.

7.14.2 Superlative Claims for Energy

Consuming a diet high in Calories does not guarantee that one will have lots of "pep" and "energy". Many factors, including the state of a person's health and physical fitness, impact upon how effectively and efficiently the muscles use the energy. The popular concept of "energy" in the sense of being energetic, having pep, vigour, strength, endurance, etc., is not directly related to specific foods in the diet.

The text accompanying claims such as "source of energy" and "contains more calories" (and synonymous claims) must not mislead the buyer. The following types of claims are considered misleading and must **not** be used.

- a claim that a food provides "instant" pep, vitality, vigour, power or strength;
- a claim that a food provides all the food energy necessary to carry one through certain physical activities or recovery from these;
- a claim that a food provides all the energy necessary to carry one through until the next meal; or
- a claim that a food, consisting mainly of carbohydrates, provides food energy which lasts over many hours of hard work or play.

Summary Table of Energy and Calorie Claims

Table 7-3

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *FDR* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of energy "free of energy" "energy-free" "no energy" "0 energy" "zero energy" "without energy" "contains no energy" "Calorie-free"	The food provides less than 5 Calories or 21 kilojoules per reference amount and serving of stated size.	Must comply with general requirements for nutrient content claims - see 7.5 of this Guide Nutrition Facts table required on products otherwise exempted by <i>FDR</i> B.01.401(2)(a)	B.01.401(3) (e)(ii) Table following B.01.513, item 1

<p>"free of Calories"</p> <p>"no Calories"</p> <p>"0 Calories"</p> <p>"zero Calories"</p> <p>"without Calories"</p> <p>"contains no Calories"</p>		<p>and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide</p>	
<p>b) Low in energy</p> <p>"low energy"</p> <p>"low in energy "</p> <p>"low source of energy"</p> <p>"little energy"</p> <p>"low Calorie"</p> <p>"low in Calories"</p> <p>"low source of Calories"</p> <p>"contains only (number) Calories per serving"</p> <p>"contains less than (number) Calories per (size) serving"</p> <p>"few Calories"</p>	<p>The food provides:</p> <p>(a) 40 Calories or 167 kilojoules or less per reference amount and serving of stated size and, if the reference amount is 30 g or 30 mL or less, per 50 g; or</p> <p>(b) 120 Calories or 500 kilojoules or less per 100 g, if the food is a prepackaged meal.</p>	<p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 2</p>
<p>c) Reduced in Energy</p> <p>"reduced in energy"</p> <p>"reduced energy"</p> <p>"energy-reduced"</p> <p>"less energy"</p> <p>"lower energy"</p> <p>"lower in energy"</p> <p>"reduced Calorie"</p> <p>"reduced in Calories"</p> <p>"Calorie-reduced"</p> <p>"less Calories"</p> <p>"lower Calories"</p> <p>"lower in Calories"</p> <p>"fewer Calories"</p>	<p>(1) The food is processed, formulated, reformulated or otherwise modified so that it provides at least 25% less energy</p> <p>(a) per reference amount of the food, than the reference amount of a similar reference food; or</p> <p>(b) per 100 g, than 100 g of a similar reference food, if the food is a prepackaged</p>	<p>The following are identified:</p> <p>(a) the similar reference food;</p> <p>(b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and</p> <p>(c) the difference in energy value with the similar reference food, expressed by percentage or fraction</p>	<p>Table following B.01.513, item 3</p>

	meal. (2) The similar reference food does not meet the conditions set out in column 2 of item b) above for "low in energy"	or in Calories per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.) See conditions set out for item a) of this table.	
d) Lower in Energy "lower in energy" "less energy" "lower energy" "less Calories" "lower Calorie" "lower in Calories" "fewer Calories"	(1) The food provides at least 25% less energy (a) per reference amount of the food, than the reference amount of the reference food of the same food group; or (b) per 100 g, than 100 g of a reference food of the same food group, if the food is a prepackaged meal. (2) The reference food of the same food group does not meet the conditions set out in column 2 of item b) above for "low in energy".	The following are identified: (a) the reference food of the same food group; (b) the amounts of the food and the reference food of the same food group being compared, if those amounts are not equal; and (c) the difference in energy value with the reference food of the same food group, expressed by percentage or fraction or in Calories per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)	Table following B.01.513, item 4

		See conditions set out for item a) of this table.	
e) Source of Energy "source of energy" "contains energy" "provides energy" "source of Calories" "contains Calories" "provides Calories"	The food provides at least 100 Calories or 420 kilojoules per reference amount and serving of stated size.	See conditions set out for item a) of this table.	Table following B.01.513, item 5
f) More Energy "more Calories" "contains more Calories" "higher Calories" "higher in Calories"	<p>The food provides at least 25% more energy, totalling at least 100 more Calories or 420 more kilojoules</p> <p>(a) per reference amount of the food, than the reference amount of the reference food of the same food group or the similar reference food; or</p> <p>(b) per 100 g, than 100 g of the reference food of the same food group or the similar reference food, if the food is a prepackaged meal.</p>	<p>The following are identified:</p> <p>(a) the reference food of the same food group or the similar reference food;</p> <p>(b) the amounts of the food and the reference food of the same food group or the similar reference food being compared, if those amounts are not equal; and</p> <p>(c) the difference in energy value compared to the reference food of the same food group or the similar reference food, expressed as a percentage or fraction or in Calories per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling)</p>	Table following B.01.513, item 6

		and advertising information.) See conditions set out for item a) of this table.	
g) Light in Energy "light" "lite"	The food meets the conditions set out in column 2 of the subject "reduced in energy" (item (c) of this table)	The following are identified: (a) the similar reference food [†] (<i>see note at the end of this table</i>); (b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and (c) the difference in energy value with the similar reference food, expressed by percentage or fraction or in Calories or grams per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.) See conditions set out for item a) of this table.	Table to B.01.503, item 45
h) Representation that the food is for use in "energy-reduced" diet	The food meets the conditions set out for one of the following	Claim or statement is made in accordance with columns 1 and 3	B.01.507

with respect to the energy value only of a food	claims: "free of energy" (item a of this table), "low in energy" (item b of this table), "reduced in energy" (Item c of this table), "lower in energy" (item d of this table)	for items a), b), c) or d) of this table.	
i) Representation that the food is for "special dietary use" with respect to the energy value of the food	One of the following claims must be made on the label of the product and the conditions for that claim must be respected: "free of energy" (item a of this table), "low in energy" (item b of this table)	Claim or statement is made in accordance with columns 1 and 3 for items a), b), c) or d) of this table.	B.24.003 (1.1)
j) Foods represented as "dietetic" or "diet" with respect to the energy content of the food, including when used in a trade-mark.	Reserved for foods for special dietary use as regulated by B.24.003. In order to label, package, sell or advertise a food as "dietetic" or "diet", or use those words in the brand name, one of the following must be on the label and the conditions for that claim must be met: "free of energy" (item a above), "low in energy" (item b above), "reduced in energy" (Item c above), "lower in energy" (item	Claim or statement is made in accordance with columns 1 and 3 for items a), b), c) or d) of this table.	B.24.003(4)

	d above)		
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† The similar reference food for foods with a *light in energy* claim, shall have a nutrient value that is representative of foods of that type that have not been processed, formulated, reformulated or otherwise modified in a manner that increases the energy value or the amount of fat [B.01.500.(2)].

7.15 Protein Claims

7.15.1 Representations about Proteins and Amino Acids

Only the claims which are listed below in [Table 7-4, Summary Table of Protein Claims](#), are permitted [B.01.305].

A statement with respect to proteins and amino acids is permitted provided a Reasonable Daily Intake (RDI) of the food has a protein rating of 20 or more. [See 6.3.1 of this Guide](#) for Reasonable Daily Intakes (Schedule K of the *FDR*).

A statement with respect to amino acids, collectively or by name, and quantitative declarations of amino acid content of a food may be made provided the label or the advertisement includes a declaration of the amount of the following essential amino acids contained in the food: histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan and valine.

The declaration must

- be expressed in grams per serving of stated size,
- appear in a location on the label other than in the Nutrition Facts table, and
- be presented in both English and French unless otherwise exempted.

Claims such as "source of amino acids", "source of (naming the amino acid)" or "source of essential amino acids" are **no longer permitted** under the new nutrition labelling regulations.

The above requirements respecting representations about protein or amino acids [B.01.305 (1) and (2)], whether expressed or implied, do not apply to the following [B.01.305 (3)(a) to (k)]:

- a) a formulated liquid diet, a human milk substitute or a food represented as containing a human milk substitute;
- b) foods represented for use in gluten-free diets, protein-restricted diets and low (naming the amino acid) diets;
- c) the word "protein" when it is used as part of the common name of an ingredient in the list of ingredients;

- d) the declaration of amino acids in a list of ingredients;
- e) common names (such as hydrolysed soya protein), which are set out in column 2 of items 7 to 9 of the table to B.01.010(3)(a), when shown in the list of ingredients;
- f) the common name of single amino acid preparations that may be sold as foods;
- g) statements to the effect that aspartame contains phenylalanine (as required by B.01.014(c) and B.01.015(1)(b));
- h) a statement or claim set out in column 4 of the table following B.01.513 respecting the subject "low in protein" set out in column 1 of item 7;
- i) a statement of the amount of protein in the Nutrition Facts table;
- j) a statement of the protein content of foods mentioned in the following sections of the *FDR*:
 - formulated liquid diet [B.24.103(c)] ,
 - meal replacement, nutritional supplement [B.24.202(a)(ii)],
 - food for use in a very low energy diet [B.24.304(b)], or
 - food represented as containing a human milk substitute [B.25.057(1)(a) or B.25.057(2)(c)(i) or (d)(i)] ; or
- k) a statement that a food is not a source of protein.

7.15.2 Other Permitted References to Protein

The Percent (%) Meat Protein declaration is required as part of the common name for meat and poultry meat with added phosphate salts and/or water [B.01.090(2)]. This declaration is a permitted protein declaration [B.01.502.(2)(a)]. However, the presence of this declaration triggers the Nutrition Facts table on foods otherwise exempt [B.01.401(2)(b)], such as a food sold only in the retail establishment where the product is prepared and processed from its ingredients [B.01.401(3)(e)(ii)].

Summary Table of Protein Claims

Table 7-4

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *Food and Drug Regulations* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions	Column 3 Conditions	FDR Reference
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	Food	Label or Advertisement	
a) Low in protein "low in protein" "low protein" "low source of protein" "contains only (number) g of protein per serving" or "contains less than (number) g of protein per serving"	The food contains no more than 1 g of protein per 100 g of the food.	Must comply with the general requirements for nutrient content claims - see 7.5 of this Guide Nutrition Facts table required on products otherwise exempted by <i>FDR</i> B.01.401(2)(a) and (b), [B.01.401(3)(e)(ii)] When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide	Table following B.01.513, item 7
b) Source of protein "source of protein" "contains protein" "good source of protein" "high protein" "high in protein" or "provides protein" Note: Permitted on foods for children under two [B.01.503.(2)]	The food has a protein rating of 20 or more, as determined by official method FO-1, <i>Determination of Protein Rating</i> , October 15, 1981, (a) per reasonable daily intake (see Schedule K, <i>FDR</i>)*, or (b) per 30 g of breakfast cereal combined with 125 mL of milk, if the food is a breakfast cereal	See conditions set out for item a) of this table	Table following B.01.513, item 8
c) Excellent source of protein "excellent source of protein"	The food has a protein rating of 40 or more, as determined by official method FO-1, <i>Determination of</i>	See conditions set out for item a) of this table.	Table following B.01.513, item 9

<p>"very high protein" "very high in protein" or "rich in protein"</p> <p>Note: Permitted on foods for children under two [B.01.503.(2)]</p>	<p><i>Protein Rating</i>, October 15, 1981, (a) per reasonable daily intake (see Schedule K, <i>FDR</i>)*, or (b) per 30 g of breakfast cereal combined with 125 mL of milk, if the food is a breakfast cereal.</p>		
<p>d) More protein</p> <p>"more protein" "higher protein" "higher in protein"</p>	<p>The food</p> <p>(a) has a protein rating of 20 or more, as determined by official method FO-1, <i>Determination of Protein Rating</i>, October 15, 1981, (i) per reasonable daily intake (see Schedule K, <i>FDR</i>)*, or (ii) per 30 g of breakfast cereal combined with 125 mL of milk, if the food is a breakfast cereal;</p> <p>(b) contains at least 25% more protein, totalling at least 7 g more, per reasonable daily intake* than a reference food of the same food group or a similar reference food.</p>	<p>The following are identified:</p> <p>(a) the reference food of the same food group or the similar reference food; (b) the amounts of the food and the reference food of the same food group or the similar reference food being compared, if those amounts are not equal; and (c) the difference in protein with the reference food of the same food group or the similar reference food, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p>	<p>Table following B.01.513, item 10</p>

		See conditions set out for item a) of this table.	
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*[See 6.3.1 of this Guide](#) for the reasonable daily intakes.

7.16 Fat Claims

7.16.1 Permitted Claims for Fat

Criteria for fat claims follow in [Table 7-5 of this Guide, Summary Table of Fat Claims](#).

The 2002 revisions to the *FDR* incorporate several changes for fat claims, as described below:

- The claims "100% fat-free", "x% fat-free", "*trans* fat", and "source of omega-3 (omega-6) polyunsaturates" are now permitted (see details in the tables below). Companies choosing to make such claims are required to fully comply with all requirements of the *FDR*, including the requirement to include a Nutrition Facts table, as outlined in Chapter 5 of this *Guide*.
- Nutrient content claims for monounsaturated fatty acids, polyunsaturated fatty acids and linoleic acid are no longer permitted. However, **quantitative statements** ([see 7.5 of this Guide](#)) are permitted for classes of fatty acids [B.01.402(3)(a)] and for individually named fatty acids [B.01.402(3)(b)].

Note that these claims may trigger additional declarations in the Nutrition Facts table. For example, a statement that a food contains "0.2 g DHA per 250 mL serving" would trigger a declaration of the amount of omega-6 polyunsaturated fatty acids, omega-3 polyunsaturated fatty acids and monounsaturated fatty acids (as DHA is an individually named omega-3 fatty acid).

- The use of the term "Light" in nutrient content claims is now restricted to foods that meet either the "reduced in energy" claim ([see item c\) in Table 7-3 above](#)) or "reduced in fat" claim ([see item h\) in Table 7-5 below](#)).

Further details are provided in the sections on each of the permitted fatty acid claims, (e.g., [see 7.17 of this Guide](#) for saturated fatty acid claims, [7.18](#) for *trans* fatty acid claims and [7.19](#) for omega-3 and omega-6 polyunsaturated fatty acid claims).

The following references are also permitted:

- common names prescribed by the *FDR*, for example, "skim milk" and "low fat cocoa";
- the percent milk fat or butter fat declaration on dairy products;
- the words "extra-lean ground (naming the species)", "lean ground (naming the species)", "medium ground (naming the species)", and "regular ground (naming the species)";

- the representation "defatted (naming the food)" (e.g., "defatted cocoa" or "defatted soybeans");
- representations that characterize the amount of a fatty acid in a vegetable oil, when the name of the fatty acid forms part of the oil's common name (e.g., "high oleic sunflower oil" or "low linolenic flaxseed oil"); and
- the English representation "lean" with respect to a prepackaged meal represented for use in a weight-reduction diet or a weight-management diet.

Summary Table of Fat Claims

Table 7-5

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *Food and Drug Regulations* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of fat "free of fat" "fat-free" "no fat" "0 fat" "zero fat" "without fat" "contains no fat" "non-fat"	The food contains: (a) less than 0.5 g of fat per reference amount and serving of stated size; or (b) less than 0.5 g of fat per serving of stated size, if the food is a prepackaged meal.	Must comply with the general requirements for nutrient content claims – see 7.5 of this Guide Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b) When used in an advertisement, must comply with the requirements for advertisements – see 7.11 of this Guide	B.01.401(3) (e)(ii) Table following B.01.513, item 11
b) Low in fat "low in fat" "low fat" "low source of fat" "little fat"	The food contains: (a) 3 g or less of fat per reference amount and serving of stated size and, if the reference	See conditions set out for item a) of this table.	Table following B.01.513, item 12

<p>"contains only (number) g of fat per serving"</p> <p>"contains less than (number) g of fat per serving"</p>	<p>amount is 30 g or 30 mL or less, per 50 g; or</p> <p>(b) 3 g or less of fat per 100 g and 30% or less of the energy is from fat, if the food is a prepackaged meal.</p>		
<p>c) Reduced in fat</p> <p>"reduced in fat"</p> <p>"reduced fat"</p> <p>"fat-reduced"</p> <p>"less fat"</p> <p>"lower fat"</p> <p>"lower in fat"</p>	<p>(1) The food is processed, formulated, reformulated or otherwise modified so that it contains at least 25% less fat</p> <p>(a) per reference amount of the food, than the reference amount of a similar reference food; or</p> <p>(b) per 100 g, than 100 g of a similar reference food, if the food is a prepackaged meal.</p> <p>(2) The similar reference food does not meet the conditions set out in column 2 of the subject "low in fat" (item (b) of this table).</p>	<p>The following are identified:</p> <p>(a) the similar reference food;</p> <p>(b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and</p> <p>(c) the difference in fat with the similar reference food, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 13</p>
<p>d) Lower in fat</p> <p>"lower in fat"</p> <p>"lower fat"</p> <p>"less fat"</p>	<p>(1) The food contains at least 25% less fat</p> <p>(a) per reference amount of the food,</p>	<p>The following are identified:</p> <p>(a) the reference food of the same food</p>	<p>Table following B.01.513, item 14</p>

	<p>than the reference amount of a reference food of the same food group; or (b) per 100 g, than 100 g of a reference food of the same food group, if the food is a prepackaged meal.</p> <p>(2) The reference food of the same food group does not meet the conditions set out in column 2 of the subject "low in fat" (item (b) of this table).</p>	<p>group; (b) the amounts of the food and the reference food of the same food group being compared, if those amounts are not equal; and (c) the difference in fat with the reference food of the same food group, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
<p>e) 100% fat free</p> <p>"100% fat-free" "100% free of fat"</p>	<p>The food</p> <p>(a) contains less than 0.5 g of fat per 100 g; (b) contains no added fat; and (c) meets the conditions set out in column 2 of the subject "free of fat" (item (a) of this table).</p>	<p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 15</p>
<p>f) (Percentage) fat-free</p> <p>"(percentage) fat-free" "(percentage) free of fat"</p>	<p>The food meets the conditions set out in column 2 of the subject "low in fat" (item (b) of this table).</p>	<p>One of the following statements or claims is stated: "low fat" or "low in fat".</p> <p>See conditions set out</p>	<p>Table following B.01.513, item 16</p>

		for item a) of this table.	
g) No added fat "no fat added" "no added fat" "without added fat"	(1) The food contains no added fats or oils set out in Division 9, <i>FDR</i> , or added butter or ghee, or ingredients that contain added fats or oils, or butter or ghee. (2) The similar reference food contains added fats or oils set out in Division 9, <i>FDR</i> , or added butter or ghee.	See conditions set out for item a) of this table.	Table following B.01.513, item 17
h) Light in fat "light" "lite"	The food meets the conditions set out in column 2 of the subject "reduced in fat" (item (c) of this table).	The following are identified: (a) the similar reference food [†] (see note at the end of the table); (b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and (c) the difference in fat value with the similar reference food, expressed by percentage or fraction or in Calories or grams per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling	Table following B.01.513, item 45

		and advertising information.) See conditions set out for item a) of this table.	
i) Lean "lean"	The food (a) is meat or poultry that has not been ground, marine or fresh water animals or a product of any of these; and (b) contains 10% or less fat.	See conditions set out for item a) of this table.	Table following B.01.513, item 46
j) Extra Lean "extra lean"	The food (a) is meat or poultry that has not been ground, marine or fresh water animals or a product of any of these; and (b) contains 7.5% or less fat.	See conditions set out for item a) of this table.	Table following B.01.513, item 47

† The similar reference food for foods with a "light in fat" claim, shall have a nutrient value that is representative of foods of that type that have not been processed, formulated, reformulated or otherwise modified in a manner that increases the energy value or the amount of fat [B.01.500.(2)].

7.17 Saturated Fatty Acid Claims

The conditions for saturated fatty acid claims are now linked with the *trans* fatty acid content of the food.

Summary Table of Saturated Fatty Acid Claims

Table 7-6

Note: The claims made in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *Food and Drug Regulations* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of saturated fatty acids "free of saturated fatty acids" "saturated fatty acids-free" "no saturated fatty acids" "0 saturated fatty acids" "zero saturated fatty acids" "without saturated fatty acids" Note: "saturated fatty acids" may be substituted with "saturated fat" or "saturates" in the above claims	The food contains: (a) less than 0.2 g saturated fatty acids and less than 0.2 g <i>trans</i> fatty acids per reference amount and serving of stated size; or (b) less than 0.2 g saturated fatty acids and less than 0.2 g <i>trans</i> fatty acids per serving of stated size, if the food is a prepackaged meal.	Must comply with general requirements for nutrient content claims – see 7.5 of this Guide Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b) When used in an advertisement, must comply with the requirements for advertisements – see 7.11 of this Guide	B.01.401(3) (e)(ii) Table following B.01.513, item 18
b) Low in saturated fatty acids "low in saturated fatty acids" "low saturated fatty acids" "low source of saturated fatty acids" "little saturated fatty	(1) The food contains 2 g or less of saturated fatty acids and <i>trans</i> fatty acids combined per (a) reference amount and serving of stated size; or	See conditions set out for item a) of this table.	Table following B.01.513, item 19

acids" "contains only (number) g of saturated fatty acids per serving" "contains less than (number) g of saturated fatty acids per serving" Note: "saturated fatty acids" may be substituted with "saturated fat" or "saturates" in the above claims	(b) 100 g, if the food is a prepackaged meal. (2) The food provides 15% or less energy from the sum of saturated fatty acids and <i>trans</i> fatty acids.		
c) Reduced in saturated fatty acids "reduced in saturated fatty acids" "reduced saturated fatty acids" "saturated fatty acids-reduced" "less saturated fatty acids" "lower saturated fatty acids" "lower in saturated fatty acids" Note: "saturated fatty acids" may be substituted with "saturated fat" or "saturates" in the above claims "fewer saturated fatty acids" "fewer saturates"	(1) The food is processed, formulated, reformulated or otherwise modified, without increasing the content of <i>trans</i> fatty acids, so that it contains 25% less saturated fatty acids (a) per reference amount of the food, than the reference amount of a similar reference food; or (b) per 100 g, than 100 g of a similar reference food, if the food is a prepackaged meal. (2) The similar reference food does not meet the conditions set out in column 2 of the	The following are identified: (a) the similar reference food; (b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and (c) the difference in saturated fatty acids with the similar reference food, expressed by percentage or fraction or in grams per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.) See conditions set out	Table following B.01.513, item 20

	subject "low in saturated fatty acids" (item (b) of this table).	for item a) of this table.	
d) Lower in saturated fatty acids "less saturated fatty acids" "lower saturated fatty acids" "lower in saturated fatty acids" "fewer saturated fatty acids" "less saturated fat" "lower saturated fat" "lower in saturated fat" "less saturates" "lower saturates" "lower in saturates" "fewer saturates"	(1) The food contains at least 25% less saturated fatty acids and the content of <i>trans</i> fatty acids is not higher (a) per reference amount of the food, than the reference amount of a reference food of the same food group; or (b) per 100 g, than 100 g of a reference food of the same food group, if the food is a prepackaged meal. (2) The reference food of the same food group does not meet the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of this table).	The following are identified: (a) the reference food of the same food group; (b) the amounts of the food and the reference food of the same food group being compared, if those amounts are not equal; and (c) the difference in saturated fatty acids with the reference food of the same food group, expressed by percentage or fraction or in grams per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.) See conditions set out for item a) of this table.	Table following B.01.513, item 21

7.18 *Trans* Fatty Acid Claims

Due to the adverse effects that *trans* fatty acids have on heart disease, the amended regulations allow claims on the content of these fatty acids in foods. Note that claims for *trans* fatty acids are linked with requirements for the saturated fatty acids content of foods.

If these claims for *trans* fatty acids are made, the label of that food must comply with all of the requirements of the regulations and must include a Nutrition Facts table.

Note: Only the claims listed in the table below are permitted. Claims such as "Low in *trans*" **are not permitted**.

Summary Table of Trans Fatty Acid Claims

Table 7-7

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *Food and Drug Regulations* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of <i>trans</i> fatty acids "free of <i>trans</i> fatty acids" " <i>trans</i> fatty acids-free" "no <i>trans</i> fatty acids" "0 <i>trans</i> fatty acids" "zero <i>trans</i> fatty acids" "without <i>trans</i> fatty acids" Note: " <i>trans</i> fatty acids" may be substituted with " <i>trans</i> fat" or " <i>trans</i> " in the above claims "contains no <i>trans</i> fatty acids" "contains no <i>trans</i> fat"	The food (a) contains less than 0.2 g of <i>trans</i> fatty acids per (i) reference amount and serving of stated size, or (ii) serving of stated size, if the food is a prepackaged meal; and (b) meets the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 in this chapter).	Must comply with the general requirements for nutrient content claims - see 7.5 of this Guide Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b), [B.01.401(3)(e)(ii)] When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide	Table following B.01.513, item 22
b) Reduced in <i>trans</i> fatty acids "reduced in <i>trans</i> fatty acids" "reduced <i>trans</i> fatty acids"	(1) The food is processed, formulated, reformulated or otherwise modified, without increasing the content of saturated	The following are identified: (a) the similar reference food; (b) the amounts of the food and the similar	Table following B.01.513, item 23

<p>"<i>trans</i> fatty acids-reduced"</p> <p>Note: "<i>trans</i> fatty acids" may be substituted with "<i>trans</i> fat" or "<i>trans</i>" in the above claims</p> <p>"less <i>trans</i> fatty acids"</p> <p>"less <i>trans</i> fat"</p> <p>"lower <i>trans</i> fatty acids"</p> <p>"lower <i>trans</i> fat"</p> <p>"lower in <i>trans</i> fatty acids"</p> <p>"lower in <i>trans</i> fat"</p> <p>"fewer <i>trans</i> fatty acids"</p>	<p>fatty acids, so that it contains at least 25% less <i>trans</i> fatty acids</p> <p>(a) per reference amount of the food, than the reference amount of a similar reference food; or</p> <p>(b) per 100 g, than 100 g of a similar reference food, if the food is a prepackaged meal.</p> <p>(2) The similar reference food does not meet the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 in this chapter).</p>	<p>reference food being compared, if those amounts are not equal; and</p> <p>(c) the difference in <i>trans</i> fatty acids with the similar reference food, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
<p>c) Lower in <i>trans</i> fatty acids</p> <p>"lower in <i>trans</i> fatty acids"</p> <p>"lower <i>trans</i> fatty acids"</p> <p>"less <i>trans</i> fatty acids"</p> <p>Note: "<i>trans</i> fatty acids" may be substituted with "<i>trans</i> fat" or "<i>trans</i>" in the above claims</p> <p>"fewer <i>trans</i> fatty acids"</p>	<p>(1) The food contains at least 25% less <i>trans</i> fatty acids and the content of saturated fatty acids is not higher</p> <p>(a) per reference amount of the food, than the reference amount of a reference food of the same food group; or</p> <p>(b) per 100 g, than 100 g of a reference food of the same food group, if the food is a</p>	<p>The following are identified:</p> <p>(a) the reference food of the same food group;</p> <p>(b) the amounts of the food and the reference food of the same food group being compared, if those amounts are not equal; and</p> <p>(c) the difference in <i>trans</i> fatty acids compared to the reference food of the same food group, expressed by</p>	<p>Table following B.01.513, item 24</p>

	<p>prepackaged meal.</p> <p>(2) The reference food of the same food group does not meet the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 of this Guide).</p>	<p>percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.9 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
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7.19 Omega-3 and Omega-6 Polyunsaturated Fatty Acid Claims

Nutrient content claims are no longer permitted for total polyunsaturates or monounsaturates, nor may claims be made about individual fatty acids such as linoleic acid. Only the claims listed in Table 7-8 below may be made. However, **quantitative** statements for fatty acids are permitted, such as "5 g of polyunsaturated fatty acids per serving of 100 g". **Note** that the use of quantitative statements may trigger a Nutrition Facts table on the label of a food exempted under B.01.401(2) (a) and (b) or additional information requirements for the Nutrition Facts table if one is already required to be shown. Declaration of either omega-3 or omega-6 polyunsaturates in the Nutrition Facts table triggers the mandatory declaration of omega-3 and omega-6 polyunsaturates and monounsaturates.

If the claims for omega-3 and omega-6 polyunsaturated fatty acids listed in [Table 7-8](#) are made, then the label of that food must comply with all of the requirements of the regulations, and must include a Nutrition Facts table.

7.19.1 Quantitative Statements for Omega-3 or Omega-6 Fatty Acids

If a quantitative statement is made about a group of fatty acids (e.g. omega-3 polyunsaturates) or individual fatty acids (e.g. DHA or linoleic acid), the quantitative statement may appear as a separate statement such as "0.1 g of omega-3 polyunsaturates", but the full disclosure of the monounsaturated, omega-3 and omega-6 polyunsaturated fatty acid content must appear in the Nutrition Facts table. This also applies to the omega-6 polyunsaturates content.

Summary Table of Omega-3 and Omega-6 Polyunsaturates Claims

Table 7-8

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *Food and Drug Regulations* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
<p>a) Source of omega-3 polyunsaturated fatty acids</p> <p>"source of omega-3 polyunsaturated fatty acids"</p> <p>"contains omega-3 polyunsaturated fatty acids"</p> <p>"provides omega-3 polyunsaturated fatty acids"</p> <p>Note: "polyunsaturated fatty acids" may be substituted with "polyunsaturated fat" or "polyunsaturates" in the above claims</p>	<p>The food contains:</p> <p>(a) 0.3 g or more of omega-3 polyunsaturated fatty acids per reference amount and serving of stated size; or</p> <p>(b) 0.3 g or more of omega-3 polyunsaturated fatty acids per 100 g, if the food is a prepackaged meal.</p>	<p>Must comply with the general requirements for nutrient content claims - see 7.5 of this Guide</p> <p>Nutrition Facts table must include a declaration of omega-3 polyunsaturated fatty acids, omega-6 polyunsaturated fatty acids, and monounsaturated fatty acids</p> <p>Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide</p>	<p>[B.01.402 (3) and (4)]</p> <p>[B.01.401(3)(e)(ii)]</p> <p>Table following B.01.513, item 25</p>
<p>b) Source of omega-6 polyunsaturated</p>	<p>The food contains:</p> <p>(a) 2 g or more of</p>	<p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 26</p>

fatty acids "source of omega-6 polyunsaturated fatty acids" "contains omega-6 polyunsaturated fatty acids" "provides omega-6 polyunsaturated fatty acids" Note: "polyunsaturated fatty acids" may be substituted with "polyunsaturated fat" or "polyunsaturates" in the above claims	omega-6 polyunsaturated fatty acids per reference amount and serving of stated size; or (b) 2 g or more of omega-6 polyunsaturated fatty acids per 100 g, if the food is a prepackaged meal.		
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7.20 Cholesterol Claims

Cholesterol claims are now linked with the *trans* fatty acid content and the saturated fatty acid content of foods.

Summary Table of Cholesterol Claims

Table 7-9

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M (FDR), see [6.2.1 of this Guide](#).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of Cholesterol "free of cholesterol" "cholesterol-free" "no cholesterol" "0 cholesterol"	The food (a) contains less than 2 mg of cholesterol (i) per reference amount and serving of	Must comply with the general requirements for nutrient content claims – see 7.5 of this Guide Nutrition Facts table	B.01.401(3)(e)(ii) Table following B.01.513, item 27

<p>"zero cholesterol"</p> <p>"without cholesterol"</p> <p>"contains no cholesterol"</p>	<p>stated size, or</p> <p>(ii) per serving of stated size, if the food is a prepackaged meal; and</p> <p>(b) meets the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 in this Guide).</p>	<p>required on products otherwise exempted by B.01.401(2)(a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements – see 7.11 of this Guide</p>	
<p>b) Low in cholesterol</p> <p>"low in cholesterol"</p> <p>"low cholesterol"</p> <p>"low source of cholesterol"</p> <p>"little cholesterol"</p> <p>"contains only (number) mg of cholesterol per serving"</p> <p>"contains less than (number) mg of cholesterol per serving"</p>	<p>The food</p> <p>(a) contains 20 mg or less of cholesterol per</p> <p>(i) reference amount and serving of stated size and, if the reference amount is 30 g or 30 mL or less, per 50 g, or</p> <p>(ii) per 100 g, if the food is a prepackaged meal; and</p> <p>(b) meets the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 in this Guide).</p>	<p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 28</p>
<p>c) Reduced in Cholesterol</p> <p>"reduced in cholesterol"</p> <p>"reduced cholesterol"</p>	<p>(1) The food is processed, formulated, reformulated or otherwise modified so that it contains at least</p>	<p>The following are identified:</p> <p>(a) the similar reference food;</p> <p>(b) the amounts of the</p>	<p>Table following B.01.513, item 29</p>

<p>"cholesterol- reduced"</p> <p>"less cholesterol"</p> <p>"lower cholesterol"</p> <p>"lower in cholesterol"</p>	<p>25% less cholesterol</p> <p>(a) per reference amount of the food, than the reference amount of a similar reference food; or</p> <p>(b) per 100 g, than 100 g of a similar reference food, if the food is a prepackaged meal.</p> <p>(2) The similar reference food does not meet the conditions set out in column 2 of the subject "low in cholesterol" (item (b) of this table).</p> <p>(3) The food meets the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 in this Guide).</p>	<p>food and the similar reference food being compared, if those amounts are not equal; and</p> <p>(c) the difference in cholesterol with the similar reference food, expressed by percentage or fraction or in milligrams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
<p>d) Lower in Cholesterol</p> <p>"lower in cholesterol"</p> <p>"lower cholesterol"</p> <p>"less cholesterol"</p>	<p>(1) The food contains at least 25% less cholesterol</p> <p>(a) per reference amount of the food, than the reference amount of a reference food of the same food group; or</p> <p>(b) per 100 g, than 100 g of a reference food of the same food</p>	<p>The following are identified:</p> <p>(a) the reference food of the same food group;</p> <p>(b) the amounts of the food and the reference food of the same food group being compared, if those amounts are not</p>	<p>Table following B.01.513, item 30</p>

	<p>group, if the food is a prepackaged meal.</p> <p>(2) The reference food of the same food group does not meet the conditions set out in column 2 of the subject "low in cholesterol" (item (b) of this table).</p> <p>(3) The food meets the conditions set out in column 2 of the subject "low in saturated fatty acids" (item (b) of Table 7-6 in this Guide).</p>	<p>equal; and</p> <p>(c) the difference in cholesterol with the reference food of the same food group, expressed by percentage or fraction or in milligrams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
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7.21 Sodium (Salt) Claims

[Table 7-10 provides a Summary Table for Sodium \(Salt\) Claims.](#)

Note: The claim "very low sodium" is not permitted on foods sold in Canada.

7.21.1 Salted

Reference to the addition of salt to a food is not considered to be a nutrient content claim. The word "salted", or a synonymous term, used to indicate that salt has been added (either as part of the common name or as a separate claim: e.g., "extra salt", "salt water taffy", "salt cod", "salted peanuts"), does not trigger the declaration of the Nutrition Facts table for foods exempted by Section B.01.402. Similarly, the representation "light salted" can be made on fish without triggering the Nutrition Facts table on exempted foods.

In addition, a reference to a "salty taste" is considered a taste claim and does not trigger the Nutrition Facts table on foods otherwise exempted under Section B.01.401(2).

7.21.2 Sodium Claims on Foods that Contain Added Potassium Salts

When the sodium claims in the table below are made on the label of a food (or in an advertisement for the food placed by or on the direction of the manufacturer) that contains added potassium salts, the potassium content per serving of stated size must be declared in the Nutrition Facts table. This includes any form of potassium salts, including food additives.

7.21.3 Ingredients that Functionally Substitute for Salt

The "no added sodium or salt" claim outlined in item e) of Table 7-10 below specifies that the food contains "no added salt, other sodium salts or **ingredients that contain sodium that functionally substitute for added salt**". These include ingredients which give a salty taste to foods such as hydrolyzed vegetable proteins, soy sauce, bouillon powder or cubes, soup mix, etc.

7.21.4 "Sodium-free" Claim on Bottled Water

Note that a claim such as "sodium-free" triggers the Nutrition Facts table on a bottled water (that might otherwise be exempted under B.01.401(2)(a), inasmuch as the information set out in the table to B.01.401 may be expressed as zero in the Nutrition Facts table).

Also note that a Nutrition Facts table is required when a bottled water contains 5 mg or more of sodium per serving. Applicable rounding rules state that the amount of sodium must be rounded to the nearest multiple of 5 mg when the amount is 5 mg or more (and not more than 140 mg). A Nutrition Facts table is not required when the information in the Nutrition Facts table, with the exception of the serving size, may be expressed as zero, i.e., if the amount of sodium is zero or can be rounded down to zero according to the rounding rules.

Summary Table for Sodium (Salt) Claims

Table 7-10

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M (FDR), [see 6.2.1 of this Guide](#).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of sodium or salt	The food contains: a) less than 5 mg of	Must comply with the general requirements for nutrient content	B.01.401(3) (e)(ii) Table following

<p>"free of sodium"</p> <p>"sodium-free"</p> <p>"no sodium"</p> <p>"0 sodium"</p> <p>"zero sodium"</p> <p>"without sodium"</p> <p>"contains no sodium"</p> <p>"free of salt"</p> <p>"salt-free"</p> <p>"no salt"</p> <p>"0 salt"</p> <p>"zero salt"</p> <p>"without salt"</p> <p>"contains no salt"</p>	<p>sodium per reference amount and serving of stated size; or</p> <p>b) less than 5 mg of sodium or salt per serving of stated size, if the food is a prepackaged meal.</p>	<p>claims - see 7.5 of this Guide</p> <p>Nutrition Facts table required on products otherwise exempted by <i>FDR</i> B.01.401(2) (a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements – see 7.11 of this Guide</p>	<p>B.01.513, item 31</p>
<p>b) Low in sodium or salt</p> <p>"low in sodium"</p> <p>"low sodium"</p> <p>"low source of sodium"</p> <p>"little sodium"</p> <p>"contains only (number) mg of sodium per serving"</p> <p>"contains less than (number) mg of sodium per serving"</p> <p>"low salt"</p> <p>"low in salt"</p> <p>"low source of salt"</p> <p>"little salt"</p> <p>"contains only (number) mg of salt per serving"</p> <p>"contains less than (number) mg of salt per serving"</p>	<p>The food contains:</p> <p>a) 140 mg or less of sodium per reference amount and serving of stated size and, if the reference amount is 30 g or 30 mL or less, per 50 g; or</p> <p>b) 140 mg or less of sodium per 100 g, if the food is a prepackaged meal.</p>	<p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 32</p>
<p>c) Reduced in sodium or salt</p> <p>"reduced in sodium"</p> <p>"reduced sodium"</p>	<p>1) The food is processed, formulated, reformulated or otherwise modified so</p>	<p>The following are identified:</p> <p>a) the similar</p>	<p>Table following B.01.513, item 33</p>

<p>"sodium-reduced"</p> <p>"less sodium"</p> <p>"lower in sodium"</p> <p>"reduced in salt"</p> <p>"reduced salt"</p> <p>"salt-reduced"</p> <p>"less salt"</p> <p>"lower salt"</p> <p>"lower in salt"</p>	<p>that it contains at least 25% less sodium</p> <p>a) per reference amount of the food, than the reference amount of a similar reference food; or</p> <p>b) per 100 g of a similar reference food, if the food is a prepackaged meal.</p> <p>2) The similar reference food does not meet the conditions set out in column 2 of the subject "low in sodium or salt" set out in item b) of this table.</p>	<p>reference food;</p> <p>b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and</p> <p>c) the difference in sodium content with the similar reference food, expressed by percentage or fraction or in milligrams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>Nutrition Facts table must also include the amount of potassium per serving if the food contains added potassium salts.</p> <p>See conditions set out for item a) of this table.</p>	
<p>d) Lower in sodium or salt</p> <p>"lower in sodium"</p> <p>"less sodium"</p> <p>"lower sodium"</p> <p>"lower in salt"</p> <p>"less salt"</p> <p>"lower salt"</p>	<p>1) The food contains at least 25% less sodium</p> <p>a) per reference amount of the food, than the reference amount of a reference food of the same food group; or</p>	<p>The following are identified:</p> <p>a) the reference food of the same food group;</p> <p>b) the amounts of the food and the reference food of the same food</p>	<p>Table following B.01.513, item 34</p>

	<p>b) per 100 g, than 100 g of a reference food of the same food group, if the food is a prepackaged meal.</p> <p>2) The reference food of the same food group does not meet the conditions set out in column 2 of the subject "low in sodium or salt" set out in item b) of this table.</p>	<p>group being compared, if those amounts are not equal; and</p> <p>c) the difference in sodium content with the reference food of the same food group, expressed by percentage or fraction or in milligrams per serving of stated size.</p> <p>(See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>Nutrition Facts table must also include the amount of potassium per serving if the food contains added potassium salts.</p> <p>See conditions set out for item a) of this table.</p>	
<p>e) No added sodium or salt</p> <p>"no added sodium"</p> <p>"without added sodium"</p> <p>"no sodium added"</p> <p>"no added salt"</p> <p>"without added salt"</p> <p>"no salt added"</p> <p>"unsalted"</p> <p>May be used on foods</p>	<p>1) The food contains no added salt, other sodium salts or ingredients that contain sodium that functionally substitute for added salt. (See 7.21.3 of this Guide.)</p> <p>2) The similar reference food does not meet the conditions set out in</p>	<p>Nutrition Facts table must also include the amount of potassium per serving if the food contains added potassium salts.</p> <p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 35</p> <p>B.01.500</p>

intended solely for children less than two years of age [B.01.503(2)(d)]	column 2 of the subject "low in sodium or salt" set out in item b) of this table and contains added salt or other sodium salts. For the definition of similar reference food, see 7.9.2 of this <i>Guide</i> .		
f) Lightly salted "lightly salted" "salted lightly"	1) The food contains at least 50% less sodium added than the sodium added to the similar reference food. 2) The similar reference food does not meet the conditions set out in column 2 of the subject "low in sodium or salt" set out in item b) of this table.	The following are identified: a) the similar reference food; b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and c) the difference in sodium content with the similar reference food, expressed by percentage or fraction or in milligrams per serving of stated size. (See 7.9 and 7.11 of this Guide for definitions and location of required labelling and advertising information.) See conditions set out for item a) of this table.	Table following B.01.513, item 36
g) Words to the effect that: the food is "for	The food meets the conditions set out for	Claim or statement is made in accordance	B.01.508, table following B.01.513,

use in a sodium-restricted diet"	one of the following claims: "free of sodium or salt" (item (a) above), "low in sodium or salt" (item (b) above), "reduced in sodium or salt" (item (c) above), or "lower in sodium or salt" (item d above).	with column 1 and column 3 for items a), b), c) or d) of this table See conditions set out for item a) of this table.	items 31 to 34
h) Words to the effect that the food is "for special dietary use" with respect to the sodium (salt) content	The food meets the condition set out for one of the following claims: "free of sodium or salt" (item (a) above), "low in sodium or salt" (item (b) above).	Claim or statement is made in accordance with column 1 and column 3 for items a) or b) of this table See conditions set out for item a) of this table.	B.24.003. (1.1), and the table following B.01.513, items 31 to 34

7.22 Potassium Claims

Claims for potassium were not specifically addressed in the 2002 *FDR* amendments regarding nutrient content claims. Companies may continue to make claims for potassium as outlined below.

Summary Table of Potassium Claims

Table 7-11

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) "source of potassium" "contains potassium"	At least 200 mg per serving of stated size	Nutrition Facts table must include the amount of potassium	B.01.402 (4) B.01.401(3)(e)(i)

		per serving. Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b)	
b) "good source of potassium" "high in potassium"	At least 350 mg per serving of stated size	See conditions set out for item a) of this table.	B.01.402 (4) B.01.401(3)(e)(i)
c) "excellent source of potassium" "very high in potassium"	At least 550 mg per serving of stated size	See conditions set out for item a) of this table.	B.01.402 (4) B.01.401(3)(e)(i)

7.23 Carbohydrate and Sugars Claims

Claims for carbohydrate and sugars content are now restricted to those permitted in Table 7-12 below. Claims such as "source of complex carbohydrates", "low carbohydrate", and "light" claims referring to the carbohydrate or sugar content of a food are **no longer permitted**

7.23.1 Other Permitted Representations [B.01.502(2)]

In addition to the claims permitted in the table following B.01.513, representations with respect to sugars and carbohydrates may also be made as follows:

- Representations otherwise provided for in the *FDR* are permitted, such as prescribed common names like "semi-sweet", "bitter-sweet", "sweetened and unsweetened chocolate" and "sweetened condensed milk".
- Representations provided for under Section 35 of the *Processed Products Regulations* are permitted. These require the indication of the type of syrup or juice in which various fruits and sweet potatoes are packed (i.e., heavy syrup, slightly sweetened fruit juice, etc), and the total percentage of sweetening agents added for frozen fruits packed in sugar (i.e., "X% sugar", "invert sugar", "dextrose or glucose added").
- Representations characterizing the amount of lactose in a food are permitted. These are not considered to be nutrient content claims.
- Representations characterizing the addition of sugars to a food, such as "sweetened ice tea", "sweetened with honey", and "sweetened with fruit juice", are permitted, in addition to the statements or claims prescribed by the nutrition labelling regulations.
- Representations characterizing the amount of starch in a food, such as "no added starch", are permitted, if the food is intended solely for children under two years of age.

- The representation "high (naming the mono- or disaccharide) (naming the syrup)" are permitted.

7.23.2 Ingredients that Functionally Substitute for Added Sugars

The statement "no sugar added, sweetened with (naming the sweetening agent(s))" is no longer permitted on labels for foods that contain **added sugars* or ingredients with added sugars or ingredients that contain sugars that functionally substitute for added sugars**. These ingredients, such as sweetening agents, molasses, fruit juice, honey and maple syrup give a sweet taste to foods. These foods will not meet the prescribed requirements for the "no sugar added" claim. [See item d\) in Table 7-12](#) below.

*Note: The term "sugars" means all mono- and disaccharides, including sucrose, fructose, glucose, glucose-fructose, maltose, etc.

7.23.3 Addition of Sugar Alcohols

When sugar alcohols or polyols such as sorbitol, xylitol, maltitol, etc. are added to a food, their amount must be declared in the Nutrition Facts table. A simple declaration in the ingredient list is no longer sufficient. ([See 5.4.1, 5.4.2 and 5.4.3 in this Guide.](#)) A positive statement such as "sweetened with sorbitol" is acceptable on the label or in the advertisement in addition to the declaration of the amount in the Nutrition Facts table.

7.23.4 Sweet Taste

A claim referring specifically to a "**sweet taste**", such as "**does not taste sweet**", is considered to be a taste claim and does not trigger a Nutrition Facts table on foods otherwise exempted by B.01.401(2)(a) and (b).

Summary Table for Carbohydrate and Sugars Claims

Table 7-12

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M of the *Food and Drug Regulations* ([see 6.2.1 of this Guide](#)).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
a) Free of	The food	Must comply with the general	B.01.401(3)

<p>sugars</p> <p>"free of sugar"</p> <p>"sugar-free"</p> <p>"no sugar"</p> <p>"0 sugar"</p> <p>"zero sugar"</p> <p>"without sugar"</p> <p>"contains no sugar"</p> <p>"sugarless"</p>	<p>(a) contains less than 0.5 g of sugars per reference amount and serving of stated size; and</p> <p>(b) with the exception of chewing gum, meets the conditions set out in column 2 of the subject "free of energy" set out in item a) of the table in 7.14.</p>	<p>requirements for nutrient content claims - see 7.5 of this Guide</p> <p>Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide</p>	<p>(e)(ii)</p> <p>Table following B.01.513, item 37</p>
<p>b) Reduced in sugars</p> <p>"reduced in sugar"</p> <p>"reduced sugar"</p> <p>"sugar-reduced"</p> <p>"less sugar"</p> <p>"lower sugar"</p> <p>"lower in sugar"</p>	<p>The food is processed, formulated, reformulated or otherwise modified so that it contains at least 25% less sugars, totalling at least 5 g less</p> <p>(a) per reference amount of the food, than the reference amount of a similar reference food; or</p> <p>(b) per 100 g, than 100 g of a similar reference food, if the food is a prepackaged meal.</p>	<p>The following are identified:</p> <p>(a) the similar reference food;</p> <p>(b) the amounts of the food and the similar reference food being compared, if those amounts are not equal; and</p> <p>(c) the difference in sugars with the similar reference food, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 38</p>
<p>c) Lower in sugars</p> <p>"lower in sugar"</p> <p>"lower sugar"</p> <p>"less sugar"</p>	<p>The food contains at least 25% less sugars, totalling at least 5 g less,</p> <p>(a) per reference amount of the food, than the</p>	<p>The following are identified:</p> <p>(a) the reference food of the same food group;</p> <p>(b) the amounts of the food</p>	<p>Table following B.01.513, item 39</p>

	<p>reference amount of a reference food of the same food group; or</p> <p>(b) per 100 g, than 100 g of a reference food of the same food group, if the food is a prepackaged meal.</p>	<p>and the reference food of the same food group being compared, if those amounts are not equal; and</p> <p>(c) the difference in sugars with the reference food of the same food group, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
<p>d) No added sugars</p> <p>"no added sugar"</p> <p>"no sugar added"</p> <p>"without added sugar"</p> <p>May be used on foods intended solely for children less than two years of age</p> <p>[B.01.503.(2)(e) FDR]</p>	<p>1) The food contains no added sugars and no ingredients containing added sugars or ingredients that contain sugars that functionally substitute for added sugars.</p> <p>2) The sugars content is not increased through some other means except where the functional effect is not to increase the sugars content of the food.</p> <p>3) The similar reference food contains added sugars.</p>	See conditions set out for item a) of this table.	Table following B.01.513, item 40
<p>e) "unsweetened"</p>	<p>1) The food meets the conditions set out in column 2 for item d) of this table. - "No added</p>	See conditions set out for item a) of this table.	B.01.509

	<p>sugars"</p> <p>2) The food does not contain a sweetener set out in column 1 of Table IX to Section B.16.100 <i>FDR</i>.</p>		
f) Representation that the food is for use in an energy-reduced diet	The food meets the conditions set out for the claim "free of sugars" (item a) above in this table).	Claim or statement is made in accordance with Columns 1 and 3 for item a) of this table.	B.01.507
g) Representation that a food is "for special dietary use" with respect to the sugar content	The food must meet the conditions for "free of sugars" (item a) above).	Claim or statement is made in accordance with Columns 1 and 3 for item a) of this table.	B.01.401(3)(e)(ii) B.24.003 (1.1)
h) "dietetic" "diet" with respect to the sugars content of the food, including when used in the brand name. Conditions for use with energy and sodium claims - See Table 7-3 and 7-10 of this Guide.	<p>Reserved for foods for special dietary use as regulated by B.24.003</p> <p>The food meets the conditions for the claim: "Free of sugars" (see item (a) above)</p>	Claim or statement is made in accordance with Columns 1 and 3 for item a) of this table.	B.01.401(3)(e)(ii) B.24.003(4)
i) Representation about the addition or non addition of starch to a food	The claim may only be made on foods intended solely for children less than two years of age.	Nutrition Facts table must also comply with the conditions set out in B.01.403 (Foods for children under two	B.01.403 B.01.402(4) table, item 13

		<p>years of age)</p> <p>Nutrition Facts table must include the amount of starch expressed in grams per serving of stated size</p> <p>When used in an advertisement, must comply with the requirements for advertisements – see 7.11 of this Guide</p>	
<p>j) Words that characterize the amount of lactose present in a food</p>	<p>This is not a claim covered by the Regulations.</p> <p>Note: a food claiming to be lactose-free should contain no detectable lactose.</p>	<p>Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b).</p>	<p>B.01.401(3)(e)(ii)</p>
<p>k) "sweetened", or</p> <p>other claims characterizing the addition of sugars to the food</p> <p>i.e., "Sweetened", "sweetened with honey", "sweetened with fruit juice", etc.</p>	<p>No compositional requirements</p>		

7.24 Dietary Fibre Claims

Note: the spelling "fibre" or "fiber" are both acceptable in the **English** statements or claims [B.01.503(4)].

Comparative claims for dietary fibre may be made under the conditions described for "More fibre" claims in Table 7-13, item d) below. The claims are not restricted to fibre from the same source.

Nutrient content claims for dietary fibre may be made for foods which are considered to be sources of dietary fibre. Both traditional and novel fibre sources may be eligible for fibre claims. The terms "**good**" and "**excellent**", because they imply a judgment regarding the nature and value of the fibre in addition to quantity, **are not permitted**.

If a food contains a novel fibre source that has not been reviewed by Health Canada, or for which the data does not support the efficacy of the fibre, the amount of fibre contributed by this ingredient must not be included in the declaration of the dietary fibre content, and no fibre claims may be made for it. A list of accepted novel fibre sources is shown in [Table 6-12 of this Guide](#).

When the source of bran is not named, the term "**bran**" is considered a reference to **wheat bran**. Wheat bran contains approximately 42 percent dietary fibre.

Oat bran is the product derived from the dehulled oat kernels (oat groat) which provides, on a dry basis, a minimum content of 13 percent total dietary fibre, of which at least 30 percent must be soluble fibre. The moisture content of the product must not exceed 12 percent. A product may be represented as a source of oat bran, provided it contains at least 2 g dietary fibre derived from oat bran per reference amount and serving of stated size.

Traditionally, milled **corn bran** contains 60 to 65 percent dietary fibre. Products may be represented as sources of corn bran, provided the product contains at least 2 g dietary fibre from traditionally-milled corn bran.

No dietary fibre claims may be made for rice bran, which is considered a safe food ingredient but whose efficacy as a dietary fibre has not been established.

Summary Table of Permitted Fibre Claims

Table 7-13

Note: The claims in quotation marks in column 1 are those which are permitted by the *Food and Drug Regulations*. The reference amounts are found in Part D, Schedule M (FDR), [see 6.2.1 of this Guide](#).

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions Label or Advertisement	FDR Reference
a) Source of fibre "source of fibre" "contains fibre" "provides fibre"	(1) The food contains 2 g or more of (a) fibre per reference amount and serving of stated size, if no fibre	Must comply with the general requirements for nutrient content claims – see 7.5 of this Guide	B.01.401(3)(e)(ii) Table following B.01.513, item 41

<p>"made with fibre"</p> <p>Note: in the above claims, "fibre" may be substituted with "(naming the fibre)", "(naming the fibre source)", or "dietary fibre"</p>	<p>or fibre source is identified in the statement or claim; or</p> <p>(b) each identified fibre or fibre from an identified fibre source per reference amount and serving of stated size, if a fibre or fibre source is identified in the statement or claim.</p> <p>(2) The food contains at least one ingredient that meets the condition set out in (1), if the food is a prepackaged meal.</p>	<p>Nutrition Facts table required on products otherwise exempted by B.01.401(2) (a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide</p>	
<p>b) High source of fibre</p> <p>"high source of fibre"</p> <p>"high fibre"</p> <p>"high in fibre"</p> <p>Note: in the above claims, "fibre" may be substituted with "(naming the fibre)", "(naming the fibre source)", or "dietary fibre"</p>	<p>(1) The food contains 4 g or more of</p> <p>(a) fibre per reference amount and serving of stated size, if no fibre or fibre source is identified in the statement or claim; or</p> <p>(b) each identified fibre or fibre from an identified fibre source per reference amount and serving of stated size, if a fibre or fibre source is identified in the statement or claim.</p> <p>(2) The food contains at least one ingredient that meets the condition set out in</p>	<p>See conditions set out for item a) of this table.</p>	<p>Table following B.01.513, item 42</p>

	(1), if the food is a prepackaged meal.		
c) Very high source of fibre "very high source of fibre" "very high fibre" "very high in fibre" "fibre rich" "rich in fibre" Note: in the above claims, "fibre" may be substituted with "(naming the fibre)" "(naming the fibre source)", or "dietary fibre"	(1) The food contains 6 g or more of (a) fibre per reference amount and serving of stated size, if no fibre or fibre source is identified in the statement or claim; or (b) each identified fibre or fibre from an identified fibre source per reference amount and serving of stated size, if a fibre or fibre source is identified in the statement or claim. (2) The food contains at least one ingredient that meets the condition set out in (1), if the food is a prepackaged meal.	See conditions set out for item a) of this table.	Table following B.01.513 item 43
d) More fibre "more fibre" "higher fibre" "higher in fibre" Note: in the above claim, "fibre" may be substituted with "(naming the fibre)", "(naming the fibre source)" or "dietary fibre"	(1) The food contains at least: i) 25% more fibre, totalling at least 1 g or more, if no fibre or fibre source is identified in the statement or claim, or ii) 25% more of the identified fibre or fibre from an identified fibre source, totalling at least 1 g or more, if a	The following are identified: (a) the reference food of the same food group or the similar reference food; (b) the amounts of the food and the reference food of the same food group or the similar reference food being compared, if those amounts are not	Table following B.01.513, item 44

	<p>fibre or fibre source is identified in the statement or claim</p> <p>(a) per reference amount of the food, than the reference amount of a reference food of the same food group or a similar reference food; or</p> <p>(b) per 100 g, than 100 g of a reference food of the same food group or a similar reference food, if the food is a prepackaged meal.</p> <p>(2) The food contains at least:</p> <p>(a) 2 g of fibre per reference amount and serving of stated size if no fibre or fibre source is identified in the statement or claim, or of identified fibre or fibre from an identified fibre source per reference amount and serving of stated size if a fibre or fibre source is identified in the statement or claim; or</p> <p>(b) one ingredient that meets the conditions set out in column 2 of the subject "source of fibre" set out in item a) of this table, if the food</p>	<p>equal; and</p> <p>(c) the difference in fibre with the reference food of the same food group or the similar reference food, expressed by percentage or fraction or in grams per serving of stated size.</p> <p>(See 7.11 of this Guide for definitions and location of required labelling and advertising information.)</p> <p>See conditions set out for item a) of this table.</p>	
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	is a prepackaged meal.		
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7.25 Vitamin and Mineral Nutrient Claims

A **claim** may not be made for a vitamin or mineral nutrient unless a serving of the food contains **at least 5%** of the "recommended daily intake" (RDI) [D.01.004, D.02.002]. However, even when a claim cannot be made, the amount of the vitamin or mineral nutrient may be declared in the Nutrition Facts table in an amount less than 5% of the RDI ([see 5.4.1, 5.4.2 and 5.4.3 of this Guide](#)).

New RDIs Established: Claims may be made only for vitamins or mineral nutrients for which recommended daily intakes (RDIs) have been established [D.01.004(1)(a), D.02.002(1)(a)]. In the amended *Food and Drug Regulations*, RDIs have been added for vitamin K, biotin, selenium, copper, manganese, chromium, molybdenum and chloride, in addition to the existing RDIs for vitamins and minerals.

What's New for Vitamin and Mineral Nutrient Content Claims?

- The term "Daily Value" is now used instead of "RDI" (Recommended Daily Intake) in the Nutrition Facts table. The two terms have the same meaning.
- There are now specific advertising requirements for these claims. ([See 7.11.5 of this Guide](#).)
- The term "folic acid" can no longer be used to describe the folate content of a food.
- Recommended Daily Intakes have been added for vitamin K, biotin, selenium, copper, manganese, chromium, molybdenum and chloride.

The term "**Daily Value**" (DV) is synonymous with the "recommended daily intakes" (RDI) for vitamin and mineral nutrients. The RDIs are specified in the tables to D.01.013 and D.02.006 of the *Food and Drug Regulations*, and are [summarized in Tables 7-15 and 7-16 below](#).

The term "Daily Value" or "DV" is now used instead of "RDI" in the Nutrition Facts table. The two terms are equivalent. [B.01.001]

When a vitamin or mineral nutrient is declared in the Nutrition Facts table, the declaration must be made as a percentage of the Daily Value (% DV) per serving of stated size.

Vitamin and mineral nutrient claims were not reviewed with the regulatory change and are not included in the table following B.01.513. However, they may continue to be used as they have been previously, and are listed in [Table 7-14](#) below.

7.25.1 Other Permitted Statements about Vitamin and Mineral Nutrient Content [D.01.004, D.02.002]

a) Prepackaged Water and Ice [Division 12, *FDR*]

The presence of a common name such as "mineral water" or the presence of information required by Division 12 of the *FDR* does not trigger the Nutrition Facts table [B.01.401.(3)(e)(i)]. As well, the presence of added fluoride to prepackaged water or ice also does not trigger the declaration of fluoride in the Nutrition Facts table [B.01.401.(6)(g)].

Common names such as "demineralized water" are acceptable and do not trigger the Nutrition Facts table [B.01.502(2)(h)].

Note, however, that the mineral ion content of prepackaged water or ice, when declared on the label, must be declared in **parts per million** (ppm) per serving of stated size [B.01.301.(1)(d)].

b) Iodized Table Salt or Iodized Salt for General Household Use [B.17.003]

Salt for table or general household use which contains added iodide does **not** have to declare the iodide content in the Nutrition Facts table [B.01.402(6)], nor does the salt have to contain a minimum of 5% of the RDI for iodide. However, the presence of added iodide must be shown on the principal display panel [B.17.003]. The presence of iodide in table salt or salt for general household use or the indication of the word "iodized" on the principal display panel does not trigger the Nutrition Facts table [B.01.401.(6)(g)].

7.25.2 When Vitamins or Mineral Nutrients are Added Directly or as Components of an Ingredient

When a food has a vitamin or mineral nutrient added directly to it as an ingredient, or when a food contains a vitamin or mineral nutrient that was added via an ingredient **and** the vitamin or mineral nutrient is **declared** as a component of that ingredient (as required by B.01.008), the amount of the vitamin or mineral nutrient must be declared in the Nutrition Facts table. For foods that are otherwise exempt from carrying a Nutrition Facts table, a Nutrition Facts table is now triggered [B.01.401(3)(a)&(b)].

Reminder: In order to make a **claim** about the vitamin or mineral nutrient content, the food must contain at least 5% of the RDI per serving of stated size for that vitamin or mineral nutrient.

7.25.3 Claims for Vitamin and Mineral Nutrients which are Present in Ingredients Exempted from Component Declaration [D.01.007, D.02.005]

Section B.01.009 FDR details a number of ingredients that are partially or fully exempted from component declaration. These ingredients may contain added vitamins and/or mineral nutrients as components, as set out in the applicable legislation. The label or advertisement for a food with enriched ingredients may make statements or claims about the vitamin and/or mineral nutrient components of these ingredients, **provided**:

- the vitamin or mineral nutrient is declared by its common name immediately following the declaration of that ingredient to show that it is a component of that ingredient (despite the requirements of B.01.008(6));
- except in the case of flour, all of the components of that ingredient are declared, in parentheses following the name of the ingredient. The components cannot be integrated into the ingredient list as though they are ingredients of the food. (In the case of flour, only the vitamin or mineral nutrient that is the subject of the claim would have to appear in parentheses);
- the total content of the vitamin and/or mineral nutrient(s) in the prepackaged product is declared in accordance with D.01.004 or D.02.005, as applicable; and
- the food contains at least 5% of the RDI per serving of stated size for that vitamin or mineral nutrient.

Example:

If a pudding makes a claim that it contains vitamin D in the skim milk ingredient, then all components of the skim milk have to be declared in parentheses following "skim milk" in the list of ingredients. In order to make that claim, the food is required to contain a minimum 5% of the RDI of vitamin D per serving of stated size. Also, the % DV of the added Vitamin D and any other vitamin or mineral nutrients would have to be declared in the Nutrition Facts table.

Note: All vitamins and/or mineral nutrients that appear in the list of ingredients due to the requirements of D.01.007 and D.02.005 must also be in the Nutrition Facts table.

Summary Table of Vitamin and Mineral Claims

Table 7-14

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement	FDR Reference
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<p>a) any vitamin or mineral nutrient claim</p> <p>Examples:</p> <p>"contains"</p> <p>"source of"</p> <p>"contains 8 essential nutrients"</p>	<p>The vitamin or mineral must be set out in column 1 of Table I in Division 1, part D for vitamins or Table I in Division 2, part D for minerals.</p> <p>The food provides \geq 5% of RDI</p> <p>Claims are based on the total nutrient level, with the following exception:</p> <p>where fortification is not permitted and additives contribute 25% or more of the total nutrient level, any claim must only be based upon the naturally occurring nutrient level.</p>	<p>Nutrition Facts table must include a declaration of the % Daily Value of the claimed vitamin or mineral nutrient per serving of stated size.</p> <p>Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide</p>	<p>D.01.004</p> <p>D.02.002</p> <p>B.01.402 (4)</p> <p>B.01.401(3)(e)(ii)</p>
<p>b)</p> <p>"good source of"</p> <p>"high in"</p>	<p>The vitamin or mineral must be set out in column 1 of Table 1 in Division 1, part D for vitamins or Table 1 in Division 2, part D for minerals.</p> <p>The food provides \geq 15% of RDI, except \geq 30% of RDI for vitamin C</p> <p>Claims are based on the total nutrient level, with the following exception:</p> <p>where fortification is not permitted and</p>	<p>See conditions set out for item a) above.</p>	<p>B.01.401(3)(e)(ii)</p>

	additives contribute 25% or more of the total nutrient level, any claim must only be based upon the naturally occurring nutrient level.		
c) "excellent source of" "very high in" "rich in"	<p>The vitamin or mineral must be set out in column 1 of Table 1 in Division 1, part D for vitamins or Table 1 in Division 2, part D for minerals.</p> <p>The food provides \geq 25% of RDI, except \geq 50% of RDI for vitamin C</p> <p>Claims are based on the total nutrient level, with the following exception: where fortification is not permitted and additives contribute 25% or more of the total nutrient level, any claim must only be based upon the naturally occurring nutrient level.</p>	See conditions set out for item a) above.	D.01.004(1)(c) D.02.002(1)(c) B.01.402 (4) B.01.401(3)(e)(ii)
d) "added vitamins" "fortified/enriched with (naming the vitamin or mineral nutrient)" "vitaminized with (naming the vitamin)"	<p>Permitted additions of vitamins and mineral nutrients are listed in D.03.002 (see Annex 7-1 of this Guide).</p> <p>Minimum and maximum amounts to be added are</p>	See conditions set out for item a) above.	D.01.009 D.01.010 D.01.011 D.02.009 D.01.004(1)(c) D.02.002(1)(c) B.01.402 (4) D.01.005(b) D.02.003(b)

	<p>regulated.</p> <p>Claims are based on the total nutrient level, with the following exception: where fortification is not permitted and additives contribute 25% or more of the total nutrient level</p>		
<p>e)</p> <p>"(% , fraction or (named vitamin or mineral nutrient) than (naming reference food))"</p> <p>"higher in (named vitamin and/or mineral nutrients) than ..."</p>	<p>Compared to the reference food, the product must be:</p> <p>a) $\geq 25\%$ increased in the claimed vitamin or mineral nutrient; and</p> <p>b) have a significant absolute difference in the vitamin or mineral nutrient content of $\geq 10\%$ of the Recommended Daily Intake of the vitamin or mineral nutrient.</p> <p>Claims are based on the total nutrient level, with the following exception: where fortification is not permitted and additives contribute 25% or more of the total nutrient level, any claim must only be based upon the naturally occurring nutrient level.</p>	<p>(The %, fraction or number) more vitamin or mineral nutrient than (naming the reference food) to be either:</p> <p>a) part of, or grouped with, the most prominent claim that the food is higher in a vitamin or mineral nutrient;</p> <p>or</p> <p>b) clearly linked to this statement:</p> <p>i) on the principal display panel when the claim is made on the label;</p> <p>and/or</p> <p>ii) in the advertisement when the claim is made in the advertisement.</p> <p>Nutrition Facts table must include a</p>	<p>D.01.004(1)(c)</p> <p>D.02.002(1)(c)</p> <p>B.01.402 (4)</p> <p>B.01.401(3)(e)(ii)</p>

		<p>declaration of the % Daily Value of the claimed vitamin or mineral per serving.</p> <p>Nutrition Facts table required on products otherwise exempted by <i>FDR</i> B.01.401(2)(a) and (b)</p> <p>When used in an advertisement, must comply with the requirements for advertisements - see 7.11 of this Guide</p>	
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7.25.4 Claims on Foods for Adults and Children Two Years of Age or Over

Nutrient Levels for Vitamin / Mineral Claims:

Adults and Children Two Years of Age or Over

Table 7-15

Use this chart to determine the minimum amount of a nutrient required in order to make a vitamin or mineral claim on foods for adults and children two years of age or older [D.01.004, D.02.002]

CLAIMS FOR ADULTS AND CHILDREN 2 YEARS OF AGE OR OLDER				
	Recommended Daily Intake (RDI)	"a source of" "contains" ($\geq 5\%$ RDI)	"a good source of" "high in" ($\geq 15\%$ RDI except $\geq 30\%$ RDI for vitamin C)	"excellent source" "very high in" ($\geq 25\%$ RDI except $\geq 50\%$ RDI for vitamin C)
VITAMINS				
vitamin A	1000 RE	50 RE	150 RE	250 RE
vitamin D	5 µg	0.25 µg	0.75 µg	1.25 µg

vitamin E	10 mg	0.5 mg	1.5 mg	2.5 mg
vitamin C	60 mg	3.0 mg	18 mg	30 mg
thiamine (vitamin B ₁)	1.3 mg	0.07 mg	0.20 mg	0.33 mg
riboflavin (vitamin B ₂)	1.6 mg	0.08 mg	0.24 mg	0.4 mg
niacin	23 NE	1.15 NE	3.45 NE	5.75 NE
vitamin B ₆	1.8 mg	0.09 mg	0.27 mg	0.45 mg
folacin or folate	220 µg	11 µg	33 µg	55 µg
vitamin B ₁₂	2 µg	0.1 µg	0.3 µg	0.5 µg
pantothenic acid or pantothenate	7 mg	0.35 mg	1.05 mg	1.75 mg
vitamin K	80 µg	4 µg	12 µg	20 µg
biotin	30 µg	1.5 µg	4.5 µg	7.5 µg
MINERAL NUTRIENTS				
calcium	1100 mg	55 mg	165 mg	275 mg
phosphorus	1100 mg	55 mg	165 mg	275 mg
magnesium	250 mg	12.5 mg	37.5 mg	62.5 mg
iron	14 mg	0.7 mg	2.1 mg	3.5 mg
zinc	9 mg	0.45 mg	1.35 mg	2.25 mg
iodine	160 µg	8.0 µg	24 µg	40 µg
selenium	50 µg	2.5 µg	7.5 µg	12.5 µg
copper	2 mg	0.1 mg	0.3 mg	0.5 mg
manganese	2 mg	0.1 mg	0.3 mg	0.5 mg
chromium	120 µg	6 µg	18 µg	30 µg
molybdenum	75 µg	3.75 µg	11.25 µg	18.75 µg
chloride	3400 mg	170 mg	510 mg	850 mg

µg = micrograms

7.25.5 Claims on Foods for Infants and Children Under Two Years of Age

Nutrient Levels for Vitamin/ Mineral Claims: Children Under Two

Table 7-16

Use this chart to determine the minimum amount of a nutrient required in order to make a vitamin or mineral claim on foods intended solely for children less than two years of age.

CLAIMS FOR INFANTS AND CHILDREN LESS THAN 2 YEARS OF AGE				
	Recommended Daily Intake (RDI)	"a source of" "contains" (\geq 5% RDI)	"a good source of" "high in" (\geq 15% RDI except \geq 30%RDI for vitamin C)	"excellent source" "very high in" ($>$ 25% RDI except \geq 50% RDI for vitamin C)
VITAMINS				
vitamin A	400 RE	20 RE	60 RE	100 RE
vitamin D	10 μ g	0.5 μ g	1.5 μ g	2.5 μ g
vitamin E	3 mg	0.15 mg	0.45 mg	0.75 mg
vitamin C	20 mg	1.0 mg	6.0 mg	10 mg
thiamine (vitamin B ₁)	0.45 mg	0.02 mg	0.08 mg	0.11 mg
riboflavin (vitamin B ₂)	0.55 mg	0.03 mg	0.07 mg	0.14 mg
niacin	8 NE	0.4 NE	1.2 NE	2.0 NE
vitamin B ₆	0.7 mg	0.04 mg	0.11 mg	0.18 mg
folacin or folate	65 μ g	3.3 μ g	9.8 μ g	16.3 μ g
vitamin B ₁₂	0.3 μ g	0.02 μ g	0.05 μ g	0.08 μ g
pantothenic acid or pantothenate	2 mg	0.1 mg	0.3 mg	0.5 mg
vitamin K	30 μ g	1.5 μ g	4.5 μ g	7.5 μ g
biotin	8 μ g	0.4 μ g	1.2 μ g	2.0 μ g

MINERAL NUTRIENTS				
calcium	500 mg	25 mg	75 mg	125 mg
phosphorus	500 mg	25 mg	75 mg	125 mg
magnesium	55 mg	2.8 mg	8.3 mg	13.8 mg
iron	7 mg	0.35 mg	1.1 mg	1.8 mg
zinc	4 mg	0.2 mg	0.6 mg	1.0 mg
iodine	55 µg	2.8 µg	8.3 µg	13.8 µg
selenium	15 µg	0.75 µg	2.25 µg	3.75 µg
copper	0.5 mg	0.025 mg	0.075 mg	0.125 mg
manganese	1.2 mg	0.06 mg	0.18 mg	0.3 mg
chromium	12 µg	0.6 µg	1.8 µg	3 µg
molybdenum	15 µg	0.75 µg	2.25 µg	3.75 µg
chloride	1000 mg	50 mg	150 mg	250 mg

µg = micrograms

Annex 7-1

Foods to Which Vitamins, Mineral Nutrients and Amino Acids May or Must be Added

[Food and Drug Regulations, D.03.002]

Note: In the second column of this table, "mandatory" refers to nutrients that **must** be present in the food at levels specified in the *Food and Drug Regulations (FDR)*. For some mandatory requirements, nutrients may not have to be added to achieve the levels identified in the regulations. "Voluntary" refers to nutrients that **may** be added to the products listed, also subject to levels specified in the *FDR*. The third column, "*FDR* Reference", refers to the sections of the Regulations where nutrient levels and other specific requirements are found.

COLUMN 1 Food	COLUMN 2 Vitamin, Mineral Nutrient or Amino Acid	FDR Reference
1. Breakfast cereals	Voluntary: Thiamine, niacin, vitamin B ₆ , folic acid, pantothenic acid, magnesium, iron, zinc	B.13.060
2. Fruit nectars, vegetable drinks, bases and mixes for vegetable drinks and a mixture of vegetable juices	Voluntary: Vitamin C	B.11.134 D.01.009 to D.01.011

2.1 Fruit-flavoured drinks that meet all the requirements of B.11.150	Mandatory: Vitamin C Voluntary: Folic acid, thiamine, iron, potassium	B.11.150
2.2 Bases, concentrates and mixes that are used for making fruit-flavoured drinks and meet all the requirements of B.11.151	Mandatory: Vitamin C Voluntary: Folic acid, thiamine, iron, potassium	B.11.151
3. Infant cereal products	Voluntary: Thiamine, riboflavin, niacin or niacinamide, calcium, phosphorus, iron, iodine	D.01.010 D.01.011 D.02.009
4. Margarine and other similar substitutes for butter	Mandatory: Vitamin A, vitamin D Voluntary: Alpha-tocopherol	B.09.016 D.01.011
5. Alimentary pastes	Voluntary: Thiamine, riboflavin, niacin or niacinamide, folic acid, pantothenic acid, vitamin B ₆ , iron, magnesium	B.13.052 (1)
"Enriched" alimentary pastes	Mandatory: Thiamine, riboflavin, niacin, folic acid, iron Voluntary: Pantothenic acid, vitamin B ₆ , magnesium	B.13.052 (2)
6. Infant formulas and formulated liquid diets	Mandatory: Vitamins - Alpha-tocopherol, biotin, d-pantothenic acid, folic acid, niacin, riboflavin, thiamine, vitamin A, vitamin B ₆ , vitamin B ₁₂ , vitamin C, vitamin D, vitamin K Minerals - calcium, chloride, copper, chromium, iodide, iron, magnesium, manganese, molybdenum, phosphorus, potassium, selenium, sodium, zinc; Amino Acids - alanine, arginine, aspartic acid, cystine, glutamic acid, glycine, histidine, hydroxyproline, isoleucine, leucine, lysine, methionine, phenylalanine, proline, serine, taurine, threonine, tryptophan, tyrosine, valine (to improve the quality of the protein)	B.25.052 B.25.054 B.24.101 B.24.102

	Also - other nutritional substances at the same levels found in human milk (for infant formula)	
6.1 Food represented for use in a very low-energy diet	<p>Mandatory: Vitamins - Alpha-tocopherol, biotin, <i>d</i>-pantothenic acid, folic acid, niacin, riboflavin, thiamine, vitamin A, vitamin B₆, vitamin B₁₂, vitamin C, vitamin D, vitamin K</p> <p>Minerals - Calcium, chloride, chromium, copper, iodine, iron, magnesium, manganese, molybdenum, phosphorus, potassium, selenium, sodium, zinc</p>	B.24.303 D.01.011
7. Flavoured beverage mixes and bases recommended for addition to milk	Voluntary: Vitamin A, thiamine, niacin or niacinamide, vitamin C, iron	D.01.009 to D.01.011 D.02.009
8. Simulated meat products, simulated poultry meat products, meat product extenders and poultry product extenders	<p>Mandatory: Thiamine, riboflavin, niacin, pyridoxine, <i>d</i>-pantothenic acid, folic acid, vitamin B₁₂, iron, magnesium, potassium, zinc, copper</p> <p>Amino Acids - Histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, valine</p>	B.14.073 B.14.085 to B.14.090 B.22.027 B.22.029 D.01.011
9. Meal replacements and nutritional supplements	<p>Mandatory: Vitamins -- alpha-tocopherol, biotin, <i>d</i>-pantothenic acid, folic acid, niacin, riboflavin, thiamine, vitamin A, vitamin B₆, vitamin B₁₂, vitamin C, vitamin D</p> <p>Minerals -- calcium, chloride, chromium, copper, iodine, iron, magnesium, manganese, molybdenum, phosphorus, potassium, selenium, sodium, zinc</p>	B.24.200 B.24.201
9.1 Ready breakfast, instant breakfast and other similar breakfast replacement foods however described	Mandatory: Vitamin A, thiamine, riboflavin, niacin or niacinamide, vitamin C, iron	B.01.053 D.01.009 D.01.011
10. Milk, milk powder, sterilized milk, (naming the flavour) milk	Mandatory: Vitamin D	B.08.003 B.08.007 B.08.013 B.08.016
Condensed milk	Voluntary: Vitamin D	B.08.009 D.01.009 D.01.011

11. Skim milk with added milk solids, partly skimmed milk with added milk solids, (naming the flavour) skim milk, (naming the flavour) partly skimmed milk, (naming the flavour) skim milk with added milk solids, (naming the flavour) partly skimmed milk with added milk solids, skim milk, partly skimmed milk, skim milk powder	Mandatory: Vitamin A, vitamin D	B.08.004 B.08.005 B.08.014 B.08.017 B.08.018 B.08.019 B.08.020 B.08.026
12. Evaporated milk	Mandatory: Vitamin C, vitamin D	B.08.010
13. Evaporated skim milk, concentrated skim milk, evaporated partly skim milk, concentrated partly skimmed milk	Mandatory: Vitamin A, vitamin C, vitamin D	B.08.011 B.08.012
14. Apple juice, reconstituted apple juice, grape juice, reconstituted grape juice, pineapple juice, reconstituted pineapple juice, apple and (naming the fruit) juice as described in B.11.132, concentrated fruit juice except frozen concentrated orange juice	Voluntary: Vitamin C	B.11.123 B.11.124 B.11.128A B.11.130 B.11.132 B.11.133 D.01.009 to D.01.011
15. Flour, white flour, enriched flour or enriched white flour	Mandatory: Thiamine, riboflavin, niacin, folic acid, iron Voluntary: Vitamin B ₆ , <i>d</i> -pantothenic acid, calcium, magnesium	B.13.001
16. Revoked		
17. Table salt, table salt substitutes	Mandatory: Iodine	B.17.003
18. Dehydrated potatoes	Voluntary: Vitamin C	D.01.009 D.01.011
19. Products simulating whole egg	Mandatory: Vitamin A, thiamine, riboflavin, niacin or niacinamide, vitamin B ₆ , <i>d</i> -pantothenic acid, folic acid, vitamin B ₁₂ , alpha-tocopherol,	B.22.032 D.01.011

	calcium, iron, zinc, potassium	
20. Revoked		
21. Goat's milk, goat's milk powder	Voluntary: Vitamin D (see also the IMA table below)	B.08.029 (1)
22. Partly skimmed goat's milk, skimmed goat's milk, partly skimmed goat's milk powder, skimmed goat's milk powder	Voluntary: Vitamins A and D (see also the IMA table below)	B.08.029 (2)
23. Evaporated goat's milk	Voluntary: Vitamins C, D, folic acid	B.08.029 (3)
24. Evaporated partly skimmed goat's milk, evaporated skimmed goat's milk	Voluntary: Vitamins A, C, D, folic acid	B.08.029 (4)
25. Pre-cooked rice as defined in B.13.010.1(1)	Voluntary: Thiamine, niacin, vitamin B ₆ , folic acid, pantothenic acid, iron	B.13.010 (1)
26. Mineral water, spring water, water in sealed containers, prepackaged ice	Voluntary: Fluorine	B.12.001 B.12.004 B.12.005
27. Liquid whole egg, dried whole egg, frozen whole egg, liquid yolk, dried yolk, frozen yolk, liquid egg white (liquid albumen), dried egg white (dried albumen), liquid whole egg mix, dried whole egg mix, frozen whole egg mix, liquid yolk mix, dried yolk mix, frozen yolk mix	Mandatory if there is a reduction in the vitamin and/or mineral content: Vitamin A, vitamin D, vitamin E, thiamine, riboflavin, niacin, vitamin B ₆ , folacin, vitamin B ₁₂ , pantothenic acid, calcium, phosphorus, magnesium, potassium, iron, zinc	B.22.038

In addition, **Interim Marketing Authorizations** (IMA) have been issued by Health Canada to permit the addition of vitamins and minerals to certain foods, as summarized below. The IMA process [B.01.056] bridges the time between the completion of the scientific evaluation supporting certain amendments (e.g., expansion of the list of foods to which certain vitamins and mineral nutrients may be added) and publication of the approved amendments in the *Canada Gazette, Part II*. The criteria that must be met in order to request an IMA are set out in B.01.056. [See 2.18 of this Guide.](#)

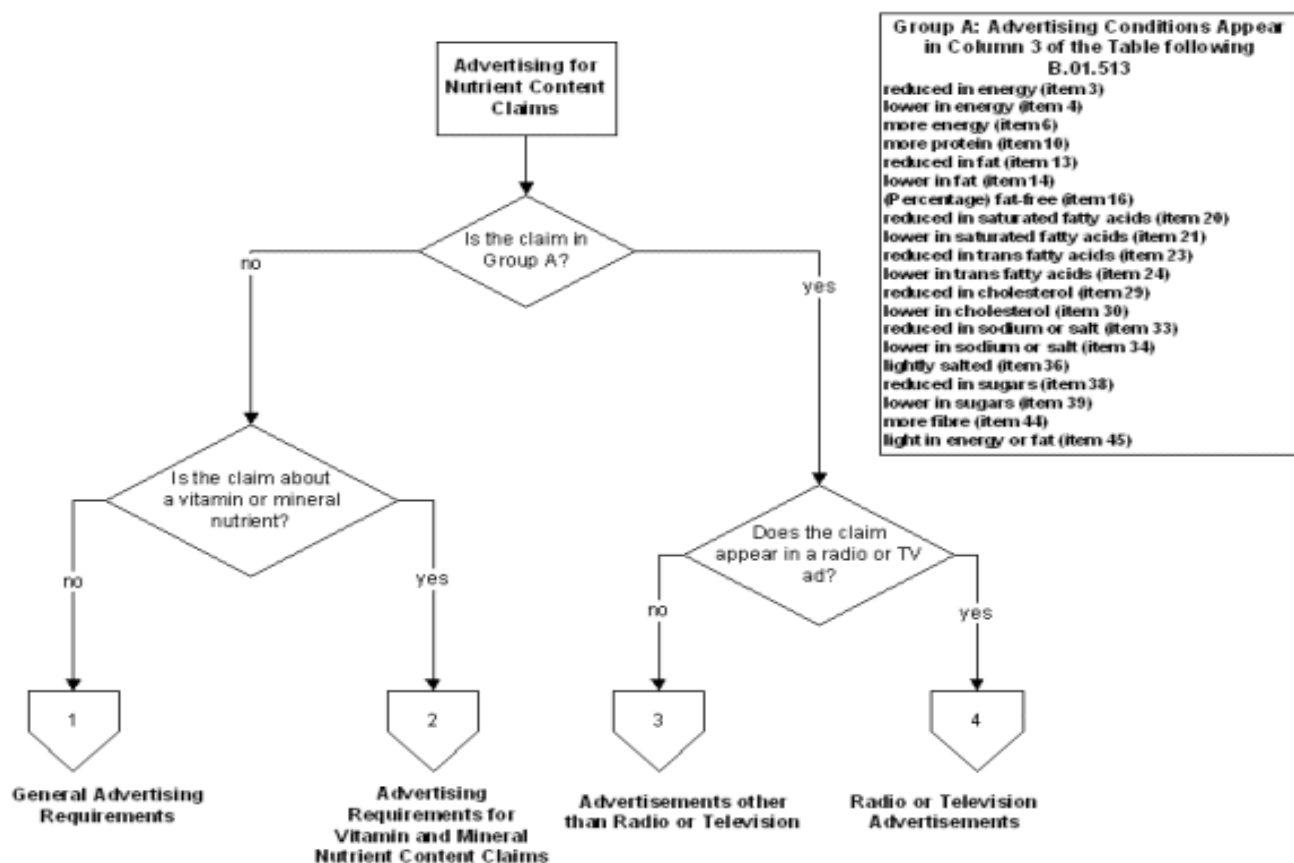
Food	Vitamin, Mineral Nutrient or Amino Acid	Date in
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		Canada Gazette, Part I
1. Beverages derived from legumes, nuts, cereal grains or potatoes to which a vitamin or mineral nutrient has been added	<p>Mandatory: Vitamin A, vitamin D, vitamin B₁₂, riboflavin, calcium, zinc</p> <p>Voluntary: Vitamin B₆, vitamin C, thiamine, niacin, folic acid, pantothenic acid, phosphorus, potassium, magnesium</p>	29-11-1997
2. Corn meal	Voluntary: Thiamine, riboflavin, niacin, folic acid, iron, calcium	25-04-1998
"Enriched" corn meal	<p>Mandatory: Thiamine, riboflavin, niacin, folic acid, iron</p> <p>Voluntary: Calcium</p>	25-04-1998
3. Fluid or dried whole, skimmed or partly skimmed goat's milk	Voluntary: Folic acid (addition triggers mandatory addition of vitamins indicated in B.08.029 (1) and (2) at the prescribed levels)	25-04-1998

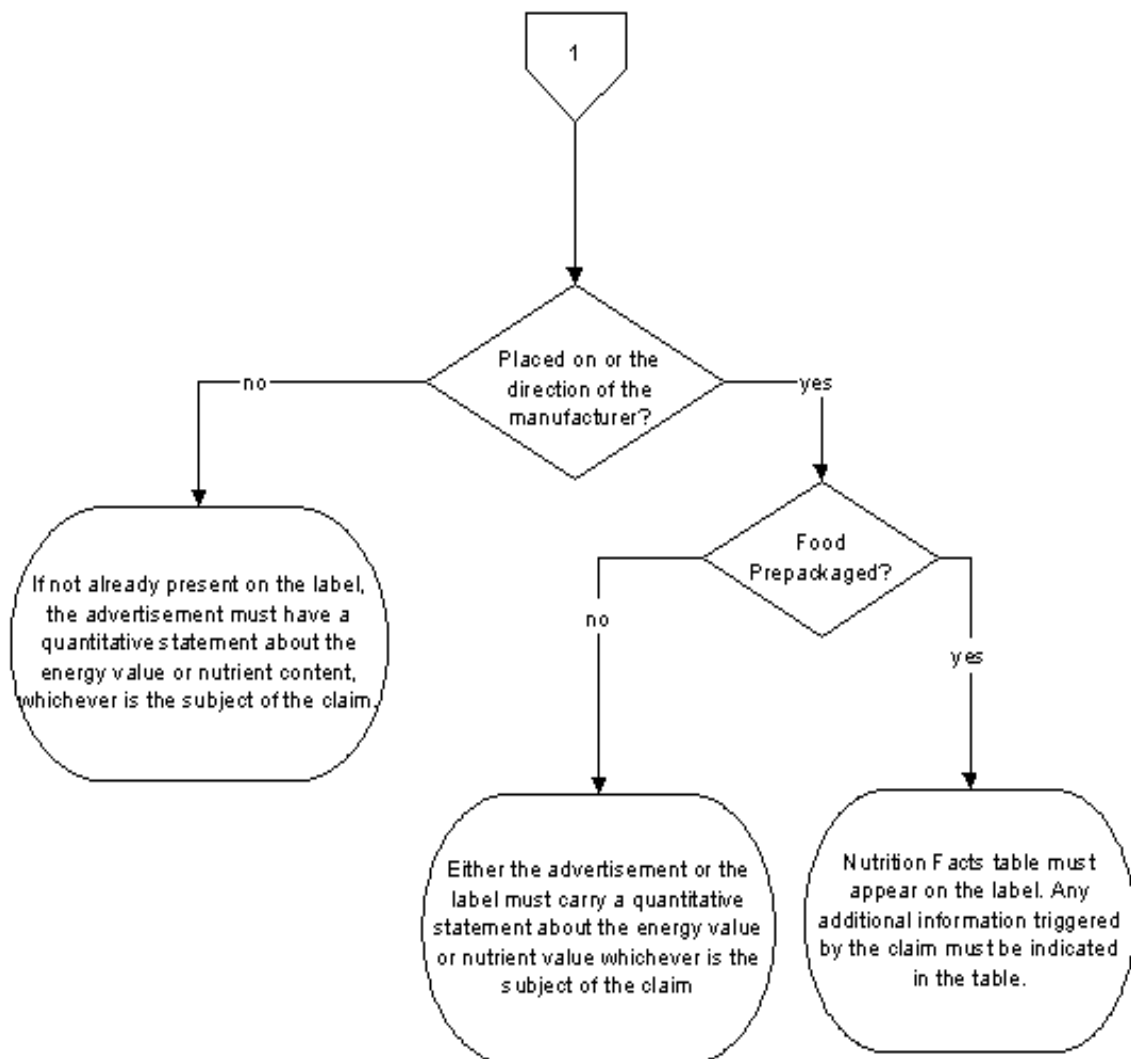
Annex 7-2

Decision Tree for Advertising Requirements

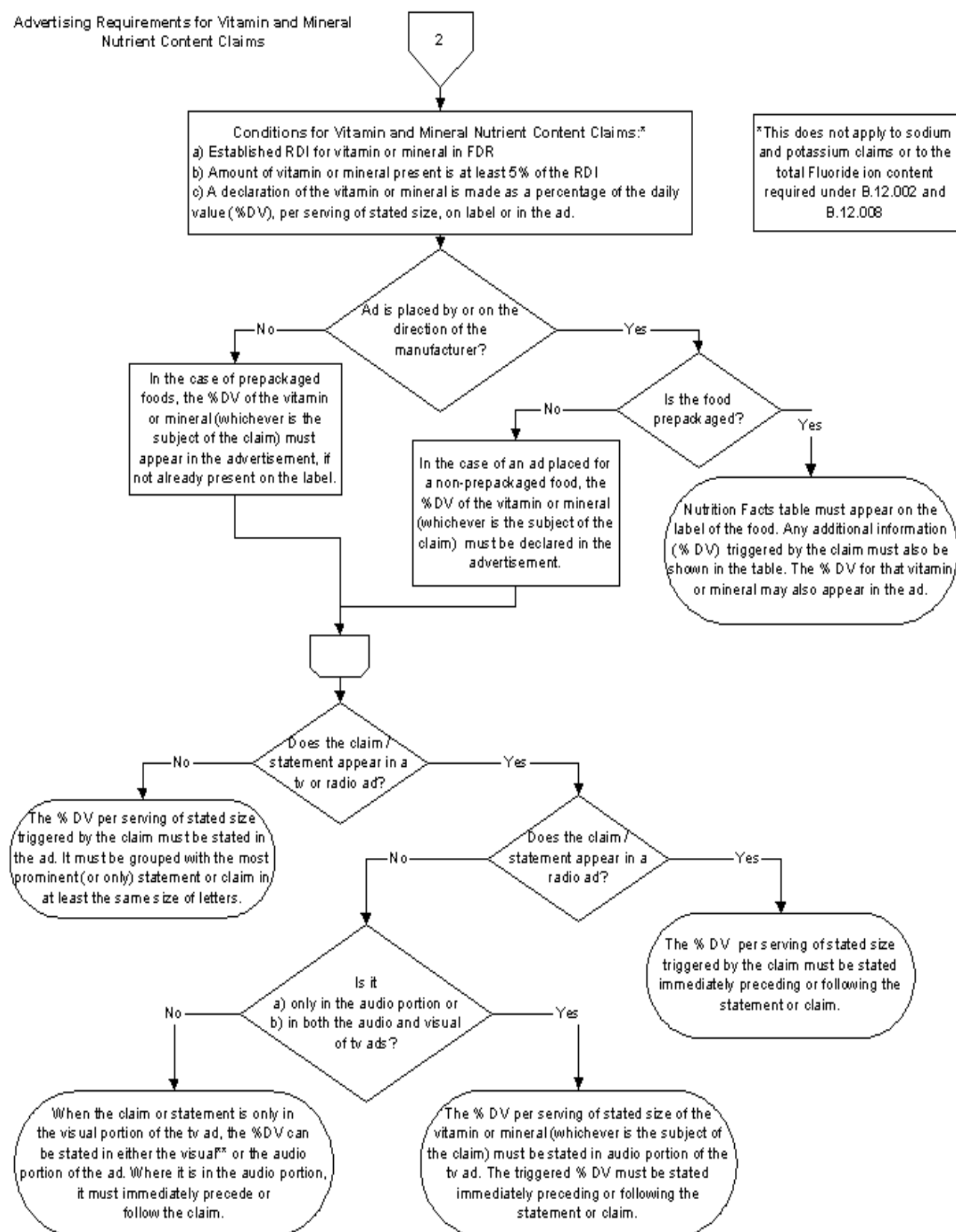
Nutrient Content Claims



General Advertising Requirements

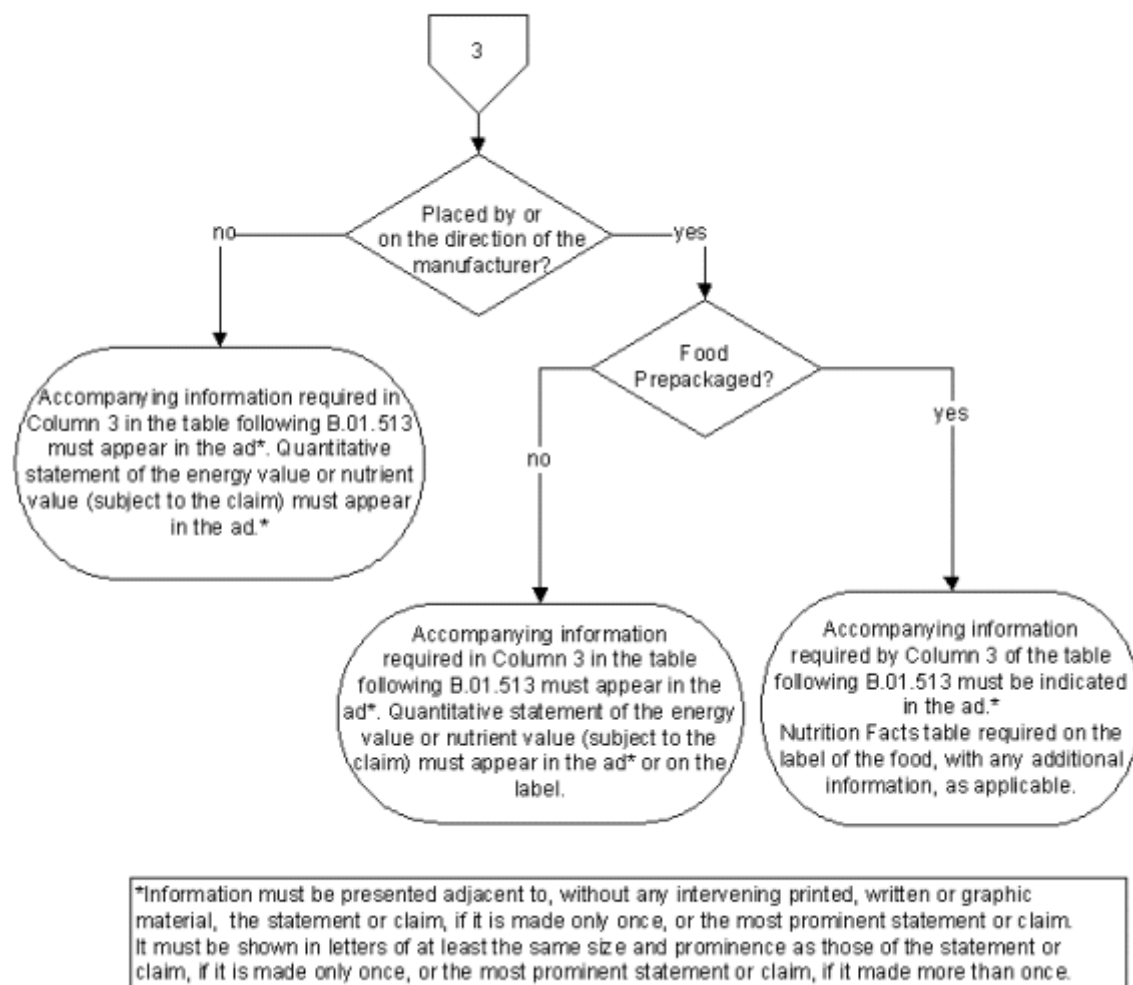


Advertising Requirements for Vitamin and Mineral
Nutrient Content Claims

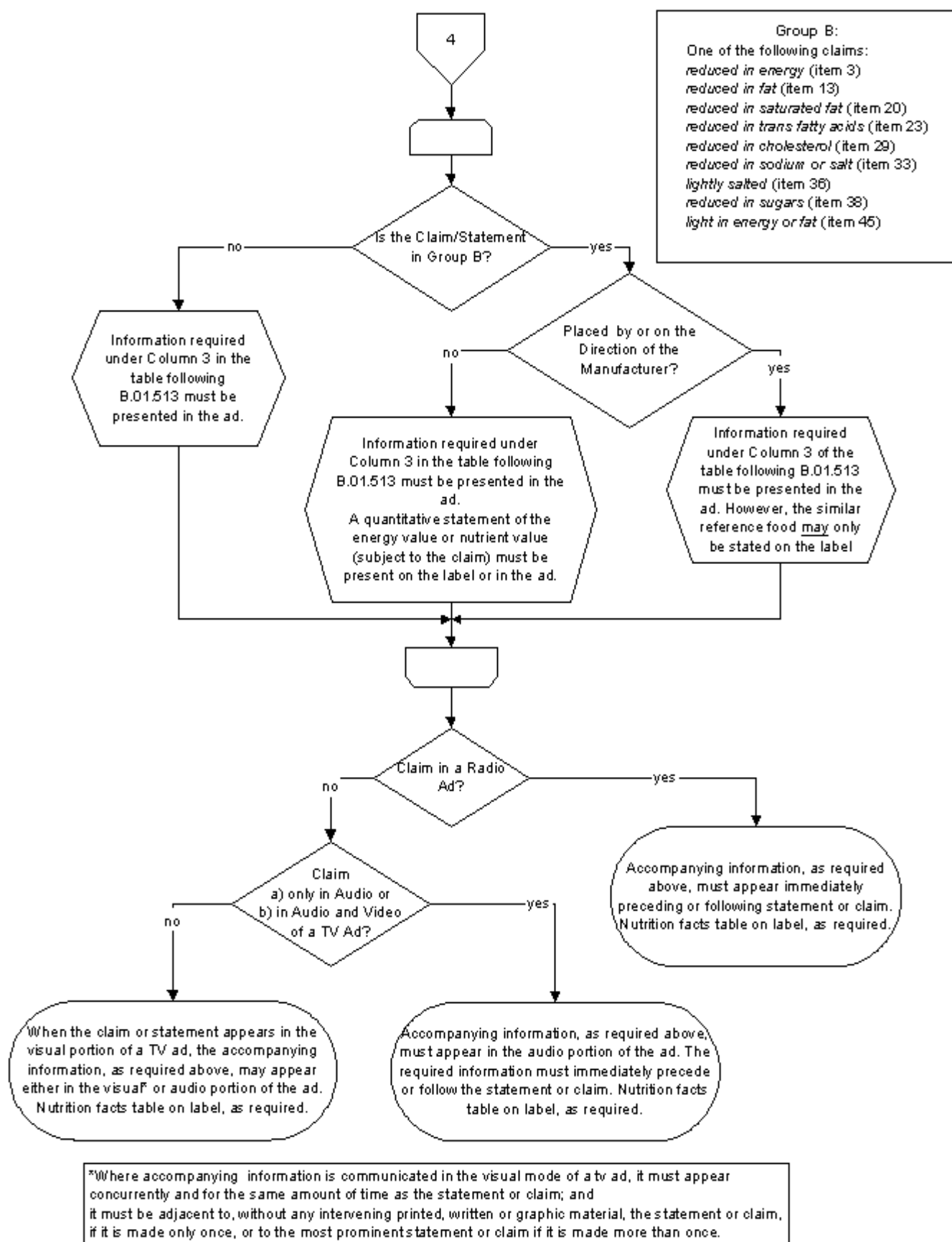


**Where the % Daily Value is communicated in the visual mode of a tv ad, it must appear concurrently and for the same amount of time as the statement or claim; and it must be adjacent to, without any intervening printed, written or graphic material, the statement or claim, if it is made only once, or to the most prominent statement or claim if it is made more than once. It must appear in at least the same size letters as the statement or claim, if it is made only once, or to the most prominent statement or claim if it is made more than once.

Advertisement other than Radio or Television



Radio or Television Advertisements



Chapter 8 - Diet-Related Health Claims

8.1 Drugs Versus Foods: Definitions

The *Food and Drugs Act*, Section 2, defines food as follows:

"food" includes any article manufactured, sold or represented for use as food or drink for human beings, chewing gum, and any ingredient that may be mixed with food for any purpose whatever."

The definition of a drug under the *Food and Drugs Act*, Section 2, is:

"drug" includes any substance or mixture of substances manufactured, sold or represented for use in:

(a) the diagnosis, treatment, mitigation or prevention of a disease, disorder, abnormal physical state, or the symptoms thereof, in man or animal;

(b) restoring, correcting or modifying organic functions in man or animal."

8.2 Drug Claims

In order for a food product to be regulated as a food, it must not carry a drug claim on its label or in an advertisement. A drug claim will bring a food product within the definition of a drug and the food product would then be subject to all the drug provisions of the *Food and Drugs Act and Regulations* ([see 8.4 of this Guide for an exception](#)).

A claim that suggests that the food may have an effect on the body (as described in the definition of a drug in the *Food and Drugs Act*) is considered to be drug claim. Some examples of claims that would bring the food within the definition of a drug include:

- "lowers blood cholesterol"
- "lowers blood triglyceride levels"
- "regulates blood sugar levels"
- "is formulated to have the lowest potential for stomach upset and gas"
- "promotes health of the immune system"
- "is a rehabilitative supplement"
- "balances hormone levels"
- "soothes bladder infections"

- "improves memory"

8.2.1 Claims Relating to Treatment for Schedule A Diseases

In addition, subsection 3(1) of the *Food and Drugs Act* states that:

"No person shall advertise any food, drug, cosmetic or device to the general public as a treatment, preventative or cure for any of the diseases, disorders or abnormal physical states referred to in Schedule A." (See Annex 8-1 of this Guide, Schedule A Diseases).

For example, a claim stating that a product "prevents or cures cancer" may **not** be made, as cancer is a Schedule A disease. Subsection 3(1) of the *Food and Drugs Act* was enacted to prevent claims directed at the general public concerning serious health problems, which should be diagnosed and treated by a medical practitioner. Such claims are prohibited.

8.3 General Requirements for Diet-Related Health Claims and Biological Role Claims

Sections 8.4 and 8.5 below deal with the recently-permitted diet-related health claims (new) and biological role claims, respectively. Before moving into the specifics for these two types of claims, this section will deal with some of the generic requirements common to both types of claims.

8.3.1 Language Requirements

These claims must appear on the label in both English and French unless the mandatory information is permitted to be shown in only one of those languages, such as in the case of local foods permitted under B.01.012 [B.01.012(3) or (7), B.01.311(5), B.01.600].

8.3.2 Labelling Requirements

Where diet-related health claims or biological role claims appear on the label or in advertisements placed by or on the direction of the manufacturer of a food, the Nutrition Facts table is triggered on the label of foods otherwise exempted from showing the Nutrition Facts table under B.01.401(2) (a) and (b). The use of these claims may also trigger additional information in the Nutrition Facts table, as required. Refer to Sections 8.4.3 and 8.5.4 for the specifics.

8.3.3 Requirements for Claims for Non-Prepackaged Products or for Advertisements Placed by Someone Other Than the Manufacturer [B.01.312, B.01.602]

Where diet-related health claims or biological role claims appear on the label or in an advertisement for **non-prepackaged products** or in **advertisements for prepackaged products not made or placed by or on the direction of the manufacturer**, the required

accompanying information - namely the required information outlined in Column 3 of the table following B.01.603 ([see Table 8-1 below](#)) in the case of diet-related health claims or the quantitative amount of the energy or nutrient value or the % DV of the vitamin or mineral nutrient value (per serving of stated size) that is the subject of the biological role claim - must also appear on the label or in the advertisement as outlined below.

Where these claims appear in an **advertisement other than radio or television**, and the required accompanying information does not already appear on the label, the accompanying information must appear adjacent to, without any intervening material, the most prominent claim in letters the same size and prominence.

Where these claims are made in a radio or in the audio portion of a television advertisement, and the required accompanying information does not already appear on the label, the accompanying information must immediately precede or follow the claim, and in the case of a television ad, the accompanying information must also be in the audio mode.

If the claim is made in the **visual portion of a television ad**, and the required accompanying information does not already appear on the label, the accompanying information may appear in the either audio or visual mode. In the case where the accompanying information appears in the visual mode, it must appear at the same time and for the same length of time as the claim; must be adjacent to (without intervening material) the most prominent (or only) claim; and must be in letters of at least the same size and prominence as the claim.

In the case where the claim is made in both the audio and visual portions of a television ad, the accompanying information must be in the audio mode.

8.4 Diet-Related Health Claims

Objectives of Diet-Related Health Claims

The new provisions aim to ensure that diet-related health claims are useful to consumers. They are designed to help consumers make informed choices, thereby reducing their risk of developing chronic diseases. The standards also aim to ensure that any diet-related claims:

- are consistent and not deceptive;
- are based on recognized health and scientific criteria; and
- describe the characteristics of a diet associated with reduced risk of developing the chronic disease

The 2002 amendments to the *Food and Drug Regulations* allow diet-related health claims on foods for the first time in Canada. These claims

identified in the health claim.

are based on sound scientific evidence that has established a relationship between certain elements of healthy diets and reduction of risk of certain diseases.

Section 3, *FDA*, makes it an offence to advertise or sell a food to the general public as a treatment, preventative or cure for any of the diseases referred to in Schedule A. Heart disease, hypertension and cancer, which are the subjects of three of the permitted claims, are listed in Schedule A.

To permit the use of diet-related health claims, foods bearing the permitted claims are exempted from the provisions of subsections 3(1) and 3(2), *FDA*. In addition, foods labelled in such a way are exempt from the provisions of the Act and Regulations applicable to drugs, except where the food would come within the definition of a "drug" for a reason other than the fact that its label or advertisement carries one of these claims. This means that although the Regulations allow for the use of the permitted diet-related health claims, other therapeutic statements or "drug" references would not be allowed on the same food. [B.01.601].

A diet-related health claim is a statement that describes the characteristics of a diet that may reduce the risk of developing a diet-related disease or condition, such as osteoporosis or stroke, and the properties of a food that make it a suitable part of the diet.

For example, the label of or an advertisement for a food which is low in sodium might carry the following diet-related health claim (providing specific composition and labelling conditions are met): "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the food) is low in sodium."

8.4.1 Permitted Diet-Related Health Claims

The Regulations now provide for claims which deal with the following relationships:

- a diet low in sodium and high in potassium, and the reduction of risk of hypertension;
- a diet adequate in calcium and vitamin D, and the reduction of risk of osteoporosis;
- a diet low in saturated fat and *trans* fat, and the reduction of risk of heart disease;
- a diet rich in vegetables and fruits, and the reduction of risk of some types of cancer; and
- minimal fermentable carbohydrates in gum, hard candy or breath-freshening products, and the reduction of risk of dental caries.

8.4.2 Prescribed Wording [B.01.601, B.01.603]

The Regulations prescribe the exact wording for the permitted diet-related health claims in the table following B.01.603 ([see Table 8-1](#) of this *Guide*). The wording of the health claims cannot be

modified, and no intervening information, graphic sign or symbol may come between parts of the claim. The whole claim must be stated, as prescribed in quotations. The claim cannot be separated or reordered and it must be displayed in equal prominence with no part highlighted. Words, numbers, signs or symbols may come before or after the health claim, provided that the nature of the claim is not changed.

8.4.3 Presenting Required Information

When a health claim is made for a food, the information in column 3 of Table 8-1, *Summary Table of Diet-Related Health Claims*, must be provided as required. For example, if a manufacturer claims that the food "won't cause cavities" (see column 1, item 5 in *Summary Table 8-1*), the amount of sugar alcohols must be declared, if present (see column 3). The *Food and Drug Regulations* prescribe how this must be done.

When a **manufacturer** makes one of the diet-related health claims set out in column 1 of the table above, whether in an advertisement or on a label for a prepackaged product, the nutrition information required by column 3 must appear in the Nutrition Facts table on the label [B.01.401(3)(e)(ii)].

When the health claim is contained in an **advertisement made by someone other than the manufacturer** (such as a marketing board), or when the claim applies to any non-prepackaged food (such as bulk foods), the nutrition information required by column 3 must still be displayed. In these cases, it must be adjacent to the most prominent claim in the advertisement (without intervening material), and it must appear in letters of the same size and prominence as the claim [B.01.602(1)]. The specific requirements are outlined above in 8.3.3 of this *Guide*.

Note that 8.3.3 of this *Guide* lists how these claims are to be made for products that are not prepackaged or in advertisements placed by someone other than the manufacturer.

8.4.4 Prohibitions [B.01.601(1)(c)]

Foods Intended Solely for Children Under Two Years of Age. Diet-related health claims are not permitted on foods that are intended solely to be consumed by children less than two years of age, such as infant cereal and pureed fruits and vegetables.

Foods Represented for Use in a Very Low Energy Diet. These claims are also not permitted on foods represented for use in very low energy diets.

8.4.5 Summary Table of Diet-Related Health Claims

Table 8-1, *Summary Table of Diet-Related Health Claims*, describes permitted diet-related health claims, including compositional criteria for the food to qualify for the claim and labelling and advertising requirements. (For the compositional requirements for nutrient content claims that form part of the conditions for health claims, [see Chapter 7 of this Guide.](#))

Summary Table of Diet-Related Health Claims

Table 8-1

Column 1 Claim	Column 2 Conditions - Food	Column 3 Conditions - Label or Advertisement
<p>1. Diet-Related Health Claims with Respect to Sodium and Potassium</p> <p>(1) "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the food) is sodium-free."</p> <p>(2) "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the food) is low in sodium."</p> <p>(3) "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the food) is a good source of potassium and is sodium-free."</p> <p>(4) "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the</p>	<p>The food</p> <p>a) other than a vegetable or fruit, does not meet the conditions set out in column 2 of the subject "low in energy" set out in item (b) of Table 7-3 of this <i>Guide</i>.</p> <p>b) contains at least 10% of the weighted recommended nutrient intake of a vitamin or a mineral nutrient (see Table 6-5),</p> <p>i) per reference amount and per serving of stated size, or</p> <p>(ii) per serving of stated size, if the food is a prepackaged meal;</p> <p>c) meets the conditions set out in column 2 of the subject "low in saturated fatty acids" set out in item (b) of Table 7-6 in this <i>Guide</i></p> <p>d) contains 0.5% or less alcohol;</p> <p>e) meets the conditions set out in column 2 of the subject "free of sodium or salt" set out in item a) of Table 7-10 of this <i>Guide</i>, if the label of or advertisement for the food carries statement or claim (1), (3), or (5) set out in column 1 of this item;</p> <p>f) meets the conditions set out in column 2 of the subject "low in sodium or salt" set out in item b) of</p>	<p>1. When the statement or claim is made on the label of or in the advertisement for a prepackaged product, by or on the direction of the manufacturer of the product, the Nutrition Facts table shall include the amount of potassium, in accordance with item 9 of Table 6-2 [B.01.402(2)].</p> <p>2. When the statement or claim is made on the label of or in the advertisement for a food that is not a prepackaged product, or in the advertisement for a prepackaged product that is not made or placed by or on the direction of the manufacturer of the product, the label or advertisement shall include the amount of sodium and potassium per serving of stated sized, in accordance with B.01.602 if applicable.</p> <p>Nutrition Facts table required on products otherwise exempted by B.01.401(2) (a)&(b). [B.01.401(3)(e)(ii)]</p>

<p>food) is a good source of potassium and is low in sodium."</p> <p>(5) "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the food) is high in potassium and is sodium-free."</p> <p>(6) "A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease. (Naming the food) is high in potassium and is low in sodium."</p>	<p>Table 7-10, if the label of or advertisement of the food carries statement or claim (2), (4), or (6) set out in column 1 of this item; and</p> <p>g) contains 350 mg or more of potassium, if the label of or advertisement for the food carries statement or claims (3), (4), (5), or (6) set out in column 1 of this item, i) per reference amount and per serving of stated size, or ii) per serving of stated size, if the food is a prepackaged meal.</p>	<p>(See 5.3 of this Guide)</p> <p>[Item 1, Table following B.01.603]</p>
<p>2. Diet-Related Health Claims with Respect to Calcium and Vitamin D</p> <p>(1) "A healthy diet with adequate calcium and vitamin D, and regular physical activity, help to achieve strong bones and may reduce the risk of osteoporosis. (Naming the food) is a good source of calcium."</p> <p>(2) "A healthy diet with adequate calcium and vitamin D, and regular physical activity, help to achieve strong bones and may reduce the risk of osteoporosis. (Naming the food) is high in calcium."</p> <p>(3) "A healthy diet with</p>	<p>The food</p> <p>(a) other than a vegetable or fruit, does not meet the conditions set out in column 2 of the subject "low in energy" set out in item (b) of Table 7-3 of this <i>Guide</i>;</p> <p>(b) contains no more phosphorus, excluding that provided by phytate, than calcium;</p> <p>(c) contains 0.5% or less alcohol;</p> <p>(d) contains, if the label of or advertisement for the food carries statement or claim (1) or (2) set out in column 1,</p> <p>(i) 200 mg or more of calcium per reference amount and per serving of stated size, or</p> <p>(ii) 300 mg or more of calcium per serving of stated size, if the food is a</p>	<p>1. When the statement or claim is made on the label of or in the advertisement for a prepackaged product, by or on the direction of the manufacturer of the product, the Nutrition Facts table shall include the amount of vitamin D and phosphorus, in accordance with item 14 of Table 6-2 [B.01.402(2)].</p> <p>or</p> <p>2. When the statement or claim is made on the label of or in the advertisement for a food that is not a prepackaged product, or in the advertisement for a prepackaged product that is not made or placed by or</p>

<p>adequate calcium and vitamin D, and regular physical activity, help to achieve strong bones and may reduce the risk of osteoporosis. (Naming the food) is an excellent source of calcium."</p> <p>(4) "A healthy diet with adequate calcium and vitamin D, and regular physical activity, help to achieve strong bones and may reduce the risk of osteoporosis. (Naming the food) is very high in calcium."</p> <p>(5) "A healthy diet with adequate calcium and vitamin D, and regular physical activity, help to achieve strong bones and may reduce the risk of osteoporosis. (Naming the food) is an excellent source of calcium and vitamin D."</p> <p>(6) "A healthy diet with adequate calcium and vitamin D, and regular physical activity, help to achieve strong bones and may reduce the risk of osteoporosis. (Naming the food) is very high in calcium and vitamin D."</p>	<p>prepackaged meal;</p> <p>(e) contains, if the label of or advertisement for the food carries statement or claim (3), (4), (5) or (6) set out in column 1,</p> <p>(i) 275 mg or more of calcium per reference amount and per serving of stated size, or</p> <p>(ii) 400 mg or more of calcium per serving of stated size, if the food is a prepackaged meal; and</p> <p>(f) contains 1.25 µg or more of vitamin D, if the label of or advertisement for the food carries statement or claim (5) or (6) set out in column 1,</p> <p>(i) per reference amount and per serving of stated size, or</p> <p>(ii) per serving of stated size, if the food is a prepackaged meal.</p>	<p>on the direction of the manufacturer of the product, the label or advertisement shall include the amount of vitamin D, calcium, and phosphorus per serving of stated size, in accordance with section B.01.602 if applicable.</p> <p>Nutrition Facts table required on products otherwise exempted by B.01.401(2) (a) & (b). [B.01.401(3)(e)(ii)] (See 5.3 of this Guide)</p> <p>[Item 2, Table following B.01.603]</p>
<p>3. Diet-Related Health Claims with Respect to Saturated and <i>Trans</i> Fats</p> <p>(1) "A healthy diet low in saturated and trans fats may reduce the risk of heart disease. (Naming the food) is</p>	<p>The food</p> <p>(a) other than a vegetable or fruit, does not meet the conditions set out in column 2 of the subject "low in energy" set out in item (b) of Table 7-3 of this <i>Guide</i>;</p>	<p>If the statement or claim is made on the label of or in the advertisement for a food that is not a prepackaged product, or in the advertisement for a prepackaged product that</p>

<p>free of saturated and trans fats."</p> <p>(2) "A healthy diet low in saturated and trans fats may reduce the risk of heart disease. (Naming the food) is low in saturated and trans fats."</p>	<p>(b) contains at least 10% of the weighted recommended nutrient intake of a vitamin or a mineral nutrient</p> <p>(i) per reference amount and per serving of stated size, or</p> <p>(ii) per serving of stated size, if the food is a prepackaged meal;</p> <p>(c) contains 100 mg or less of cholesterol per 100 g of food;</p> <p>(d) contains 0.5% or less alcohol;</p> <p>(e) if it is a fat or an oil, meets the conditions set out in column 2</p> <p>i) of the subject "source of omega-3 polyunsaturated fatty acids" (item (a) of Table 7-8) or</p> <p>ii) the subject "source of omega-6 polyunsaturated fatty acids" (item (b) of Table 7-8), or</p> <p>iii) both (i) and (ii);</p> <p>(f) contains</p> <p>(i) 480 mg or less of sodium per reference amount and per serving of stated size, and per 50 g if the reference amount is 30 g or 30 mL or less, or</p> <p>(ii) 960 mg or less of sodium per serving of stated size, if the food is a prepackaged meal;</p> <p>(g) meets the conditions set out in column 2 of the subject "free of saturated fatty acids" (item (a) of Table 7-6), if the label of or advertisement for the food carries statement or claim (1) set out in column 1 of this table; and</p> <p>(h) meets the conditions set out in column 2 of the subject "low in</p>	<p>is not made or placed by or on the direction of the manufacturer of the product, the label or advertisement shall include the amount of saturated fatty acids and <i>trans</i> fatty acids per serving of stated size, in accordance with B.01.602, if applicable.</p> <p>Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) & (b). [B.01.401(3)(e)(ii)] (See 5.3 of this Guide)</p>
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	saturated fatty acids" (item (b) of Table 7-6) , if the label of or advertisement for the food carries statement or claim (2) set out in column 1 of this table.	[Item 3, Table following B.01.603]
4. Diet-related Health Claims with Respect to Cancer Risk Reduction "A healthy diet rich in a variety of vegetables and fruit may help reduce the risk of some types of cancer."	<p>The food</p> <p>(a) is one of the following vegetables, fruit, or juice and may contain only sweetening agents, food additives as permitted by these Regulations, salt, herbs, spices, seasonings or water:</p> <p>(i) a fresh, frozen, canned or dried vegetable,</p> <p>(ii) a fresh, frozen, canned or dried fruit,</p> <p>(iii) a vegetable or fruit juice, or</p> <p>(iv) a combination of the foods set out in subparagraphs (i) to (iii);</p> <p>(b) is not one of the following</p> <p>(i) potatoes, yams, cassava, plantain, corn, mushrooms, mature legumes and their juices,</p> <p>(ii) vegetables or fruit used as condiments, garnishes or flavourings, including maraschino cherries, glacé fruit, candied fruit and onion flakes,</p> <p>(iii) jams or jam-type spreads, marmalades, preserves and jellies,</p> <p>(iv) olives, and</p> <p>(v) powdered vegetables or fruit; and</p> <p>(c) contains 0.5% or less alcohol.</p>	<p>Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) & (b). [B.01.401(3)(e)(ii)]</p> <p>(See 5.3 of this Guide)</p> <p>[Item 4, Table following B.01.603]</p>
Note: This claim can only be made on vegetables and fruits listed in Item (a). This claim could be made on a fresh fruit salad with fruit juice, a mixed vegetable juice, or mixed frozen vegetables (provided that they don't contain one of the vegetables not permitted to carry the claim, such as corn). This claim would not be allowed on foods listed in Item (b) and on foods that contain more than 0.5% alcohol, e.g. relish, ketchup, strawberry jam, wine, fruit juice based alcoholic beverage. It also can not be made on combination foods that have ingredients other than those		

listed in Item (a), e.g. cherry pie, vegetable lasagna.

Under Item (b)(i) of Column 2 above, one of the items excluded from making the claim is mature legumes. This is to differentiate the mature seeds of legumes such as split peas, kidney beans, black eyed peas, from young pods of legumes, such as edible podded peas, and from immature seeds such as sweet peas, which are considered vegetables.

5. Diet-Related Health Claims with Respect to Dental Caries

- (1) "Won't cause cavities."
- (2) "Does not promote tooth decay."
- (3) "Does not promote dental caries."
- (4) "Non-cariogenic."

The food is a chewing gum, hard candy or breath freshening product that

- (a) contains 0.25% or less starch, dextrins, mono-, di- and oligosaccharides or other fermentable carbohydrates combined; or
- (b) does not, if it contains more than 0.25% fermentable carbohydrates, lower plaque pH below 5.7 by bacterial fermentation during 30 minutes after consumption as measured by the indwelling plaque pH test, referred to in "Identification of Low Caries Risk Dietary Components" by T.N. Imfeld, Volume 11, Monographs in Oral Science, 1983.

If the statement or claim is made on the label of or in the advertisement for a prepackaged product, by or on the direction of the manufacturer of the product, the Nutrition Facts table shall include the amount of sugar alcohols, if present, in accordance with item 12 of [Table 6-2 of this Guide](#). (B.01.402(2))

Nutrition Facts table required on products otherwise exempted by B.01.401(2) (a) & (b). [B.01.401(3)(e)(ii)]

([See 5.3 of this Guide](#))

[Item 5, Table following B.01.603]

8.5 Biological Role Claims

Biological role claims are claims that refer to the generally recognized nutritional function of energy or nutrients as an aid in maintaining the functions of the body for the maintenance of good health, or for normal growth and development. Provisions for biological role claims are made in B.01.311, D.01.006 and D.02.004.

"Nutrients" are not defined in the *Food and Drug Regulations*. A substance is considered a nutrient if it is recognized as such by the Institute of Medicine of the National Academies, Washington, DC (www.iom.edu).

The following biological role claims are permissible for all nutrients [B.01.311, B.01.312, D.01.006, D.02.004].

"Energy (or Name of the nutrient) is a factor in the maintenance of good health."

"Energy (or Name of the nutrient) is a factor in normal growth and development."

In addition to the two general claims listed above, [Table 8-2, Summary Table of Biological Role Claims](#) lists specific biological role claims associated with nutrients ([also see 8.4.2 of this Guide](#)). The claims in the summary table refer to the scientifically recognized specific role each nutrient has in maintaining good health and normal growth and development.

Note: Biological role claims are not made for a food per se; they may only be made respecting the energy value or nutrients in a food. Claims **may not** be made for other components of food, such as lycopene, lutein, anthocyanins, etc. A quantitative statement would be permitted for these other components (e.g., "14 mg of lycopene per 50 g serving").

8.5.1 Conditions for Biological Role Claims

A biological role claim **may not** refer directly or indirectly to the treatment, mitigation or prevention of any disease, disorder or abnormal physical state, or symptoms of same, **nor may it** refer directly or indirectly to correcting, restoring or modifying organic functions. In addition, the claim may not refer directly or indirectly to the treatment, prevention or cure of diseases listed in Schedule A of the *Food and Drugs Act*, subsection 3(1).

Examples of claims that are **unacceptable** on foods include the following statements.

- "This food will reduce the risk of cancer."
- "(Naming the nutrient) is a laxative."
- "Calcium fights bone disease such as osteoporosis."

Acceptable and Unacceptable Biological Role Claim Examples

The claims for the action or biological role of nutrients should not imply that consumption of the food, by itself, will have the effect attributed to the nutrient.

The following statement is an **acceptable** claim.

- **"Milk is an excellent source of calcium which helps build strong bones and teeth."**

The following statement is an **unacceptable** claim.

- **"Milk helps build strong bones and teeth."**

8.5.2 Biological Role Claims for Protein [B.01.305(1)]

When biological role claims are made for protein, the food must meet the requirements for "source of protein", which includes having a minimum Protein Rating (PR) of 20 (See Item b) of [Table 7-4 of this Guide](#)).

8.5.3 Biological Role Claims for Vitamin and Mineral Nutrients [D.01.004, D.02.002]

When biological role claims are made for vitamin and mineral nutrients, the vitamin or mineral nutrient must have an established Recommended Daily Intake (RDI) and the food must contain a minimum of 5% of the RDI for that vitamin or mineral. Where not already required, the percentage of the Daily Value (% DV) of the vitamin or mineral nutrient that is the subject of the claim must also appear in the Nutrition Facts table.

8.5.4 Biological Role Claims for Nutrients Not Listed in the Tables to B.01.401 and B.01.402

Biological role claims may be made for the energy value of a food or the nutrients listed in column 1 of the tables to B.01.401 and B.01.402, and the energy value or nutrient value must be declared as appropriate in the Nutrition Facts table on the label of the food, or as otherwise required ([see 8.3.3 of this Guide](#) for further information). The Regulations also permit biological role claims to be made about other nutrients that are not listed in the tables to B.01.401 and B.01.402, e.g. essential fatty acids such as linolenic acid and DHA, however, a quantitative statement of the nutrient(s) in grams per serving must appear on the label or in the advertisement for the food, as applicable. [See 7.4 of this Guide](#) for further information on quantitative statements.

8.5.5 Labelling and Advertising Requirements

A biological role claim may appear in advertisements placed by someone other than the manufacturer (such as a marketing board), or the claim may be made for a non-prepackaged product. In these cases, as in the case of health claims, the claim must be accompanied by a quantitative declaration of the energy value or the nutrient(s) concerned. ([See further details in 8.3.2 and 8.3.3 of this Guide](#))

8.5.6

Summary Table of Biological Role Claims

Table 8-2

The examples of biological role claims listed in the table below have been considered to be acceptable by Health Canada and the CFIA. Other biological role claims for nutrients may also be acceptable and will be evaluated on a case-by-case basis.

ACCEPTABLE BIOLOGICAL ROLE CLAIMS FOR NUTRIENTS	
PROTEIN	<ul style="list-style-type: none"> • helps build and repair body tissues • helps build antibodies
FAT	<ul style="list-style-type: none"> • supplies energy • aids in the absorption of fat-soluble vitamins
DHA	<ul style="list-style-type: none"> • DHA, an omega-3 fatty acid, supports the normal development of the brain, eyes and nerves
CARBOHYDRATE	<ul style="list-style-type: none"> • supplies energy • assists in the utilization of fats
VITAMIN A	<ul style="list-style-type: none"> • aids normal bone and tooth development • aids in the development and maintenance of night vision • aids in maintaining the health of the skin and membranes
VITAMIN D	<ul style="list-style-type: none"> • factor in the formation and maintenance of bones and teeth • enhances calcium and phosphorus absorption and utilization
VITAMIN E	<ul style="list-style-type: none"> • protects the fat in body tissues from oxidation
VITAMIN C	<ul style="list-style-type: none"> • factor in the development and maintenance of bones, cartilage, teeth and gums
THIAMINE (VITAMIN B ₁)	<ul style="list-style-type: none"> • releases energy from carbohydrate • aids normal growth

RIBOFLAVIN (VITAMIN B ₂)	<ul style="list-style-type: none"> factor in energy metabolism and tissue formation
NIACIN	<ul style="list-style-type: none"> aids in normal growth and development factor in energy metabolism and tissue formation
VITAMIN B ₆	<ul style="list-style-type: none"> factor in energy metabolism and tissue formation
FOLATE	<ul style="list-style-type: none"> aids in red blood cell formation
VITAMIN B ₁₂	<ul style="list-style-type: none"> aids in red blood cell formation
PANTOTHENIC ACID	<ul style="list-style-type: none"> factor in energy metabolism and tissue formation
CALCIUM	<ul style="list-style-type: none"> aids in the formation and maintenance of bones and teeth
PHOSPHORUS	<ul style="list-style-type: none"> factor in the formation and maintenance of bones and teeth
MAGNESIUM	<ul style="list-style-type: none"> factor in energy metabolism, tissue formation and bone development
IRON	<ul style="list-style-type: none"> factor in red blood cell formation
ZINC	<ul style="list-style-type: none"> factor in energy metabolism and tissue formation
IODINE	<ul style="list-style-type: none"> factor in the normal function of the thyroid gland

8.6 Testimonials and Guarantees Regarding Vitamin and Mineral Nutrients

In an advertisement or on a label of a food that is represented as containing a vitamin or mineral nutrient, it is prohibited to give any assurance or guarantee of any kind with respect to the result that may be, has been or will be obtained by the addition of the vitamin or mineral nutrient to a person's diet. It is also prohibited to refer to, reproduce any testimonial [D.01.012, D.02.008].

8.7 Other Information About Diet and Disease

In certain situations, information may be provided about nutrition, diet and disease, even if this information is identified with a corporation or business, (such as part of corporate announcements, corporate sponsorships, or corporate brand sponsorships). For example:

- Messages describing the role of diet in disease prevention which are not product-specific (e.g., public service announcements).
- Books and educational material describing the role of diet in disease prevention providing that the material is not deemed to be an advertisement for a food product. (See *Educational Material Versus Advertising Material*, [8.10 of this Guide](#), for more information.)
- Dietary guidelines/recommendations on food labels and in advertising which are endorsed by a non-governmental health agency provided there is no mention of disease prevention, treatment or cure. (See Third-Party Endorsements, Logos and Seals of Approval, [8.11 of this Guide](#), for more information.)

Example of a Permissible General Statement

The following general statement is only permissible if **no** linkage is made to a specific product. This is a statement that would meet the first two bullets above.

"A diet high in vitamin D may help reduce the risk of rickets."

Such claims should be used with caution to avoid positioning a food as a drug, or offending Section 3 of the *Food and Drugs Act* concerning Schedule A diseases. The same message placed on a food label, in a product-specific advertisement, or positioned adjacent to a food that is offered for sale would be deemed to offend subsections 3(1) and 3(2) of the *Food and Drugs Act*.

8.8 Some Examples of Non-Permitted Drug Claims for Foods

8.8.1 "Medicated" Claims

A product cannot be sold as a **food** if it is described on the label as "**medicated**". Since this term is used to describe products containing an added medicinal substance to treat or prevent a disease, the product falls within the definition of a drug under the *Food and Drugs Act*. It must be labelled and advertised as a drug as required by the *Food and Drug Regulations*.

8.8.2 Laxative and Laxation Claims

Products represented as laxatives fall within the definition of a drug. The mention of "**laxative**" or "**relief of constipation**" on a label or advertisement characterizes the product as a drug.

On the other hand, the term "**laxation**" and the action of "**promoting laxation**" are **not** considered to be drug claims when used in connection with certain foods. The term "**laxation**" is

accepted as referring to the normal softness and bulking of the stool resulting from such factors as increased undigested residue or bacterial mass, trapping of gases or water retention.

Claims for the promotion of "**laxation**" or "**regularity**" are acceptable for foods when a reasonable daily intake of the food contains a minimum of **7 grams** of dietary fibre from **coarse wheat bran**. Such claims may be made for **other foods** provided that the claim is substantiated by evidence from clinical studies that a Reasonable Daily Intake of the foods has a laxation effect and no adverse effects. If a Reasonable Daily Intake is made up of **several servings**, the amount of the food required to produce the laxation effect and the number of servings it comprises should be declared as part of the claim. ([See 6.8.1 of this Guide, Dietary Fibre](#), and [7.24, Fibre Claims](#), for further information on fibre sources and claims.)

8.8.3 Tonic Foods

The term "**tonic**" has been used in the past to describe a class of foods believed to have the power to restore a normal degree of vigour or to restore good health. Today, this term should not be used, as no food can be described as an effective tonic. However, exceptions may be made due to long term use, such as "**tonic water**".

8.9 Obesity, Weight Loss, Weight Reduction and Maintenance

8.9.1 Obesity: Diet Plans

As obesity is included in Schedule A of the *Food and Drugs Act*, foods may not be advertised as a treatment, preventative or cure for it. However, a distinction has been made between being obese and being overweight. For the purposes of Schedule A, anyone with a body mass index (BMI) of 30 or higher is considered to be suffering from obesity. The BMI is a measurement tool that relates body weight to health. More information on BMI is available on [Health Canada's website](http://www.hc-sc.gc.ca/index-eng.php) at: www.hc-sc.gc.ca/index-eng.php

The only foods allowed to be advertised for use in weight-reduction plans are described under Division 24, *FDR*:

- a) specially formulated meal replacements,
- b) prepackaged meals represented for weight reduction,
- c) foods sold by weight-reduction clinics, and
- d) foods represented for use in very low-energy diets.

See [Foods for Special Dietary Use, 9.9 of this Guide](#).

The labels of meal replacements which do **not** make up the entire diet, as well as prepackaged meals for weight reduction, must include in the directions for use a seven-day menu plan which, if followed, would result in a daily energy intake of at least 1200 Calories (5040 kJ).

Advertisements for these meals must state, as required by regulation, that adherence to the directions for use may reduce energy intake, which is a requirement for weight loss. Testimonials claiming rapid weight loss, which is considered hazardous to health, and testimonials for weight reduction by people who were obese, are unacceptable. ([See 8.1 and 8.2](#), and [Annex 8-1, Schedule A Diseases.](#))

8.9.2 Foods Represented for Use in Weight Maintenance

[Information Letter No. 793, Health Canada, 1991]

Foods may be represented for use in achieving and maintaining a healthy body weight. However, they should meet the following five conditions.

1. The principal display panel of the label of the food and any advertisements for the food should carry the statement, "**As part of healthy eating, this food may assist in achieving and maintaining a healthy body weight because it is...** (e.g., "**lower in energy than...**", "**low in fat**", "**portion controlled**", etc.).
2. The label should display the Nutrition Facts table ([see Chapter 5 of this Guide](#) for the general requirements for declaring the Nutrition Facts table).
3. Labels or advertisements may make reference to the *Nutrition Recommendations for Canadians* and/or *Canada's Guidelines for Healthy Eating* provided that when one or more statements are used, they are positioned as components of the recommendations.
4. The label, packaging or advertisements should not give the impression that the food is for use in a weight-**reduction** diet. Requirements regarding foods represented for use in a weight-reduction diet are set out in Division 24, *FDA* and summarized in [9.9 of this Guide](#).
5. Brand and trade names traditionally considered as claims for weight reduction should be qualified with the statement "**for weight maintenance**" next to the brand or trade name on the principal display panel. ([See 9.12 of this Guide](#))

8.10 Educational Material Versus Advertising Material

[*Policy - Educational Material versus Advertising Material*, Food Division, Consumer and Corporate Affairs Canada, March 1991.]

It can sometimes be difficult to distinguish between material which promotes or advertises a product and material intended only to educate or inform. However, it is important to do so in order to determine whether the *Food and Drugs Act* and the *Food and Drug Regulations* apply.

"**Advertisement**", as defined in Section 2 of the *Food and Drugs Act* " includes any representation by any means whatever for the purpose of promoting directly or indirectly the sale

or disposal of any food". (For further definitions, see [Chapter 1 of this Guide.](#)) The recipient of the representation is "anyone" as no exclusions are mentioned.

Printed and broadcast material will be assessed on a case-by-case basis as to whether it promotes the sale of a food and is considered to be advertising, or whether it is uniquely for educational purposes.

In general, information or material produced or sponsored by the food industry **may** be considered "educational" rather than "advertising" when it meets the following five criteria.

- The material should be obviously designed for the purpose of **informing** consumers in a factual manner rather than **promoting** the sale of a product. That is, the material is a statement or presentation of fact without commercialization. It gives relevant facts and points of view, not just those that favour the sponsor.
- While the sponsor may be identified, the content should be generic in nature and should not mention product brand names, other than in the sponsorship statement which should not be given undue prominence.
- If the material focuses on a class of foods (such as poultry), or a food group (such as vegetables and fruit), the class/group of foods should be presented in the context of the recommended pattern of eating, *Canada's Guidelines for Healthy Eating*.
- Educational material as described above will usually cease to be considered educational when linked to a product, (e.g., by being displayed with a specific product or shown in close proximity to it at point-of-sale). However, depending upon the circumstances, it may be acceptable for educational material to be displayed away from a food which is the generic subject of the educational material (e.g., in another area of a store or restaurant). (**Note:** *Advertising* material may be displayed with or in close proximity to a food at point-of-sale provided it is not misleading, does not refer to the prevention of disease, and meets the requirements of the *Food and Drugs Act and Regulations*.)
- When educational material is produced solely by an organization which does not sell food (e.g., a health-related organization, producer group, marketing board, etc.), the retailer, restaurateur, etc. who has placed or displayed the material in close proximity to the food referenced in the material may be deemed responsible for its use as advertising.

Example of an Educational Brochure

A carrot grower wants to publish a brochure to inform consumers about the role of the diet in disease prevention. The brochure may focus on a food group or class of foods (vegetables and fruits), but must be presented in the context of *Canada's Guidelines for Healthy Eating*.

The grower may identify its corporate brand (Brand X) of carrots on the cover of the brochure. However, the manufacturer may **not** mention Brand X carrots, or its other products or brands, within the brochure.

The brochure may not be displayed at point-of-sale in close proximity to either Brand X carrots or to any other brand of carrots.

This policy applies to printed and broadcast materials produced, sponsored or distributed by persons advertising or selling food, including manufacturers, retailers, restaurateurs, producer organizations and advertisers, with or without, the collaboration of health associations. If educational material is produced solely by an organization which does not sell foods, the retailer, restaurateur, etc., who has displayed the material may be deemed responsible for its use as advertising.

8.11 Third-Party Endorsements, Logos and Seals of Approval

[*Policy on the Use of Third-Party Endorsements, Logos, and Seals of Approval*, Food Division, Consumer and Corporate Affairs Canada, March 1991.]

"Third-party endorsement" means the approval or sanction of a food by any health professional or health organization, or any individual or group. The use of a name, logo, symbol, seal of approval or other proprietary mark of a third-party organization, whether on a food label or in an advertisement, may lead consumers to believe that the food is endorsed by this third party.

Third-party endorsements may be considered misleading or deceptive when a food bearing an endorsement is perceived as being superior in terms of health, safety and/or nutrition to foods **not** bearing the endorsement.

Minimizing the potential for misrepresentation

Third-party endorsements should be used with caution. Consumers must not be misled or confused about the merits of a food, and they should be able to judge the merit of the endorsing organization. The following principles should be followed:

- Does not give the impression that a single food or brand of food is "healthier" than, or nutritionally superior to, other foods not bearing the third party's name, statement, logo, symbol, seal of approval or other proprietary mark. Health is imparted by the total diet rather than by individual foods.
- Does not give the impression that the food is a treatment, preventative or cure for disease. A third-party's name, statement, logo, etc. must not suggest that a food may prevent a Schedule A disease. Such a suggestion is false and specifically prohibited by the *Food and Drugs Act*.

- Clearly explains the reason for the appearance of the third party's name, statement, logo, and so on. (For example, is this a joint education program of Company X and Organization Y? Has Company X provided financial support, or is it a sponsor of a campaign such as a Nutrition Week Campaign of Organization Y?)
- Clearly shows the name of the third-party (with or without its logo, symbol, or other proprietary mark), in conjunction with its nutrition recommendations or dietary guidelines or those it endorses. The nutrition recommendations of this third-party must be consistent with the recommended pattern of eating presented in *Canada's Guidelines for Healthy Eating*.
- Clearly indicates that the name, statement, logo, etc. of the third party does **not** constitute an endorsement of the food.
- Provides a Nutrition Facts table on the food label, including where the food would otherwise have been exempted under B.01.401(2)(a) and (b) [B.01.401(3)(c)(iii)]. [See 5.3 of this Guide](#) for a list of foods exempted by these provisions.

This policy applies to third-party endorsements by organizations providing health and nutrition information for a **single food** or **single brand of food**. It applies whether the endorsement appears on food labels or in food advertisements, and whether the food is displayed in retail outlets, restaurants or food service establishments.

The policy does **not** apply to third-party endorsements by organizations providing health and nutrition information for **groups or classes of foods**. It also does **not** apply to the gluten-free symbol of the Canadian Celiac Association or the Food Choice Values and Symbols of the Canadian Diabetes Association. These symbols are recognized by consumers with celiac disease and diabetes respectively, and are unlikely to be perceived by the general public as an endorsement by a health organization. Additional exceptions may be considered on a case-by-case basis.

Note: The Canadian Diabetes Association has advised that their Food Choice Values and Symbols system will be phased out and it is expected that these symbols will no longer appear on food labels in Canada once the transition period for the new nutrition labelling requirements is completed.

8.12 Heart Symbols and Heart Health Claims

The use of heart symbols and heart healthy claims to describe a food or food choice (whether on labels, menus or in advertising) are generally not acceptable. They may give an erroneous impression that consuming a single food or menu selection will provide heart health or prevent heart disease (a "Schedule A" disease).

Health authorities do agree that a single **pattern** of healthy eating should be recommended to the public. However, although a healthy diet may help reduce the risk of cardiovascular disease, it is only one factor in the multiple etiology of the disease.

8.12.1 Heart Symbols

Heart symbols may be acceptable on a food label or advertisement when they appear in the logo or name of a health organization, or are used in conjunction with that organization's health information program, provided that

- no impression is given that the food may help prevent heart disease, and
- the appearance of the health organization's name or logo itself satisfies the conditions on the use of Third-Party Endorsements, Logos and Seals of Approval ([see 8.11 of this Guide](#)).

Terms employing the word "heart" may be acceptable as part of the name of an information program of a health organization provided the program is identified as such (e.g., "The Heart Smart program is a public education program of the Heart and Stroke Foundation of Canada.").

Heart symbols may be acceptable when used in a traditionally recognized manner to indicate affection or endearment. For example, there is no objection to heart-shaped cinnamon candies, or heart-shaped boxes of chocolates, or heart illustrations on food products sold for Valentine's Day.

Nutrition information programs incorporating heart health in restaurants may not identify menu items with hearts. Menu items can be identified using a check mark (✓) to draw attention to good or healthy choices if the information provided satisfies the requirements outlined in this section and the reason for the program is made clear. For example, the menu might state: "The Heart Smart program is a public education program of the Heart and Stroke Foundation of Canada".

8.12.2 Heart Symbols and Diet-Related Health Claims

Objection will not be taken to the use of heart symbols in conjunction with the new diet-related health claim "A healthy diet low in saturated and *trans* fats may help reduce the risk of heart disease. (Naming the food) is low in saturated and *trans* fats."

[See Annex 8-2 of this Guide](#) for the *Policy Respecting the Use of Heart Symbols and Heart Health Claims on Food Labels and in Food Advertisements*.

8.13 Eating Well with Canada's Food Guide and Eating Well with Canada's Food Guide: A Resource for Educators and Communicators

[See Annex 8-3 of this Guide](#): *Eating Well with Canada's Food Guide*.

[Copyright Guidelines for Non-Commercial Reproduction of Canada's Food Guide](#) are available on Health Canada's web site:

www.hc-sc.gc.ca/fn-an/food-guide-aliment/copyright-droitdauteur-eng.php

In order to refer to or quote *Eating Well with Canada's Food Guide and Eating Well with Canada's Food Guide: A Resource for Educators and Communicators*, the official title should be used and complete quotations should be used.

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8.14 References

[See Annex 8-4 of this Guide](#) for a list of applicable references.

Schedule A Diseases from the *Food and Drugs Act* Annex 8-1

Alcoholism	Gout
Alopecia (except hereditary androgenetic alopecia)	Heart disease
Anxiety state	Hernia
Appendicitis	Hypertension
Arteriosclerosis	Hypotension
Arthritis	Impetigo
Asthma	Kidney disease
Bladder disease	Leukemia
Cancer	Liver disease (except hepatitis)
Convulsions	Nausea and vomiting of pregnancy
Depression	Obesity
Diabetes	Pleurisy
Disease of the prostate	Rheumatic fever
Disorder of menstrual flow	Septicemia
Dysentery	Sexual impotence
Edematous state	Thrombotic and embolic disorders
Epilepsy	Thyroid disease
Gall bladder disease	Tumor
Gangrene	Ulcer of the gastro-intestinal tract
Glaucoma	Venereal disease

Policy Respecting the Use of Heart Symbols and Heart Health Claims on Food Labels and in Food Advertisements Annex 8-2

Background

Historically, representations such as the use of "**heart**" symbols and statements such as "**heart healthy**" on food labels or in advertising have been considered likely to offend the *Food and Drugs Act* because they can be potentially misleading under subsection 5(1) and/or may represent the product as a preventative for heart disease [3(1), *FDA*].

As a result of the work of the Ad Hoc Intersectoral Committee on Health Information Programs Involving the Sale of Foods and on the Use of Nutrition Recommendations in Food Labelling and Advertising, policies were issued on March 1, 1991 under the title "**Guidelines for Health Information Programs Involving the Sale of Foods**"

One of the policies contained in this document addressed label and advertising claims relating to disease prevention. This policy statement reiterated the government's commitment to upholding section 3 of the *Food and Drugs Act*, confirmed that the practice of relating a specific food product to disease prevention is prohibited under section 3 of the Act and described several situations in which the food industry could deliver information on disease prevention without offending section

3. The document did not, however, specifically address the issue of the use of "**heart**" **symbols** and "**heart health**" claims in food labelling and advertising.

The following policy is intended to further clarify the position concerning the use of "**heart**" **symbols** and "**heart health**" claims, and complements the more general policies of the aforementioned Ad Hoc Intersectoral Committee on Health Information Programs.

Scope

The policy will apply to the use of "**heart**" **symbols** and "**heart health**" statements or claims on food labels and food advertisements.

Policy

1. Heart Symbols

1. Representations which state, suggest or imply that a particular food is nutritionally superior to or healthier than other foods are considered misleading, since one's entire food intake, not a single part of it, is the critical variable in determining the nutritional adequacy of the diet and its contribution to reducing risk for chronic disease. Accordingly, the use of heart symbols in food labelling or advertising (including the "hearting" of restaurant menu items), may create an erroneous impression regarding the merit or value of the food by suggesting that consumption of the specific food or menu selection will, by itself, provide health as it relates to the heart and cardiovascular system. As the use of these symbols in this manner is considered to constitute a potential violation of subsection 5(1) of the *Food and Drugs Act*, they should not be used.
2. A heart symbol which appears in the logo/word mark of, or is used in conjunction with, the name of a non-governmental health organization, or a health information program of a health organization, **may** be acceptable on a food label or in a food advertisement on condition that: (a) no impression is given that the food may help prevent heart disease, and (b) the appearance of the health organization's name or logo itself satisfies the conditions outlined in the "**Policy on the Use of Third-Party Endorsements, Logos and Seals of Approval**".
3. No objection will be taken to heart symbols used in a manner traditionally-recognized as indicating affection or endearment, e.g., heart shapes on the label of Valentine candies.

2. "Heart Healthy", "Heart Healthy (Naming the Food)" or "Heart Healthy Choice" Statements or Claims

As in the case of heart symbols, the use of the term "**heart healthy**" to describe a food or food choice in food labelling and advertising, may create an erroneous impression regarding the merit or value of the food, by suggesting that it will, by itself, provide heart health. As such terms are considered to constitute a potential violation of subsection 5(1), *FDA*, they should not be used.

3. "Heart Healthy Eating" or "Heart Healthy Diet"

The use of the terms "**heart healthy eating**" or "**heart healthy diet**" on the labels and/or in the advertisements for specific foods (e.g., "**choose X-brand margarine for your heart healthy diet**") may give an erroneous impression about the merit or value of the subject food(s).

Objection is taken to the use of these terms in association with individual foods for the following reasons:

1. the consumer may incorrectly conclude that the food itself is "good for the heart" or that it has particular usefulness in providing heart health;
2. health authorities agree that a single pattern of healthy eating should be recommended to the public to meet the needs for essential nutrients while minimizing risk for chronic disease. The term "heart healthy diet" suggests and promotes the concept of disease- or organ-specific patterns of eating; this is considered confusing and potentially misleading to the public;
3. a healthy diet may help reduce the risk of cardiovascular disease, but it is only one factor in the multiple etiology of the disease. Promotion of a "heart healthy" diet to the exclusion of other lifestyle factors in the labelling and advertising of a food, may give an erroneous impression of the impact of both the diet and that food on heart health.

4. Misleading Words or Phrases Employing the Term "Heart"

1. Objection is taken to the use of terms employing the word "**heart**", such as "**heart beat**", "**whole hearted**" and "**heart smart**" to describe individual foods, menu selections or patterns of eating, where the use of such terms or phrases suggests or implies that the food or diet is "**heart healthy**".
2. Terms employing the word "heart" may be acceptable as part of the name of an information program of a health organization provided the program is identified as such, e.g., "the Heart Smart program is a public education program of the Heart and Stroke Foundation of Canada".

Implementation

Steps should be taken by food manufacturers, importers and marketers to ensure the correction of domestic and imported product labels, advertisements and menus now bearing heart symbols and heart health statements or claims in contravention of this policy.

In this regard, the removal or correction (i.e., over-stickering) of existing heart symbols as per item #1 and label or menu claims as per items #2, 3 and 4 will be expected within six months from the date of this policy or at the time of next label or menu printing, whichever occurs first. The subject symbols and claims should not be used on new labels, menus or advertisements produced subsequent to the date of this policy.

In the case of the "Heart Smart" Restaurant Program of the Heart and Stroke Foundation of Canada, a new program is currently being introduced which is in keeping with this policy.

Restaurants are being informed of the changes by the provincial Heart and Stroke Foundations, and no additional corrective action is required at this time.

Food Directorate

Health Protection Branch

Health Canada

Food Division

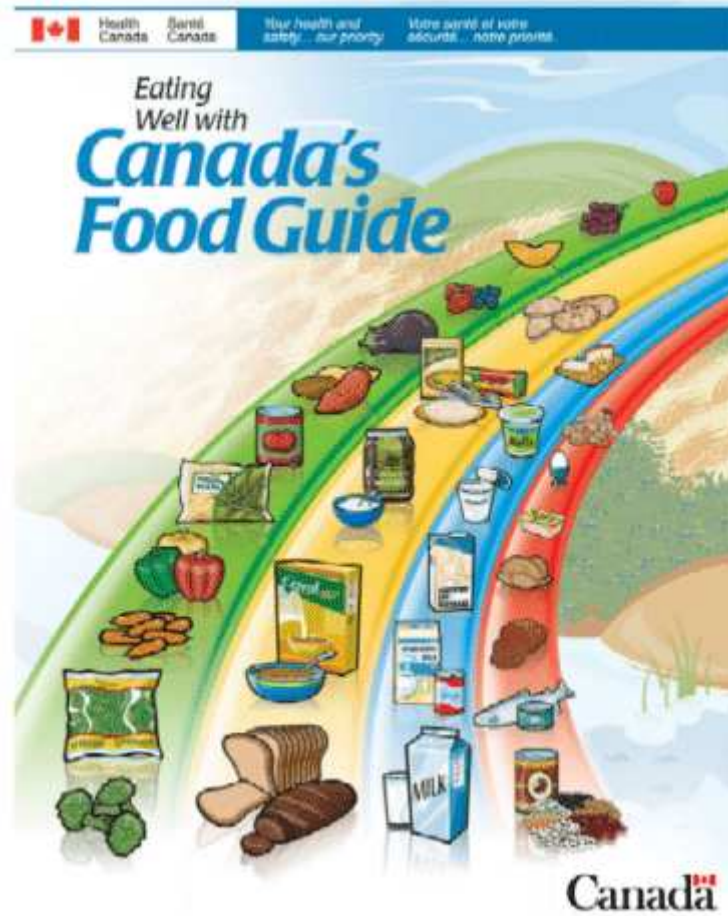
Consumer Products Branch

Consumer and Corporate Affairs Canada*

October 9, 1992

* Consumer and Corporate Affairs ceased to exist as of June 25, 1993. Its responsibilities respecting food labelling and advertising were transferred to Agriculture and Agri-Food Canada and later, on April 1, 1997, to the Canadian Food Inspection Agency. The former Food Division is now known as the Bureau of Food Safety and Consumer Protection, CFIA.

Annex 8-3





References

Annex 8-4

The following historical policy documents are the basis of the information provided in this chapter.

- *Guide for Food Manufacturers and Advertisers*. Consumer Products Branch, Consumer and Corporate Affairs Canada, Revised Edition, 1988.
- *Guidelines on Nutrition Labelling*. Food Directorate, Health Protection Branch, Health and Welfare Canada, November 1989.
- *Canada's Guidelines for Healthy Eating in Nutrition Recommendations ... A Call for Action*. Health and Welfare Canada, 1989.

- *Guidelines for Health Information Programs Involving the Sale of Foods*. Food Directorate, Health Canada, March 1995.
- *General Principles for Labelling and Advertising Claims that Relate to the Nutrition Recommendations and Canada's Food Guide to Healthy Eating* (GP). Food Directorate, Health Canada, revised December 1993; **and** *Guidelines on the Application of the General Principles*. Food Division, Consumer and Corporate Affairs Canada, April 1993.
- *Policy – Advertising Claims Relating to Nutrition Recommendations made by Organizations which do not Control Food Packaging or Labelling (OWLs)*. Food Division, Agriculture and Agri-Food Canada, December 1995.
- *Policy – Educational Material versus Advertising Material*. Food Division, Consumer and Corporate Affairs Canada, March 1991.
- *Policy on the Use of Third-Party Endorsements, Logos, and Seals of Approval*. Food Division, Consumer and Corporate Affairs Canada, March 1991.
- *Policy Respecting the Use of Heart Symbols and Heart Health Claims on Food Labels and in Food Advertisements*. Food Division, Consumer and Corporate Affairs Canada, October 1992.
- *Nutrition Recommendations for Canadians in Nutrition Recommendations, The Report of the Scientific Review Committee* (SRC Report). Canadian Government Publishing Centre, Public Works and Government Services Canada, Ottawa, 1990.
- *IL 793 – Guidelines for Foods Represented for Use in Achieving and Maintaining Healthy Body Weights*. Food Directorate, Health Canada, April 1991.

Chapter 9 - Supplementary Information on Specific Products

This chapter highlights selected labelling issues for further clarification. For convenience, these can be grouped as follows:

- definitions of selected terms,

- explanations as to how policies introduced in previous chapters are applied in specific situations, and
- labelling requirements, usually specific to a product or a given situation, not covered in the preceding chapters of this *Guide*.

Clarifications in this chapter are based solely on requirements found in the *Food and Drugs Act (FDA)* and the *Consumer Packaging and Labelling Act (CPLA)* and their respective Regulations. Other legislation, such as the *Canada Agricultural Products Act and Regulations*, the *Meat Inspection Act and Regulations*, the *Fish Inspection Act and Regulations* and provincial legislation should also be consulted when these apply to the product under consideration. The information provided here is not exhaustive, but highlights areas that may be more difficult to interpret.

This chapter follows the order in which items appear in the *Food and Drug Regulations (FDR)*.

9.1 Prepackaged Meal Definition [Division 1, FDR]

A "prepackaged meal" is defined in B.01.001 as a prepackaged selection of foods for one individual that requires no preparation other than heating and that contains at least one serving, as described in *Canada's Food Guide to Healthy Eating* (see [Health Canada's](http://www.hc-sc.gc.ca) website: www.hc-sc.gc.ca) of:

- meat, fish, poultry, legumes, nuts, seeds, eggs, milk or milk products other than butter, cream, sour cream, ice-cream, ice milk and sherbet; and
- vegetables, fruit or grain products.

There are no specific labelling requirements for a prepackaged meal, when it is not packaged, sold or advertised for use in a weight-reduction diet, but the contents must meet the requirements of the above definition. For more information on foods represented for use in a weight-reduction diet see [9.9.6 of this Guide](#)

For information on foods represented for use in weight maintenance, see [Chapter 8 of this Guide](#).

9.2 Sweeteners and Sweetening Agents [Division 1, FDR]

Section B.01.001, *FDR* defines "**sweetener**" as any food additive listed as a sweetener in Table IX to B.16.100. Examples of sweeteners are aspartame, sorbitol, and maltitol.

"**Sweetening agent**" includes any food for which a standard is provided in Division 18 of the *FDR*, but does not include those food additives listed in the table to Division 16 [B.01.001]. Examples of sweetening agents are sugar, honey and molasses.

9.2.1 Aspartame, Sucralose and Acesulfame-Potassium [Divisions 1, 16, FDR]

Aspartame, **sucralose**, and **acesulfame-potassium** are sweeteners approved for use in foods under the *Food and Drug Regulations* [see B.01.014 and B.01.015 for labelling of aspartame,

B.01.016 and B.01.017 for sucralose and B.01.019 and B.01.020 for acesulfame-potassium]. The label of a food that contains any of these sweeteners shall carry:

- a) a statement on the principal display panel that the food "**contains (name of the sweetener)**" or is "**sweetened with (name of the sweetener)**", in letters of at least the same size and prominence as required for the numbers used in the numerical portion of the net quantity declaration as per Section 14, *CPLR*;
- b) if any of these sweeteners is used in conjunction with another sweetener or sweetening agent, including those in Division 18, a statement on the principal display panel that the food "**contains**" or is "**sweetened with (name of the sweetener and [name of the other sweetener or sweetening agent])**", e.g., "**sweetened with aspartame and sucralose**" or "**contains aspartame and xylitol**" or "**sweetened with aspartame, fructose and sugar**", in letters of at least the same size and prominence as required for the numbers in the numerical portion of net quantity declaration;

- c) a Nutrition Facts table (to comply with the new nutrition labelling regulations);

or

the nutrition information set out in B.01.014 to B.01.019 (to comply with the previous regulations), see 5.2 of this *Guide*, Transitional Period.

- d) the (name of the sweetener) content expressed in milligrams per serving of stated size on any part of the label, except in the Nutrition Facts table, grouped together with the ingredient list [B.01.008(1)];
- e) in the case of aspartame, a statement grouped together with the ingredient list [B.01.008(1)], that aspartame contains phenylalanine;
- f) in the case of a food that is a tabletop sweetener that contains aspartame, sucralose or acesulfame-potassium, either singly or in combination, in addition to the information in (a), (c), (d) and (e) above, the label:
 - shall carry, a statement of the sweetness per serving expressed in terms of the amount of sugar needed to produce an equivalent degree of sweetness, grouped with the ingredient list [B.01.008(1)];
 - may carry the words "**low-calorie**" if the energy value of a serving of the sweetener that is equivalent in sweetness to 5 g (one teaspoon) of sugar is no greater than two Calories [B.01.015, B.01.017, B.01.020].

9.2.2 Polydextrose [Divisions 1, 16, *FDR*]

The label of a food containing polydextrose shall indicate the amount of polydextrose, expressed in grams per serving of stated size [B.01.018]. This statement may be shown on any part of the

label, except in the Nutrition Facts table, and must be grouped with the ingredient list [B.01.008(1)].

9.2.3 Sugar Alcohols [Divisions 1, 16, *FDR*]

The presence of sugar alcohols in a food, more specifically lactitol, maltitol, maltitol syrup, mannitol, sorbitol, sorbitol syrup, xylitol, erythritol, hydrogenated starch hydrolysates and isomalt, triggers a declaration of the sugar alcohol content in the Nutrition Facts table. The content is expressed in grams per stated serving size. For details on the manner of expression and the rounding rules, see [Table 6-2 of this Guide](#) [B.01.402 and the table to B.01.402].

9.2.4 Cyclamate and Saccharin Sweeteners [Division 1, Part E, *FDR*]

Saccharin or cyclamates are not permitted in foods and are considered adulterants when added to a food [B.01.046, E.01.001].

Cyclamate and saccharin sweeteners may be sold for direct consumer use, under specified conditions [E.01.002].

- Saccharin sweeteners may only be sold in pharmacies [E.01.002].
- No representation other than the name, price and quantity of the sweetener may be made when advertising cyclamate and saccharin to the general public [E.01.003].

The following cautionary statements must appear on the label:

- in the case of cyclamate, a statement that the sweetener should only be used on the advice of a physician [E.01.004(1)]; and
- in the case of saccharin, a statement that continued use of saccharin may be injurious to health, and that the sweetener should not be used by pregnant women except on the advice of a physician [E.01.004(2)(b)].

The label must show:

- a list of ingredients;
- the quantity of each of the following in the sweetener: cyclohexyl sulfamic acid, a salt of cyclohexyl sulfamic acid, a saccharin, a saccharin salt or carbohydrates, where present; and
- the energy value expressed in Calories per teaspoonful, drop, tablet or other measure used in the directions for use and per 100 grams or millilitres of the sweetener. [E.01.005].

9.3 Chocolate and Cocoa Products [Division 4, *FDR*]

Chocolate and cocoa are different products, with chocolate having a considerably higher cocoa butter content than cocoa. It should not be implied that products containing cocoa contain chocolate. In the case of a few foods where "chocolate" has traditionally been used as part of the common name, such as chocolate pudding, chocolate cake, chocolate cookies, chocolate cake (mix) and chocolate frosting (icing), there is no objection to the use of the word "**chocolate**" to indicate the flavour of the final food, since consumers are not likely to be deceived by such use. Advertisers are reminded that under 7(2), *CPLA*, a "false or misleading representation" includes any representation that implies, or may reasonably be regarded as implying, that a prepackaged product contains any matter not actually contained in it.

Compound coatings, which are products having the appearance but not the composition of chocolate, are often used as an outside layer or coating for biscuits, candy and frozen confections or as chips within baked goods. There should be no indication in the advertisements for these products that the coatings are "chocolate". However, "**chocolate flavoured**", "**chocolate-like**" and "**chocolaty**" have been accepted as appropriate descriptions of such coatings and chips.

9.4 Dairy Products: Milk and Milk Products [Division 8, *FDR*]

Division 8, *FDR*, has a number of specific labelling requirements for dairy products that have not been reproduced here. Examples of these are the percent (%) milk fat and moisture declarations on some products. As well, the *Canada Agricultural Products Act* includes the *Dairy Products Regulations* with additional labelling requirements. Provincial regulations should also be consulted for more labelling requirements.

9.4.1 Common Names of Dairy Products

Milk, unless otherwise designated, refers to cow's milk [B.08.003]. The standards for fluid milks are set and enforced by municipal, provincial and federal authorities. Division 8, *FDR* provides a number of standards for fluid milks and other dairy products. Milk from an animal other than a cow must include the animal source of the milk.

As with all foods with a standard of identity, the use of a common name of a standardized dairy product is restricted to foods that meet the provisions set out in the standard for composition, strength, potency, purity, quality or other property for that food. [See Chapter 4 of this Guide](#) for further information on common names. [6, FDA; B.01.001]

The appropriate common name must be used when referring to a milk product. For example, "**skim milk powder**" should not be referred to as "**milk**" or "**powdered milk**", nor should "**chocolate partly skimmed milk**" be called "**chocolate milk**". It is generally considered acceptable to identify a product by use of a trade name or a coined name providing the product has first been clearly identified by its common name [5, FDA] and the coined or trade name would not mislead the consumer.

- For example, it would be considered acceptable to refer to partly skimmed milk containing 2% butter fat by a trade name such as "Sun's Glo 2%" if the product is first clearly designated on its label and in an advertisement as "partly skimmed milk" or "partially skimmed milk".

In lengthy descriptions, the designated common name should be used the first time the common name appears. Subsequent references to the product within the same description may use a modified version, providing the modified common name is not misleading. Names such as "**2% milk**" constitute an improper use of the common name "milk" and should not be used, unless accompanied by the common name "**partly skimmed milk**".

A food that deviates from the prescribed standard may not use the common name prescribed by the applicable standard unless the standardized common name is modified to indicate how the food differs in every respect, from the food described by the standard.

- For example, Cheddar Cheese must contain a minimum of 31% milk fat. A cheese made exactly like cheddar cheese in every respect except for a lower milk fat content, would have to indicate, within the common name, that the product has a lower fat content than "cheddar cheese". Such a product might be called "Reduced Fat Cheddar Cheese" providing all the compositional and labelling requirements for a "reduced fat" claim were met, [see Chapters 5 and 7 of this Guide](#) for more information on requirements.
- Another example of a modified standardized common name would be "Cheddar Cheese with hot peppers" to describe a cheddar cheese with added hot peppers, the hot peppers not being permitted in the standard for cheddar cheese.

Alternatively, a descriptive common name that does not incorporate the common name prescribed by regulation can be used. See [4.2.2 of this Guide](#) for more information.

9.4.2 Highlighting Dairy Products Used as Ingredients in Other Foods

Highlighting the presence of a dairy ingredient, either within the common name of a food or as a separate claim, is often encountered. This should only be done when the dairy ingredient is present in a significant proportion and a statement of the amount of the dairy ingredient should be made in close proximity to the common name or claim. [See 4.2.3 and 4.2.4 of this Guide](#) for more information on highlighting or emphasizing ingredients in foods.

When a food includes a dairy flavour, such as cheddar cheese flavour, which is highlighted on the label, the words "flavour" or "artificial flavour" should accompany the flavour designation. When flavours are used to characterize a product, claims must not give the impression that the flavour is a result of the presence of a dairy ingredient.

9.4.3 Sensory Characteristic Descriptions

This section has been repealed.

9.5 Fats and Oils [Division 9 , FDR]

The *Food and Drug Regulations* have standards of identity for fats and oils in Division 9. Some provinces also have regulations that should be consulted for specific requirements.

9.5.1 Oil Content Claims on Margarine

The claim "**contains (naming the percentage) (naming the oil)**" in advertisements for margarine should always be based on the percentage of oil by weight of the total product. When one type of oil is named, all the oils used in making the margarine should be named. For example, if a margarine is made from a mixture of corn oil, cotton seed oil and soybean oil, it would be considered misleading to refer only to the corn oil content in an advertisement for the margarine. On the other hand, the mixture of oils could be correctly referred to as "**vegetable oils**". (See *Mandatory Common Names of Ingredients and Components*, [Chapter 2, Annex 1 of this Guide](#).)

9.6 Fresh Fruits and Vegetables [Division 11, FDR]

The *Fresh Fruit and Vegetable Regulations* of the *Canada Agricultural Products Act* and applicable provincial regulations should also be consulted for labelling information such as standards of identity and grade markings.

9.6.1 Beverages or Beverage Mixes Identified with Name of a Fruit

Beverages which include the name of a fruit within the common name must be labelled and advertised to distinguish them clearly from standardized juices. When fruit juice is present in a significant quantity in a beverage, its inclusion within the common name or as part of a claim is considered acceptable. The statement that the beverage is "**flavoured**" or is "**made in part with fruit juice**" is acceptable when the amount of juice present is stated. For more information, [see 4.2.3 of this Guide](#) on ingredient claims.

Products containing at least 25% of a single juice (as consumed), may incorporate the name of the juice within the common name of the food, e.g., "(naming the fruit) juice drink", A (naming the fruit) juice beverage or "(naming the fruit) juice cooler". However, since this type of common name emphasizes the juice content of the product, it could create an erroneous impression with respect to the actual juice content of the product. A declaration of the percentage of juice present should appear on the principal display panel of the label, clearly and prominently displayed, in a type size at least as large as that required for the numerical portion of the net quantity declaration.

When the percentage of juice is less than 25%, the word "juice" may not appear in the common name of the food. However, a claim separate from the common name, such as "made with X% fruit juice" may be made. De-characterized juices must NOT be included in the calculation of the percentage of juice present.

Note that a de-characterized juice cannot be declared as "(naming the fruit) juice" in the list of ingredients since it no longer meets the standard for fruit juice in B.11.120, or any of the specifically named fruit juice standards in the *Food and Drug Regulations*. "De-acidified (naming the fruit) juice", "de-coloured (naming the fruit) juice" and "de-flavoured (naming the fruit) juice" can be claimed, as applicable.

When only artificial flavour is used, claims must not give the impression that juice or natural fruit flavour is present. Where natural fruit flavours are used, the product may be described as **"containing natural fruit flavours or flavours derived from fruit"**.

While flavour claims such as **"has the taste of freshly-squeezed orange juice"** are generally acceptable, care must be exercised to ensure these are not used in a manner that misleads consumers about the true nature of the product.

9.7 Mineral Water, Spring Water and Bottled Water [Division 12, FDR]

Potable water obtained from an underground source other than a public community water supply and represented as **"mineral water"** or **"spring water"**, must meet the requirements for "mineral water" or "spring water" specified in Division 12, FDR. However, the water need not meet the requirements for mineral or spring water if it is described and represented as **"bottled water"**, **"table water"** or by any other acceptable term.

9.7.1 Natural Mineral Water

Mineral water which does not have its composition modified through the use of chemicals may be described as **"natural mineral water"**. A mineral water containing carbon dioxide which originated underground may, upon emergence from the source, have carbon dioxide added to it, provided that:

- a) the added carbon dioxide originates from the decarbonation of the water upon its emergence from the underground source; and
- b) the carbon dioxide is not added to a level greater than the naturally occurring level, prior to the water's emergence from underground [B.12.003].

The above mineral and spring water may be described as **"natural"**, **"naturally carbonated"** or **"sparkling"**.

When carbon dioxide (other than that originating from decarbonation of the water upon emergence of the water from the underground source) is added to the water, the word **"carbonated"** must appear first as part of the English common name [B.12.003]. The same is true if the carbon dioxide obtained from the decarbonation of the water at emergence is present in the bottled product in a quantity greater than was originally present in the underground water.

9.7.2 Indicating the Source of Mineral Water

An "**underground source**", for the purposes of the *Food and Drug Regulations*, means the deeper waters of a water-bearing formation in the zone of saturated earth below the upper part of the ground-water zone.

A statement of the geographic location of the source of the mineral or spring water is required on the label [B.12.002(a)]. Geographic location means the name of the closest commonly recognized locality near or in which the source is located. Vignettes should not be used to misrepresent the geographic location. For example, it is misleading to depict a mountain scene on the label of a product whose source is located on the prairies.

The common name of a manufactured product made by adding mineral salts to water should be chosen carefully to fully distinguish it from the standardized product. An appropriate name would be "**water flavoured with mineral salts**" or "**mineralized water**". Such a product must not be described as mineral water or spring water and the label of such products must carry a complete list of ingredients.

No therapeutic or prophylactic claims may be made for mineral water or mineralized water. Products represented as containing mineral nutrients for use in human nutrition must meet the requirements of Part D of the *Food and Drug Regulations*. However, no objection is taken to a quantitative declaration of the ion content of the water in parts per million (ppm) outside the Nutrition Facts table. Nutrient content claims such as sodium-free are permitted provided that the product meets the compositional and labelling requirements set out in [Chapter 7 of this Guide](#). Those products containing significant amounts of the core mineral nutrients need to carry a simplified format of the Nutrition Facts table.

9.8 Grain and Bakery Products [Division 13, FDR]

9.8.1 Flour and Bread

Flour, white flour, enriched flour and enriched white flour are the acceptable options for the common name of the same food. This food must contain added thiamine, riboflavin, niacin, folic acid and iron at the levels prescribed by regulation [B.13.001]. In addition, vitamin B₆, d-pantothenic acid, magnesium and calcium may also be added to prescribed levels [B.13.001]. When any of these nutrients are added to flour, a claim may be made to that effect in advertising and on the label [D.01.004]. Added nutrients must be declared in the Nutrition Facts table.

Vitamins and minerals are added to flour to restore some of the nutrients lost during processing. The resulting levels of vitamin and mineral nutrients are sufficient to permit claims for these nutrients on bread made with enriched flour [D.01.006, D.02.004]. For information on nutrient content claims, [refer to chapter 7 of this Guide](#).

White bread and **enriched bread** are both made from enriched flour. The addition of vitamin and mineral nutrients directly to bread is not permitted by D.03.003. Therefore the minimum nutrient levels prescribed for enriched bread are obtained via its ingredients.

Enriched Bread is required to contain per 100 parts (by mass) of flour, either two parts (by mass) of skim milk solids, or four parts (by mass) of whey powder, or sufficient protein from peas or soybeans to provide 0.5 parts (by mass) of protein per 100 parts of flour. This addition will be sufficient to provide the prescribed amount of thiamine, riboflavin, niacin, folic acid and iron. Enriched bread will also contain vitamin B₆, d-pantothenic acid, magnesium and calcium when these are added to the flour.

The label or advertisement for enriched bread may include claims regarding the vitamin and mineral nutrients added via the flour, providing the requirements of D.01.004, D.01.007, D.02.002 and D.02.005 of the *Food and Drug Regulations* are met. When enriched flour is used as an ingredient in any food, the vitamin and mineral nutrient components are not required to be declared in the list of ingredients [B.01.009]. However, if they are declared in the list of ingredients, they are still exempt from declaration in the Nutrition Facts table [B.01.402(7)], except if they are the subject of a claim [B.01.402(4)]. In other words, these nutrients maintain their exemption from declaration in the Nutrition Facts table even when voluntarily declared within the list of ingredients. However, this exemption is lost should these nutrients become the subject of a claim.

9.8.2 Specialty Breads

A separate standard exists for **specialty breads** [B.13.029] which provides for the use of ingredients that are either not permitted in the general standard for bread (such as fruits, nuts, seeds and flavours) or other ingredients (mostly various flours, meals and starches) that are permitted in greater amounts than in the general standard. The inclusion of these ingredients in the formula may alter the nutritive value of the bread.

- For example, "**protein bread**" is a specialty bread wherein the quality and quantity of the protein content have been increased to the point where the protein rating is 20 or more.

When a specialty bread complies with one of the other bread standards in Division 13 of the *Food and Drug Regulations* in addition to complying to the specialty bread standard, it must be labelled by the common name prescribed by the specific standard to which it complies. For example, a bread containing 50% raisins by weight of the flour has to be called "Raisin Bread" since it meets the standard prescribed in B.13.025. The manufacturer does not have the option of calling such a bread "Fruit Bread" even though it meets the minimum fruit content required for "Fruit Bread" as specified in Table I below.

In some instances, a high fibre ingredient is added to bread to increase its fibre content. When this added ingredient is not permitted in bread, the resulting product must not be described as a bread. However, no objection would be taken to the common name "**bread with added (name**

of the fibre source)" on condition that the fibre source provides 2 g dietary fibre per serving, and that the qualifier appears in letters not less than half the size of the word "**bread**". ([See Table 7-13 of this Guide: Summary Table of Permitted Fibre Claims.](#))

The following table lists some of the common specialty breads and indicates the minimum content of the specialty ingredients:

Specialty Breads: Specialty Ingredients

Table 9-1

Specialty Breads		
Type of Bread	Specialty Ingredient	Minimum amount of Specialty Ingredient as % of Flour
Graham Bread	Graham Flour	150
Milk Bread	Milk Solids	6 [B.13.022, (d)]
Potato Bread	Potato Flour	5
Honey Bread	Honey	5
Cheese Bread	Cheese	12
Oatmeal Bread	Oats	20
Cracked Wheat Bread	Cracked Wheat	20
Wheat Germ Bread (Bread with Wheat Germ)	Wheat Germ	2
Egg Bread	Whole Egg Solids	1.5
Fruit Bread or Loaf	Fruit	40
Triticale Bread	Triticale Flour	20
Rye Bread	Rye Flour	20
Raisin Bread	Seedless Raisins	50 [B.13.025]
	OR a mixture of Raisins and Currants	35 plus 15 (maximum)
Bran Bread	> 2 g dietary fibre from wheat bran per serving	
Protein Bread	Must have a protein rating of 20 or more.	

9.8.3 Breakfast Cereals

Due to different degrees of milling, cereal products and flours vary greatly in their nutritive value. Some milled or processed whole grain cereals, such as rolled oats and cracked wheat, retain most of their original nutritive value and are described as "**whole grain cereals**" or "**whole (name of the grain) cereal**". Others (such as farina, corn meal, white rice, corn flakes and puffed cereals) which require more extensive processing are called "**refined cereals**". The claim "**made from (name of the grain)**" should not be used to describe a breakfast cereal that does not contain the **whole** grain and most of the original nutritive value of the whole grain.

Breakfast cereals may contain added thiamine, niacin, vitamin B₆, pantothenic acid, folic acid, iron, magnesium and zinc to levels specified by regulation [B.13.060] and the content of the added vitamins and minerals is required in the Nutrition Facts table [B.01.402(7)]. Nutrient content claims such as "source of protein" or "source of energy" must follow the requirements of nutrient content claims regulations of the *FDR*. [See Chapter 7 of this Guide](#) for the compositional criteria and the labelling requirements a food product must meet in order to make these nutrient content claims.

Advertisers should be careful when producing breakfast cereal advertisements, especially television commercials intended for children. Energy claims and physical actions exaggerated beyond the limits of credibility are considered particularly unacceptable when directed at children. Depiction of physical action in games requiring more skill than actual physical energy is not usually considered to be a violation, provided there is no suggestion that such actions are the result of consuming the product. For nutrient content claims for foods solely for children under two years of age, [refer to 5.13 of this Guide](#). Health claims are prohibited on foods intended for children under two.

Breakfast cereals are only one part of a good breakfast, and commercials or visual depictions should not give the impression that they constitute the whole meal or that they are the most important part of that meal.

9.9 Foods for Special Dietary Use [Division 24, *FDR*]

A "food for special dietary use" is defined in B.24.001, *FDR* as a food that has been specially processed or formulated to meet the particular requirements of a person:

- a) in whom a physical or physiological condition exists as a result of a disease, disorder or injury;
or
- b) for whom a particular effect, including but not limited to weight loss, is to be obtained by a controlled intake of foods.

In general, only the following foods meeting the criteria in B.24.003(1) may be represented in a manner likely to create the impression that they are foods for special dietary use.

- a formulated liquid diet
- a meal replacement
- a nutritional supplement
- a gluten-free food
- a food represented as
 - a protein-restricted diet,
 - a low-amino acid diet, or
 - a very low-energy diet

Formulated liquid diets, meal replacements, nutritional supplements and foods represented for use in a very low-energy diet have detailed and explicit nutrition and other labelling requirements set out in Division 24, *FDR*. The labels for these products are prohibited from using the Nutrition Facts table **heading** (i.e. "Nutrition Facts", "valeur nutritive" or "valeurs nutritives"), but they may voluntarily use the Nutrition Facts table **format** with respect to order of presentation, naming of nutrients, fonts, layout, etc. provided the applicable requirements of Divisions 24 are met [B.01.401(4) & (5)].

Prior to the enactment of the nutrition labelling regulations, the use of claims such as "carbohydrate-reduced", "sugar-free", "Calorie-reduced", "low Calorie", and "low sodium" were limited to foods for special dietary use. With the new regulations, these claims (except for "carbohydrate-reduced") are now considered nutrient content claims and may be used on any foods that meet the criteria. There are no carbohydrate nutrient content claims provided for in the nutrient content claims amendments to the *Food and Drug Regulations*.

"Carbohydrate-reduced" foods meeting the previous regulations [B.24.004, B.24.009] are permitted at this time but will not be permitted after the Transition Period (see 5.2 of this *Guide*) as B.24.004 to B.24.014 of the regulations are repealed by P.C. 2002-2200 of December 12, 2002

For more information on these and other nutrient content claims, refer to chapter 7 of this *Guide*.

Weight-reduction diets

The following foods for special dietary use may be represented for use in weight-reduction diets if they meet the requirements set out in Division 24:

- meal replacements for weight reduction;
- prepackaged meals for weight reduction;
- foods sold by a weight-reduction clinic to clients of the clinic for use in a weight-reduction program supervised by the staff of the clinic; and
- foods represented for use in very low-energy diets.

Foods represented for use in a weight-reduction diet differ from foods represented for use in achieving and maintaining a healthy body weight, [see 8.9.2 of this Guide](#).

Energy-reduced diets

In addition, foods may be represented for use in an energy-reduced diet if they meet the requirements of one of the following nutrient content claims [B.01.507]:

- free of energy;
- low in energy;
- reduced in energy;
- lower in energy; or
- free of sugars.

Foods that meet the criteria for and carry one of the claims above may be represented as "diet" or "dietetic" [B.24.003(4)].

Sodium-restricted diets

Foods may be represented as for use in a sodium-restricted diet if they meet the requirements of one of the following nutrient content claims [B.01.508]:

- free of sodium or salt;
- low in sodium or salt;
- reduced in sodium or salt; or
- lower in sodium or salt.

Foods represented for use in a weight-reduction diet or an energy-reduced diet differ from foods represented for use in achieving and maintaining a healthy body weight, [see 8.7 of this Guide](#).

9.9.1 Formulated Liquid Diets [B.24.001, B.24.100 to B.24.103]

A "formulated liquid diet" is defined in B.24.001, *FDR*, as a food that:

- is sold for consumption in liquid form; and
- is sold or represented as a nutritionally complete diet for oral or tube feeding of a person in whom a physical or physiological condition exists as a result of a disease, disorder or injury.

A formulated liquid diet is required to be a complete substitute for the total diet in meeting the nutritional requirements of a person [B.24.101]. Formulated liquid diets cannot be advertised to the general public [B.24.100] and are not to be confused with infant formula. ([See 9.10 of this Guide](#), Infant Foods and Infant Formulas.)

Formulated liquid diets have detailed and explicit compositional requirements [B.24.102] and labelling requirements [B.24.103] set out in Division 24, *FDR*. The labels for these products are prohibited from using the Nutrition Facts table **heading** (i.e. "Nutrition Facts", "valeur nutritive" or "valeurs nutritives"), but they may voluntarily use the Nutrition Facts table **format** with respect to the order of presentation, naming of nutrients, fonts, layout, etc. provided the applicable requirements of Division 24 are met [B.01.401(4) & (5)].

9.9.2 Meal Replacements [B.24.200, B.24.202, B.24.204]

A "meal replacement" is defined in B.01.001, *FDR* as a formulated food that, by itself, can replace one or more daily meals.

The **compositional requirements** for a meal replacement are set out in B.24.200, *FDR*. These include a minimum food energy value of 225 Calories per serving, a specified amount and quality of protein, a maximum amount of energy derived from fat (35 percent), and a specified amount of various vitamins and mineral nutrients. When a meal replacement is represented as a replacement for all daily meals, the maximum amount of energy from fat is reduced to 30 percent, of which no more than 10 percent may be from saturated fat.

Meal replacements also have detailed and explicit labelling requirements, including nutrition labelling requirements [B.24.202, B.24.204] set out in Division 24, *FDR*. The labels for these products are prohibited from using the Nutrition Facts table **heading** (i.e. "Nutrition Facts", "valeur nutritive" or "valeurs nutritives"), but they may voluntarily use the Nutrition Facts table **format** with respect to order of presentation, naming of nutrients, fonts, layout, etc. provided the applicable requirements of Divisions 24 are met [B.01.401(4) & (5)].

Labelling requirements differ according to whether a meal replacement is sold or advertised as a replacement for all daily meals, for some daily meals or for use in a weight-reduction diet.

- a) Labels must declare specific nutrient content per serving as sold and per stated quantity when ready-to-serve.
- b) If the food is sold or advertised for use in a weight-reduction diet, the label must include directions for use that would result in the daily energy intake of at least 1200 Calories (5040 kJ) [B.24.204(b)]. If the meal is a replacement for all daily meals, directions for use that would result in the daily energy intake of 900 Calories (3780 kJ) must be provided.
- c) If the food is sold or advertised for use in a weight-reduction diet, the statement "**useful in weight reduction only as part of an energy-reduced diet / utile pour perdre du poids seulement dans le cadre d'un régime à teneur réduite en énergie**" must be prominently displayed on the principal display panel [B.24.202(e)]. This statement must also be included in all advertisements for the product.
- d) If the meal replacement is **not** represented as a replacement for all daily meals, a sample seven-day menu must be included. The requirements for the menu plan are set out in B.24.204, *FDR*.
 - The daily menu must include at least one serving from each of the four food groups in *Canada's Food Guide to Healthy Eating* (refer to [Health Canada's website](http://www.hc-sc.gc.ca) at www.hc-sc.gc.ca).

- In addition to the menu providing a minimum daily food energy intake of 1200 Calories, the content of other nutrients (e.g., fat, saturated fat, vitamins and mineral nutrients) is also regulated.
- The menu must not include any reference to vitamin or mineral supplements.

No direct or indirect reference is permitted on labels or in advertisements to the use of any vitamin or mineral nutrient supplement. The label or advertisement must not create the impression that consumption of any vitamin or mineral nutrient supplement must or should be part of a weight-reduction diet.

As there is no **reference amount** for these foods, only the claims which are not based on reference amount can be made. For example, the following claims can appear on the label or packaging of a meal replacement: "source of protein" or "source of five vitamins and minerals", provided the product meets the conditions for the claim.

9.9.3 Nutritional Supplements [B.24.201, B.24.202]

A "nutritional supplement" is defined in B.01.001, *FDR* as a food sold or represented as a supplement to a diet that may be inadequate in energy and essential nutrients.

The **compositional requirements** for a nutritional supplement are set out in B.24.201 *FDR*. Requirements differ depending on the Calories per serving provided by the nutritional supplement. Examples are given below.

- When a nutritional supplement contains less than 225 Calories per serving, requirements include a minimum food energy content of 150 Calories per serving, a specified amount and quality of protein and a specified amount of various vitamins and mineral nutrients.
- When a nutritional supplement provides 225 or more Calories, requirements include a specified amount and quality of protein, a maximum amount of fat, and a specified amount of various vitamins and mineral nutrients.

The **labelling requirements** for a nutritional supplement are set out in B.24.202 *FDR*. Some labelling requirements include the declaration of the content of specific nutrients per serving as sold and per stated quantity when ready-to-serve. Nutritional supplements are not subject to the nutrition labelling requirements discussed in Chapter 5 of this *Guide* and the Nutrition Facts table is not permitted on these foods [B.01.401(4) and (5)].

Nutritional Supplements also have detailed and explicit labelling requirements, including nutrition labelling requirements [B.24.202] set out in Division 24, *FDR*. Some labelling requirements include the declaration of the content of specific nutrients per serving as sold and per stated quantity when ready-to-serve. The labels for these products are prohibited from using the Nutrition Facts table **heading** (i.e. "Nutrition Facts", "valeur nutritive" or "valeurs nutritives"), but they may voluntarily use the Nutrition Facts table **format** with respect to the order of

presentation, naming of nutrients, fonts, layout, etc. provided the applicable requirements of Divisions 24 are met [B.01.401(4) & (5)].

As there is no reference amount for these foods, only the claims which are not based on reference amount can be made. For example, the following claims can appear on the label or packaging of a meal replacement: "source of protein" or "source of five vitamins and minerals", provided the product meets the conditions for the claim.

9.9.4 Gluten-Free Foods [B.24.018, B.24.019]

A food is not permitted to be labelled, packaged, sold or advertised in a manner likely to create an impression that it is "gluten-free" unless it **does not contain wheat, including spelt and kamut, or oats, barley, rye, triticale or any part thereof.**

As per B.01.401(3)(e)(ii), any food represented as having a particular nutritional or health-related property, such as "gluten-free", must carry the Nutrition Facts table. Any exemption permitted by B.01.401(2) no longer applies when a food is represented as "gluten free".

9.9.5 Foods Represented for Use in Very Low-Energy Diets [B.24.300 to B.24.306]

The sale and advertising of foods represented for use in very low-energy diets is strictly controlled by the *Food and Drug Regulations*. These foods are not permitted to be advertised to the general public [B.24.300]. Only a pharmacist is permitted to sell these foods to the general public and only with a written order from a physician [B.24.301, B.24.302]. Compositional and labelling requirements are also strictly governed by regulation [B.24.303, B.24.304]. As Health Canada must be advised prior to marketing these products, readers are advised to contact Health Canada prior to manufacturing, labelling or importing these type of foods. Enquiries should be directed to:

Assistant Deputy Minister
Health Products and Food Branch
Health Canada
1st Floor, Health Protection Building
Tunney's Pasture, A.L. 0701A1
Ottawa, Ontario
K1A 0L2

9.9.6 Prepackaged Meals for Use in a Weight-Reduction Diet [B.24.203, B.24.204, B.24.205]

The **labelling requirements** for a prepackaged meal that is packaged, sold or advertised for use in a weight-reduction diet are set out in B.24.203 and B.24.204. ([See 9.1 of this Guide](#) for the definition of "prepackaged meal".)

Some of these labelling requirements include the following.

- a) Labels must state specific nutrient content declarations per serving as sold and per stated quantity when ready-to-serve [B.24.203 (a)].
- b) The statement "**useful in weight reduction only as part of an energy-reduced diet / utile pour perdre du poids seulement dans le cadre d'un régime à teneur réduite en énergie**" must be prominently displayed on the principal display panel [B.24.203(b)]. This statement must also be included in all advertisements for the product.
- c) A sample seven-day menu must be included in the directions for use, showing the prepackaged meal being used [B.24.204].

The requirements for the **menu plan** are set out in B.24.204. Some of the menu requirements are listed here:

- The daily menu must include at least one serving from each of the four food groups in *Canada's Food Guide to Healthy Eating*.
- In addition to the menu providing a minimum daily food energy intake of 1200 Calories, the content of other nutrients (e.g., fat, saturated fat, vitamins and mineral nutrients) is also regulated.
- The menu must not include any reference to vitamin or mineral supplements [B.24.204(e)].

No direct or indirect reference is permitted on labels or in advertisements to any vitamin or mineral supplement. The label or advertisement must not create the impression that consumption of any vitamin or mineral nutrient supplement must or should be part of a weight-reduction diet. [B.24.205(3)]

9.9.7 Foods Sold by Weight-Reduction Clinics [B.24.203, B.24.204, B.24.205]

Weight-loss clinics are permitted to represent and sell food to their clients as part of a weight-reduction diet supervised by the clinic.

The labelling requirements for foods sold by weight-reduction clinics are set out in B.24.203, B.24.204 and B.24.205. They are identical to those which apply to prepackaged meals, outlined in 9.9.6 above, **except** that the sample seven-day menu in the directions for use, must specifically show **the food sold by the weight-reduction clinic being used**.

9.10 Infant Foods and Infant Formulas [Division 25, FDR]

No person shall sell or advertise for sale an infant formula that, as normally consumed, does not comply with the compositional requirements set out in the *Food and Drug Regulations* for infant formula.

It is also not permitted to sell or advertise for sale an infant formula that, when prepared according to directions, requires the addition of a nutritive substance other than water, a source of carbohydrates, or both.

Other than identifying the quantity of iron on the label, no one can make any claim with respect to the iron content of an infant formula unless it contains at least 1 mg of iron per 100 available Calories.

Infant formulas (human milk substitutes) and foods that are represented as containing infant formula, also have detailed and explicit labelling requirements, including nutrition labelling requirements, set out in Division 25 of the *Food and Drug Regulations*. The labels for these products are prohibited from using the Nutrition Facts table **heading** (i.e. "Nutrition Facts", "valeur nutritive" or "valeurs nutritives"), but they may voluntarily use the Nutrition Facts table **format** with respect to order of presentation, naming of nutrients, fonts, layout, etc. provided the applicable requirements of Divisions 25 are met [B.01.401(4) & (5)].

All new infant formula and infant formula which have undergone minor changes in composition, manufacturing or packaging is subject to pre-market notification. Labels must be submitted to Health Canada for review as part of the pre-market notification, at the following address:

Assistant Deputy Minister
Health Products and Food Branch
Health Canada
1st Floor, Health Protection Building
Tunney's Pasture, A.L. 0701A1
Ottawa, Ontario
K1A 0L2

The use of food additives in infant formula and infant foods is strictly controlled under the *Food and Drug Regulations*.

Infant foods are subject to specific maximum sodium levels. It is an offence to sell or advertise for sale an infant food that contains more sodium than that provided for in the *Food and Drug Regulations*.

Note that there are specific nutrition labelling requirements, including formats, Nutrition Facts table information, and nutrient content claims, for foods solely for children under two years of age (but not infant formulas). These are discussed in [Chapter 5 of this Guide](#).

9.11 Beverages for Athletes, Isotonic

9.11.1 Beverages for Athletes

There are no provisions for the addition of vitamins, mineral nutrients (including electrolytes), or amino acids to beverages targeted for use by athletes. [See Annex 7-1 of this Guide](#) for foods to which vitamins or mineral nutrients may be added.

Functional claims made for such beverages are limited to those referring to the replacement of fluid (water) loss. Nutrient content claims may be made when criteria are met ([see Chapter 7 of this Guide](#)).

9.11.2 Isotonic

The term "isotonic", in reference to a beverage, denotes a solution having the same concentration of electrolytes as another solution to which it is being compared. For example, a beverage could be isotonic with perspiration, serum, etc. There is no objection to the use of this term when the claim is accurate and the comparison appropriate.

Chapter 10 - Guide to the Labelling of Alcoholic Beverages

This chapter outlines the labelling requirements for alcoholic beverages. It includes the requirements for alcoholic beverages which have prescribed standards in Division 2 of Part B of the *Food and Drug Regulations (FDR)* as well as those products for which there are no prescribed standards.

This Guide covers the label declarations which must appear on the label of an alcoholic beverage, along with explanations as to how this labelling information must be presented on the label. It should be noted that this Guide does not extend to an explanation of the standards found in the legislation, nor does it include any discussion of the net quantity requirements other than the declaration on the label. In other words, the document explains how the net quantity is declared on the label, but does not outline how the net quantity of a filled container is measured.

10.1 Alcoholic Beverages

A beverage containing 1.1% or more alcohol by volume is considered an alcoholic beverage. These products must meet the labelling and compositional requirements found in Division 2 of the *FDR*. Readers are also advised to verify provincial legislation as it may differ from the federal requirements.

10.2 Common Name

The common name is defined under B.01.001 and required by B.01.006, *FDR*. It is also included as a requirement under subparagraph 10(b)(ii) of the *Consumer Packaging and Labelling Act (CPLA)* and 30 of the *Consumer Packaging and Labelling Regulations (CPLR)*.

Many alcoholic beverages have a standard of identity or composition prescribed in Division 2 of the *FDR*. For beverages meeting one of these standards, the common name appearing in bold face type in the regulations **must** be used.

10.2.1 Beer

Common names are also prescribed by means of labelling regulations. Section B.02.132 establishes mandatory common names or qualified common names as outlined below for various standardized beer products based upon alcohol content.

ITEM	PERCENTAGE OF ALCOHOL BY VOLUME	QUALIFIED COMMON NAME OR COMMON NAME REQUIRED ON THE LABEL AND IN ANY ADVERTISEMENT
1.	1.1 to 2.5	Extra Light Beer, Extra Light Ale, Extra Light Stout, Extra Light Porter
2.	2.6 to 4.0	Light Beer, Light Ale, Light Stout, Light Porter
3.	4.1 to 5.5	Beer, Ale, Stout, Porter
4.	5.6 to 8.5	Strong Beer, Strong Ale, Strong Stout, Strong Porter, Malt Liqueur
5.	8.6 or more	Extra Strong Beer, Extra Strong Ale, Extra Strong Stout, Extra Strong Porter, Strong Malt Liqueur

10.2.2 Liqueurs

When the flavour is shown on the label of a liqueur, the flavour designation becomes part of the common name and therefore should be grouped with the word "**liqueur**". When there is no indication of the flavour, the word "**liqueur**" suffices as the common name [B.01.070].

10.2.3 Unstandardized Alcoholic Beverages

The common name for alcoholic beverages without a prescribed standard is the name by which the food is generally known or, when none is available, a name that describes the true nature of the product. When choosing a common name for an unstandardized food without an established common name, the proposed name should be evaluated against subsection 5(1) of the *Food and Drugs Act [FDA]* and section 7 of the *Consumer Packaging and Labelling Act (CPLA)*, sections that contain broad prohibitions against the provision of misleading information.

10.2.4 Location

The common name must be shown on the principal display panel (the main panel) of the container [B.01.006(1); 12, *CPLR*].

10.2.5 Type Size

The common name must be shown in type of at least 1.6 mm in height, based on the lowercase letter "o" [A.01.016; 14, 15, *CPLR*].

10.2.6 Language

The common name must appear in English and French [B.01.012(2); 6(2), *CPLR*]. The following are considered bilingual common names under B.01.012(10).

Advocaat or Advokaat, Akvavit, Americano, Anisette, Apricot Brandy Liqueur, Aquavit, Armagnac, Bourbon, Brandy, Calvados, Campari, Chartreuse, Cherry Brandy Liqueur, Crème de Banane, Crème de Bleuets, Crème de Cacao, Crème de Cassis, Crème de Menthe, Crème de Noyau, Curaçao Orange, Dry Gin, Fior d'Alpe, Grappa, Highland Whisky, Irish Whisky, Kirsch, Kummel, Liqueur de Fraise, Mandarinette, Manhattan, Marc, Martini, Ouzo, Pastis, Peach Brandy Liqueur, Poire William, Prunelle de Bourgogne, Rye Whisky, Scotch Whisky, Tequila, Triple Sec, Strega, Sake or Saki, Slivovitz, Sloe Gin.

10.3 Net Quantity Declaration

10.3.1 Manner of Declaring

For alcoholic beverages, the metric net quantity declaration [4(1), *CPLA*] must be shown in units of volume [21, *CPLR*]. Quantities of one litre or more must be shown in terms of litres while quantities of less than one litre are shown in terms of millilitres. Alternatively, quantities of less than one litre may be shown in words, while a net quantity of 500 millilitres may also be declared as 0.5 litre. [26, 27, *CPLR*].

The acceptable symbols for millilitres are mL, ml, **mℓ**. The acceptable symbols for litre are L, **ℓ**, l. Care should be taken when using the lowercase "l" as the symbol for litre. If not used properly, it may be mistaken for the number "one". It should be noted that these symbols do not take any punctuation and are considered bilingual.

Examples of acceptable presentation:

750 **mℓ**

2 L

10.3.2 Location

The net quantity declaration must be shown on the principal display panel, and shall be clearly and prominently displayed, easily legible and in distinct contrast to any other information on the label [4(2), *CPLA*; 12, *CPLR*].

10.3.3 Type Size

The numerical portion of the net quantity declaration must be shown in bold face type and be in a type size that is proportional to the area of the principal display surface of the container [2(1) and 14, *CPLR*]. The larger the container, the larger the type size requirement. Paragraph (c) of the definition for principal display surface is applicable to most cylindrical containers (bottles) [2(1), *CPLR*]. See 2.6.1 of this *Guide*

The symbols used in the net quantity declaration must be at least 1.6 mm in height, based on the lowercase "m" in the case of the symbol for millilitres [14(4), *CPLR*].

10.3.4 Language

The net quantity declaration must be shown in English and French [6(2), *CPLR*]. All symbols for the metric units are considered bilingual.

10.4 Standardized Container Sizes

Wine bottled after January 1, 1979 may only be sold in Canada in a container size that has a net quantity of product of 50, 100, 200, 250, 375, 500, or 750 millilitres or 1, 1.5, 2, 3 or 4 litres [36, *CPLR*].

10.5 Alcohol by Volume Declaration

All alcoholic beverages containing 1.1 percent or more alcohol by volume must declare the amount of alcohol contained in the product.

10.5.1 Manner of Declaring

The alcohol content declaration must be shown as "**X % alcohol by volume**" or be abbreviated "**X % alc./vol.**" [B.02.003]. Periods must follow both abbreviations.

10.5.2 Location

The alcohol by volume declaration must be shown on the principal display panel [B.01.001, B.02.003].

10.5.3 Type Size

The minimum type size of 1.6 mm in height based on the lowercase "o" is considered mandatory to meet the legibility requirements of A.01.016.

10.5.4 Language

The alcohol by volume declaration must be shown in both English and French. The French translation is "**X % d'alcool par volume**" [B.01.012(2)]. When abbreviated, the statement "X % alc./vol." is fully bilingual.

10.6 Name and Address of Dealer

10.6.1 Definition

The identity and principal place of business of the person for whom or by whom the product is produced for sale, must be shown on the label [B.01.007(1.1)(a); 10(b)(i), *CPLA*]. The identity is the registered name of the company. The principal place of business should include the city or town plus the country for imported products. However, for the United States, declaration of the state alone is considered sufficient. For Canadian companies, the address should include the name of the province.

10.6.2 Location

The name and address of the dealer are required to be shown on any part of the label other than that applied to the bottom of the container [B.01.005, B.01.007(1.1)(a); 13, *CPLR*].

10.6.3 Type Size

The minimum size is 1.6 mm in height based upon the lowercase "o" [A.01.016; 14, 15, *CPLR*].

10.6.4 Language

The name and address may be shown in English or French [B.01.012(9); 6(2), *CPLR*].

10.6.5 Imported Goods Labelled with the Name and Address of a Canadian Dealer

One of the following requirements must be met for products which are wholly manufactured in a country other than Canada, whether packaged and labelled in Canada or elsewhere, when the name and address on the label is that of a Canadian dealer:

1. The name and address of the Canadian dealer preceded by:

a) **"imported by/importé par"**, or

b) **"imported for/importé pour"**; or

2. a declaration of the geographic origin of the product.

These statements, unless required by other legislation to appear elsewhere, must appear immediately adjacent to the dealer's name and address and must be in type of at least as large as that used in the declaration of the Canadian dealer's principal place of business [31, *CPLR*].

10.7 Origin Claims

10.7.1 Brandy - Country of Origin

Brandy that is wholly distilled in a country other than Canada requires a country of origin declaration on the label [B.02.060]. This declaration must be shown in both English and French [B.01.012(2)] and should be in a minimum type height of 1.6 mm based on the lowercase "o" [A.01.016]. The declaration may be shown on any part of the label, other than that applied to the bottom of the container [B.01.005(1)].

As the standards for Armagnac [B.02.051] and Cognac [B.02.053] require these products to originate from a specific area, the common name implies a specific origin and a country of origin statement is not considered mandatory for these two products.

10.7.2 Wine - Country of Origin (This is under review)

A clear indication of the country of origin is required on all standardized wine products described in B.02.100 and B.02.102 to B.02.107. This declaration must be shown in English and French [B.01.012.(2)] and must appear on the principal display panel [B.02.108].

A wine may claim to be wine of a country if:

a) the wine is made from at least 75 percent of the juice of grapes grown in that country and it is fermented, processed, blended and finished in that country, or

b) in the case of wines blended in that country, at least 75 percent of the finished wine is fermented and processed in that country from the juice of grapes grown in that country.

The declaration should be stated as **"product of (naming the country)"** or **"(naming the country) wine"**. For example:

"Product of France" or **"French Wine"**

The labels of products which do not meet the conditions mentioned above must describe the various origins on the label. For example:

"Made in Canada from (naming the country or countries) grapes (or juices)" or

"Blended in Canada from (naming the country or countries) wines"

10.7.3 Names of Wines - Geographical Origin

This section is subject to review under the recently signed Canada-European Community Wine and Spirits Agreement.

When a descriptor that implies a specific geographical origin is used on a wine that does not originate from the area suggested by the descriptor, the common name of the wine must be accompanied by a qualifier designating the true origin of the wine. The qualifier must be an integral part of the common name, displayed in identical font and size as the rest of the common name, e.g., Canadian Champagne, Australian Burgundy.

Names which fall into this category are Burgundy, Bordeaux, Chablis, Champagne, Chianti, Claret, Madiera, Malaga, Marsala, Medoc, Moselle (Mosel), Port, Sauterne, Sherry and Tokay.

10.7.4 Caribbean Rum

Up to 1.5 percent of rum manufactured in Canada may be blended with rum manufactured in one or more Commonwealth Caribbean countries [B.02.034]. The resulting product may be identified on its label as a product of the Commonwealth Caribbean country (or countries). The name and address of the Commonwealth manufacturer(s) or the Canadian bottler should appear on the label.

After promulgation of B.02.034 in 1989, the Standing Joint Committee for the Scrutiny of Regulations questioned whether authority existed under the *Food and Drugs Act* to put in place a regulation to facilitate the marketing of Commonwealth Caribbean rum in Canada. Consultations with the Canada Customs and Revenue Agency and the Department of Foreign Affairs and International Trade are still ongoing on this issue, with a view to revocation of this regulation in the future.

10.8 List of Ingredients

10.8.1 Manner of Declaring

Standardized alcoholic beverages (those with compositional standards in Division 2 of the *FDR*, such as beer, wine, and rum) are exempt from the requirement to show a list of ingredients on the label [B.01.008(2)(f)]. Unstandardized alcoholic beverages (those for which there is no standard

in Division 2 of the *FDR*) require a complete list of ingredients and their components [B.01.008(1)(b)]. These ingredients must appear in descending order of proportion or as a percentage, both based on the weight of the ingredients prior to these being combined to make the product [B.01.008(3) and (5)]. Therefore, products such as sake, cocktails (manhattans, martinis), pernod, aquavit, etc., require a list of ingredients.

10.8.2 Location

The list of ingredients is required to be shown on any part of the label, other than that applied to the bottom of the container [B.01.005(1), B.01.008(1)], except in the case of an ornamental container [B.01.005(3)]. An ornamental container is a container that, except on the bottom, has no promotional or advertising material other a trademark or common name and that appears to be a decorative ornament because of its shape or texture or any design on its surface. It is sold for a decorative ornament as well as a container for food [B.01.001]

10.8.3 Type Size

The list of ingredients should be shown in type of at least 1.6 mm in height based on the lowercase letter "o" [A.01.016].

10.8.4 Language

The list of ingredients must be shown in both English and French [B.01.012(2)].

10.9 Durable Life Date

When the durable life [B.01.001] of a product is 90 days or less, a durable life date [B.01.001] must be declared on the label [B.01.007(1.1)(b)] in the prescribed manner [B.01.007(4) and (5)]. Some draft beers may require a durable life date.

10.10 Vignettes

Any vignette used on the label must not be misleading with respect to the nature or origin of the product . In addition, when a vignette denoting the flavour of a product is shown on the label and an artificial flavour is used to provide all or part of this flavour, a bilingual statement indicating that artificial flavour is used must be shown on or adjacent to the vignette, in type of at least the size as that required for the numerical portion of the net quantity declaration [5(1), *FDA*; 7, *CPLA*; 34, *CPLR*].

10.11 Age Claims

It is recognized that aging plays a key role in the traditional brewing process. If increasing the time taken for the manufacturing process results in definite taste characteristics, certain claims relating to this aging process may be acceptable.

When materials introduced during processing contribute detectable characteristics to the final product, references to taste may also be made (for example, Beechwood aged taste).

10.11.1 Brandy

Claims regarding the age of brandy are limited to the time the brandy was stored in small wood, (defined as casks or barrels of not greater than 700 litres capacity [B.02.001] or in other wooden containers. Brandy other than Armagnac, Canadian Brandy, Cognac, Dried Fruit Brandy, Fruit Brandy, Grappa, Lees Brandy, and Pomace or Marc, including any domestic or imported spirit added as flavouring, must be aged and held in small wood for at least 6 months or in wooden containers for at least one year [B.02.061].

10.11.2 Gin

Claims regarding the age of gin are prohibited except that gin that has been held in suitable containers may bear a label declaration to that effect [B.02.043].

10.11.3 Rum

Claims for the age of rum are restricted to the time the rum was stored in small wood. Rum, including any domestic or imported spirit added as flavouring, must be aged in small wood for not less than one year [B.02.031].

10.11.4 Whisky

Claims for the age of whisky are restricted to the period during which the whisky was stored in small wood. Whisky other than Bourbon [B.02.022] and Tennessee [B.02.022.1] must be aged at least three years in small wood, except that any domestic or imported spirit added as flavouring need only be aged for two years [B.02.020(2), B.02.023]. Where Canadian Whisky has been aged in small wood for at least three years, any period not exceeding six months during which that whisky was held in other containers may be claimed with respect to the age [B.02.020(3)]. For example, Canadian Whisky aged three and a half years in small wood and eight months in glass containers may claim an age of four years.

10.12 Nutrition Labelling [B.01.401, B.01.502, B.01.513]

Beverages with an alcohol content of more than 0.5% are exempt from showing a Nutrition Facts table [B.01.401(2)]. However, when a nutrient content claim is made or if a reference is made to energy or any nutrient listed in the tables to Sections B.01.401 and B.01.402, the exemption no

longer applies and a Nutrition Facts table or applicable nutrient information becomes mandatory. The presence of a nutrient content claim or the phrase "Nutrition Facts" also triggers the requirement for a Nutrition Facts table on the label. Unstandardized alcoholic beverages containing added sucralose, aspartame or acesulfame-potassium are required to carry the Nutrition Facts table as well as meet the labelling requirements for these artificial sweeteners. The alcohol by volume statement is not considered to be a nutrient content claim and does not trigger nutrition labelling [B.01.502(2)(j)].

For more information on the transition period for the [new nutrition labelling regulations](#), see [Chapter 5 of this Guide](#).

10.13 Dry

In the case of alcoholic beverages, the term "**dry**" is not regarded as a sugar content claim and does not trigger the application of the Nutrition Facts table, providing no other statements or claims are made about the sugar content.

10.13.1 Gin [B.02.041]

Gin may be labelled or advertised as "Dry Gin" or "London Dry Gin" if sweetening agents have not been added [B.02.041(c)]. The standard for "Gin" provides for the addition of a sweetening agent [B.02.041(b)(ii)].

10.13.2 Liqueurs [B.02.070]

The minimum sugar content required for liqueurs is 2.5 percent [B.02.070(b)]. Although the level in many liqueurs is often well beyond this minimum, it is questionable whether the term "dry" is a meaningful description.

10.13.3 Rum and Whisky [B.02.030, B.02.010]

In rum and whisky, where sugar could be added indirectly as part of the flavouring, the range of residual sugar content is very small and is not readily detectable. Thus, the use of the term "dry" could be misleading and should not be used.

10.13.4 Vodka [B.02.080]

The standard for Vodka does not provide for the addition of sugar or other sweetening agents. For this reason, the description "dry" is potentially misleading and should not be used [B.02.080].

10.13.5 Wine

In relation to wines, the term "dry" refers to a low residual sugar content in the wine, i.e., most of the sugar has been fermented into alcohol. The term "dry", therefore, means the product has little or no sugar. There is however, a large measurable range in the sugar content of wines. The actual sugar content of what would be perceived and described as a "dry" wine varies with the specific type of wine. For example, a dry sherry wine would have more residual sugar than a dry table wine. The claim "dry" does not trigger the application of the Nutrition Facts table.

10.14 Light

Historically, the term "light", in relation to a rum, is recognized as a description of the colour and/or flavour of the product, and therefore need not be further qualified. The claim "light" on rum does not trigger a Nutrition Facts table [B.01.513(2)].

"Light" may be used to describe the following alcoholic beverages which contain the alcohol levels indicated in the table below:

ALCOHOLIC BEVERAGE	ALCOHOL LEVELS
Beer, Ale, Porter, Stout	2.6 - 4 % alc./vol. [B.02.132]
Cider	4 % alc./vol. or less
Wine	9 % alc./vol. or less
Whisky	25 % alc./vol. or less

In the case of the above alcoholic beverages, it is assumed that through long-established practice, most consumers understand "light" to be a reference to a lower alcohol content. No further qualification of "light" is required on labels and in advertisements of these products provided that the declaration of the percentage of alcohol by volume appears prominently on the principal display panel of the label, and that "light" is not used to refer to some other aspect or characteristic of these products. If "light" is used to describe a reduction in some constituent other than alcohol, then it must satisfy the conditions established by the regulations for nutrition labelling, for light as a sensory characteristic or light as a reference to the reduction in fat or of energy [B.01.502, B.01.513].

10.15 Addresses of Provincial and Territorial Liquor Boards

It is to be noted that some provinces require alcoholic beverage labels to be reviewed by the Canadian Food Inspection Agency and any non-compliance issues corrected as part of their listing procedure.

NOTE: The information on the Web sites available through the links in this section may not be available in both English and French.

[Newfoundland Liquor Corporation](#)

P.O. Box 8750, Station A
90 Kenmount Road
St. John's, NL
A1B 3V1
Tel.: (709) 724-1112

Prince Edward Island

[Liquor Control Commission](#)

P.O. Box 967
Charlottetown, PE
C1A 7M4
Tel.: (902) 368-5720

[Société des alcools du Québec](#)

905, avenue Delorimier
Montréal, QC
H2K 3V9
Tel.: (514) 873-3816

[Manitoba Liquor Control Commission](#)

P.O. Box 1023
Winnipeg, MB
R3C 2X1
Tel.: (204) 284-2501

[Alberta Gaming and Liquor Commission](#)

50 Corriveau Avenue
St-Albert, AB
T8N 3T5
Tel.: (403) 447-8600

[Yukon Liquor Corporation Board](#)

9031 Quartz Road
Whitehorse, YT
Y1A 4P9
Tel.: (867) 667-5245

[Nova Scotia Liquor Corporation](#)

93 Chain Lake Drive
Bayers Lake, Business Park
Halifax, NS
B3S 1A3
Tel.: (902) 450-5802

[New Brunswick Liquor Corporation](#)

P.O. Box 20787
Fredericton, NB
E3B 5B8
Tel.: (506) 452-6826

[Liquor Control Board of Ontario](#)

55 Lakeshore Boulevard East
Toronto, ON
M5E 1A4
Tel.: (416) 864-2453

[Saskatchewan Liquor and Gaming Authority](#)

P.O. Box 5054
Regina, SK
S4P 3M3
Tel.: (306) 787-1738

[British Columbia Liquor Distribution Branch](#)

2625 Rupert Street
Vancouver, BC
V5M 3T5
Tel.: (604) 252-3000

[N.W.T. Liquor Commission](#)

31 Capital Drive
Suite 201
Hay River, NT
X0E IG2
Tel.: (867) 874-2100

Chapter 11 - Labelling Guide for Processed Fruits and Vegetables

Chapter 11 explains in detail the basic labelling requirements for processed fruits and vegetables subject to the *Processed Products Regulations* (PPR) under the *Canada Agricultural Products Act* (CAPA). This Act and the Regulations made thereunder apply to companies who engage in interprovincial trade and imports and exports of foods subject to these regulations. The products covered by the PPR are listed in Table 11-1 of this *Chapter*.

Processed fruits and vegetables subject to the PPR are also subject to the following Acts and Regulations:

- *Food and Drugs Act* (FDA);
- *Food and Drug Regulations* (FDR);
- *Consumer Packaging and Labelling Act* (CPLA)*
- *Consumer Packaging and Labelling Regulations* (CPLR).*

*For prepackaged products for retail sale.

11.1 Common Name

When the composition of a product corresponds to a standard in the PPR, the common name should be as set out in the standard prescribed for that product, for example "apple juice", "peach nectar" [31(f)(1), PPR]. If it is not prescribed by the PPR, the common name must be the name used to designate the food, for example: "hearts of palm" [10 CPLA; B.01.001, B.01.006].

11.1.1 Location

The common name must be shown on the principal display panel of the label or of the packaging [42(1), PPR; B.01.006(1); 12, CPLR]. The principal display panel is that part of the label applied to all or part of the principal display surface (with the exception of an ornamental container or packaging which includes a display card) [2(2), CPLR].

The principal display surface of a packaging is the surface of a container that is displayed or visible under normal or customary conditions of sale or use.

11.1.2 Type Size

The common name must be shown in letters not less than 1.6 mm in height based on the lower-case letter "o" [14, 15, CPLR].

11.1.3 Language

The common name must be shown in English and French [32, PPR; B.01.012(2); 6(2), CPLR].

11.2 Net Quantity Declaration

11.2.1 Manner of Declaring Net Quantity

Depending on the product, the quantity is shown by volume, weight or count. Metric units must be used or, metric units and any other equivalent unit of measurement, provided that the metric units are displayed more prominently.[31(f), PPR; 21, 22, CPLR]

When the quantity is given in metric and Canadian units, this information must be grouped together, while leaving sufficient space between them to prevent any confusion.

The declaration of net quantity in Canadian units must be shown in fluid ounces (fl oz) for volume, in ounces (oz) and pounds (lb) for weight. Metric units must be shown in millilitres (mL) or litres (L) for volume, and in grams (g) or kilograms (kg) for weight.

Indicating the net quantity in brackets is not permitted. For conversion purposes:

1 U.S. fl oz = 1.04084 Cdn. fl oz = 29.57353 mL

1 fl oz (Canadian) = 28.413 mL

1 oz = 28.350 g

Certain products are sold in containers which already indicate a declaration of capacity (e.g.: letters molded into glass containers, etc.). In this case, the net quantity must nonetheless be shown on the label.

When the container offers a quantity of product as a bonus, the net quantity of product shown on the label must be the total quantity of the product. Example: 500 mL + 250 mL bonus, the net quantity declared must be 750 mL. In addition, this new net quantity must still comply with the standardized formats (if applicable), see 11.2.2 below.

11.2.2 Standardized Containers

Standardized container sizes are prescribed by the PPR for certain processed fruits and vegetables. These foods are listed in Table 11-1 of this chapter. To determine the standardized formats, refer to Schedule III of the *Processed Products Regulations*.

11.2.3 Location

The net quantity must be shown on the principal display panel of the label; it must be clearly and prominently displayed, easily legible and in distinct contrast to any other information shown on the label [42, PPR; 4(2), CPLA;12, CPLR].

11.2.4 Type Size

The minimum height of the type must be 1.6 mm for all the information contained in the declaration of net quantity, **except for the numerals**, which must be shown in bold face type of the height shown in the following table [36, PPR; 14, CPLR]:

Principal Display Surface of the Packaging		Minimum Height for Numerals and Grade	
square centimetres	square inches	millimetres	inches
≤ 32	≤ 5	1.6	1/16
> 32 to ≤ 258	> 5 to ≤ 40	3.2	1/8
> 258 to ≤ 645	> 40 to ≤ 100	6.4	1/4
> 645 to ≤ 2580	> 100 to ≤ 400	9.5	3/8
> 2580	> 400	12.7	1/2

11.2.5 Language

The net quantity must be shown in English and French [32, PPR; 6(2), CPLR]. All the symbols for metric units are considered bilingual (and must not be followed by a period):

g – grams **ml**, mL, or *ml* - millilitres

kg – kilograms **l**, L, or *l* - litres

*** The units "*fl oz*", "*oz*", and "*lb*" are also considered bilingual.**

11.3 Grade

11.3.1 Use of Grade Names [37, 38, PPR]

Grades are used on the following conditions:

- For products listed in Table I or II of PPR Schedule I:* indicating the grade is either mandatory (for example: "apple juice", "canned peaches") or optional, i.e. at the discretion of the company (for example "tomato paste");
- The product meets the composition specified by the standard (whether the grade is declared or not); and
- The product was manufactured or graded and repackaged in a registered establishment, or is imported and sold in its original container.

*** Foods which require a grade are also listed in Table 11-1 of this Chapter.**

Note: It is not permitted to indicate a Canadian grade on a product for which the *Regulations* do not prescribe any grade standard [38, PPR]. For foreign grades, refer to Section 11.3.3 of this *Guide*.

11.3.2 Declaration of Grades [31(e), 37, PPR]

Products packed in a registered establishment in Canada must indicate grade beginning with "CANADA".

Products imported and sold in their original container must indicate grade as follows: "Grade ..." (for frozen products) or "...Grade " (for canned products).

	Products for Which Grades are Established
Canadian Product	Canned: CANADA FANCY - CANADA DE FANTAISIE Frozen: CANADA A
	Canned: CANADA CHOICE - CANADA DE CHOIX Frozen: CANADA B
	Canned: CANADA STANDARD - CANADA RÉGULIER Frozen: CANADA C
	Canned or frozen: SUBSTANDARD - SOUS-RÉGULIER
Imported Product (sold in original container)	Canned: FANCY GRADE - CATÉGORIE DE FANTAISIE Frozen: GRADE A - CATÉGORIE A
	Canned: CHOICE GRADE - CATÉGORIE DE CHOIX Frozen: GRADE B - CATÉGORIE B
	Canned: STANDARD GRADE - CATÉGORIE RÉGULIÈRE Frozen: GRADE C - CATÉGORIE C

Note that the substandard grade is not permitted for imported products. Therefore, to import a product, the minimum grade (i.e. standard grade) must be met.

Products imported in bulk, processed or graded and repackaged in Canada in a registered establishment must indicate the grade beginning with "CANADA".

Example: cherries from France imported into Canada in bulk, repackaged and graded in a registered establishment must be marked "CANADA CHOICE / CANADA DE CHOIX"

Example: apples are imported from the United States. These apples are processed into apple sauce in a registered establishment. The apple sauce will therefore be labelled "CANADA FANCY / CANADA DE FANTAISIE".

11.3.3 Foreign Grades

A number of countries also have grade standards for foods. Indicating the foreign grade is permitted on the label of the imported product when it is sold in its original container. This practice is permitted even when Canada does not prescribe a grade for the product in question. The indication of the foreign grade must, however, clearly identify the country that prescribed the standard. The indication must not lead to confusion with Canadian grades.

Example: "Mandarin Oranges from Morocco". Morocco has grade standards for this product. It is permitted to indicate "Morocco #1" on the label, even if no grade standard is prescribed in Canada for this product. However, the indication "Grade #1" would not be permitted since consumers might believe that the product meets Canadian grade standards when there are none.

It is also possible to indicate, on the same label, grades of various countries, for example; "Fancy Grade - U.S.A Grade A - Spain #1".

11.3.4 Location

The grade designation must be shown on the principal display panel of the label [42, PPR].

11.3.5 Type Size [36, PPR]

The height of the letters used for the grade declaration is based on the principal display surface (*see the table in Section 11.2.4 of this Guide*).

11.3.6 Language

The grade must be shown in English and French [32, PPR].

11.4 Size Grade [31(g), 40, PPR]

11.4.1 Use of Size Grades

Certain products listed in the PPR must be graded by size, giving an indication of the size of the vegetable; these vegetables are listed below:

- Canned or frozen beans (green or wax)
- Whole canned white potatoes
- Canned or frozen peas
- Canned or frozen lima beans
- Canned or frozen asparagus (tips or spears)
- Frozen carrots, cut carrots - baby whole style, cut carrots - whole style, diced, sliced, whole, whole baby carrots.

Note: The size grade is optional for Brussels sprouts

11.4.2 Declaration of Size Grades

The declaration of size grade of vegetables must be shown on the label in one of the following ways:

- The number designation, its equivalent optional word designation or the word designation specified in the PPR (*Tables I to V and VII of PPR Schedule VI*).
- When the product is a combination or blend of any two or more sizes, the wording "ASSORTED SIZES" or "MIXED SIZES" is used to designate the size grade.
- When the product is not graded by size, the label must state "UNGRADED AS TO SIZE" (does not apply to Brussels sprouts) [40(1)(c), PPR].

Note: It is not permitted to combine the declaration of the country of origin with the declaration of grade. Example: "Product of Canada A"/ "Produit du Canada A"

11.4.3 Location

The size grade may be shown on any panel of the label, except on the bottom of the container [42(2), PPR].

11.4.4 Type Size

The size grade must be shown in letters not less than 1.6 mm in height based on the lower-case letter "o" [36(1), PPR].

11.4.5 Language

The size grade must be shown in English and French [32, PPR].

11.5 Name and Address

11.5.1 Definition

The legal name as well as the address of the principal place of business of the person (individual, corporation, business, distributor, importer) for whom or by whom the product was manufactured for resale must be shown on the label [31.(a), PPR; B.01.007(1.1)(a); 10(b)(i), CPLA].

The name and address must be complete enough to allow consumers to communicate in writing with the party responsible. The address must include:

- **For Canadian addresses:**
city, province, postal code **or** city, Canada, postal code
- **For foreign addresses:**
country and all other information necessary to forward the mail
- When the name and address declared are those of the *first dealer*, wording such as: "**Packed for...**\Emballé pour...", "**Imported by ...**\Importé par..." or "**Imported for ...**\Importé pour..." is **mandatory** and must precede the name and address, and the registration number of the operator or his identifying code mark shall appear on the label or be embossed on the container.
- When the name and address declared are those of the *manufacturer*, the wording: "**Packed by ...**\Emballé par.." is **optional**.

The address shown on the label may be that of the head office of a business. Providing the place of manufacture and telephone number is at the discretion of the responsible party.

11.5.2 Location

The name and address of the responsible party may be shown anywhere on the label, except on the bottom of the packaging [42(2), PPR; B.01.005; B.01.007(1.1)(a); 13, CPLR].

11.5.3 Type Size

The letters must be at least 1.6 mm in height based on the lower-case letter "o" [36(1), PPR; 14,15, CPLR].

11.5.4 Language

The name and the address can be shown in English, French or both. [32, PPR; B.01.012 (9); 6(2), CPLR].

11.6 Country of Origin

"Country of origin" means the last country in which a food product undergoes processing that changes the nature of the food product before it is offered for sale.

11.6.1 Indication of the Country of Origin

When processed fruits and vegetables are **imported**, the country where the product was packed must be shown clearly and conspicuously on the label, either as a part of the name and address of the foreign operator or as a separate declaration indicating the origin of the product [41, PPR].

The abbreviation "USA" may be used because it is recognized around the world. However, all other abbreviations are not permitted because they could cause confusion among consumers, and thus, the name of the country of origin must be written out in full.

- ***Products completely prepared in Canada from fruits and vegetables grown and processed in Canada***

Indicating "**Product of Canada**/ Produit du Canada" is **optional** for the purposes of marketing in Canada and export.

- ***Processed fruit and vegetable products wholly manufactured * in a country other than Canada.***

The declaration of the country of origin is **mandatory**. Section 41(1) of the PPR applies to all imported food products whether they are sold in their original containers or repackaged in Canada. The country of origin can be declared as part of the name and address of the foreign packer (processor) or as a separate declaration, for example:

- as part of the name and address of the foreign packer (processor):
"ABC Cannery, Cleveland, Ohio, USA"
Manufactured by or Packaged by: Mauna Loa Macadamia Nut Corp., Hilo, Hawaii 96720, USA
- as a separate declaration indicating the country of origin:
Product of Morocco, Product of the United States.

* A product is "**wholly manufactured in a country other than Canada...**" when it has not undergone any processing in Canada and its nature remains the same. For example, repackaging and labelling a product does not change the nature of the product.

Examples:

- (i) Frozen carrots are imported from Belgium and repackaged in Canada; the nature of the product is not modified in the packaging operation. It is therefore necessary to indicate: **"Product of Belgium/ Produit de Belgique"**
- (ii) Olives are imported from Spain and repackaged in Canada in their **original brine**; they remain a **"Product of Spain/ Produit d'Espagne"**.
 - **Processed fruit and vegetable products prepared in Canada from imported fruits or vegetables**

Indicating the country of origin is **optional**. The processing steps which are carried out in Canada modify the nature of the product (addition, removal, combination of one or more ingredients, physical or chemical processing, canning, freezing, including grinding and mixing).

A Canadian packer who wishes to declare its product as being of Canadian origin must be careful to avoid giving misleading information to consumers. The *Competition Act*, the *Consumer Packaging and Labelling Act* as well as the *Food and Drugs Act* provide relevant information.

According to the Canadian position set out in the policy adopted by the *Competition Bureau*, two conditions must be met in order to consider the product as being Canadian:

- the product **"was created"** in Canada, i.e. the last substantial transformation was carried out in Canada, thereby resulting in a recognizably new final product, that is a product significantly different in appearance from the individual ingredients;
- AND**
- the total cost of direct Canadian labour and/or additional Canadian ingredients represents **at least 51 %** of the cost of production of the new product.

These **two conditions must be met** in order to consider the product as being Canadian and, if desired, to be able to be declared as "Product of Canada" / "Produit du Canada".

Examples:

- (i) Apples are imported in bulk from the United States and processed into apple sauce in Canada. The name and address of the Canadian processor or of the first dealer are required and the product becomes a Canadian product only if the cost of Canadian direct labour and of the ingredients represents at least 51% of the production cost of the final product.
- (ii) Frozen peas from Canada are mixed with frozen carrots from Belgium. The mixture will be a Canadian product only if the 51% rule is satisfied.
- (iii) Olives imported from Spain, in bulk, which are repackaged in Canada in a **new brine** become a "Product of Canada" / "Produit du Canada" (assuming that the 51% rule is satisfied).

- (iv) Fresh beans are imported from USA and are canned in Canada. The product may be declared as a "Product of Canada" / "Produit du Canada" only if the 51% rule is satisfied.

Note: According to CPLR section 31(3), it is **mandatory** to write "imported by" or "Imported for" if the country of origin is not on the label, for a product wholly manufactured outside Canada.

11.6.2 Location

The country of origin may be shown anywhere on the label, except on the bottom of the packaging [42.(2), PPR].

11.6.3 Type Size

When imported processed fruit and vegetable products are prepared for a Canadian importer under his private label, the country of origin must be declared clearly and conspicuously on the label, in lettering not less than 1/4 inch or 6.4 mm high for containers over 10 ounces (283.5 g) and at least 1/8 inch or 3.2 mm for containers 10 ounces (283.5 g) and under [41.(2), PPR]. Nonetheless, when the country of origin is declared as part of the name and address of the foreign packager, the minimum height of the letters of the declaration of country of origin is 1/16 inch or 1.6 mm. [41.(1), PPR].

11.6.4 Language

The designation of the country of origin must be shown in English and French, for example "Product of Spain / Produit d'Espagne" [32, PPR] unless the country of origin is part of the name and address of the foreign company, for example "Company ABC ..., Spain".

11.7 Registration Number

11.7.1 Definition

Products regulated by the PPR and marketed in interprovincial trade or exported or marked with a Canadian grade must be prepared in a registered establishment. Establishments registered with the *Canadian Food Inspection Agency* have a unique registration number.

11.7.2 Declaration

The registration number (of the establishment where the product was prepared) must be shown on the label, or embossed on the container, when the name and address of the responsible party are those of the distributor or the first dealer [33, PPR].

The registration number assigned to an establishment must not be applied to a prepackaged product or to a shipping container of a product prepared or packaged in another establishment [47, PPR].

Products imported and sold in their original container do not carry a registration number since they were not prepared or packaged in an establishment registered by the *Canadian Food Inspection Agency*.

11.7.3 Location

The registration number may be shown anywhere on the label, including the bottom of the packaging. However, it is recommended that the registration number be shown near the name and address of the party responsible.

11.7.4 Type Size

The letters must be at least 1.6 mm in height based on the lower-case letter "o" [36(1), PPR].

11.8 Production Code

11.8.1 Declaration

Each can (low-acid food products or marked with a grade) must be identified with a code. This code can be embossed or marked with indelible ink on the can.

A low-acid food product designates a product one of whose components has a pH greater than 4.6 and a water activity (A_w) greater than 0.85, after thermal processing [2.(1) PPR; B.27.001].

The code for **canned products for which a grade standard is prescribed** by the *Regulations* [31(aa), PPR] must identify:

- The establishment where the product was thermally processed;
- The date of manufacture (day, month and year or day and year depending on the type of code used).

The code for **low-acid food products** [30.3(d), PPR] must identify:

- The establishment where the product was thermally processed;
- The date of manufacture (day, month and year or day and year depending on the type of code used);
- The product itself.

Notwithstanding these regulatory requirements, it should be noted that in order to ensure an effective recall procedure, it is strongly recommended that a code be identified on **all products and shipping containers**.

11.9 List of Ingredients

11.9.1 Manner of Declaring Ingredients

Ingredients and components must be shown in decreasing order of their respective proportion by weight [B.01.008(3), (5)]. [See Section 2.8 of this Guide](#).

11.9.2 Location

The list of ingredients may be shown anywhere on the label, except on the bottom of the packaging [42(2), PPR; B.01.005].

11.9.3 Type Size

The letters must be at least 1.6 mm in height based on the lower-case letter "o" [36(1), PPR].

11.9.4 Language

The list of ingredients must be shown in English and French [32, PPR; B.01.012(2)].

11.10 Nutrition Labelling

Amendments to the *Food and Drug Regulations* will make nutrition labelling mandatory for most pre-packaged products by December 12, 2005. Small companies with revenues from the sale of food of less than \$1 million in Canada for the 12 months prior to December 12, 2002 have a five year transition period. These regulations affect processed products. More details on the requirements for nutrition labelling can be found in Chapters 5 and 6 of this *Guide*.

11.11 Nutrient Content Claim and Diet-related Health Claims

Nutrient content claims and diet-related health claims can be made on some processed products. For more information on the conditions for making these claims, refer to Chapters 7 and 8 of this *Guide* respectively.

11.12 Special Label Wording

There are several types of mandatory special label wording that must be indicated on the labels of processed fruits and vegetables. For full details on these wordings, please refer to Table 11-2 below.

11.13 Shipping Containers

For full details concerning the labelling of shipping containers, please refer to Table 11-3 below.

11.14 Registration or Approval of Labels

Any product covered by the PPR and packaged in a registered establishment must have its label registered [44, PPR]. Labels are registered (and applications for modification processed) by the Label Registration Unit. The company must submit an application in writing, accompanied by three (3) copies of the label. The Director then registers the label or indicates any modifications necessary to meet the applicable requirements. [See Section 1.4.3 of this Guide.](#)

Regulated Products Found in the Processed Products Regulations (PPR)

Table 11-1

List of standardized products							
Processed Products Regulations (PPR)							
Products		Grade applicable Schedule I	Size Grading applicable Schedule VI	Standard Containers Schedule III	Drained Weight Schedule IV	Standard of Identity Schedule I I	Products NOT covered by PPR
FRUITS Canned or packed in Hermetically Sealed Container	Apricots (whole or halved)	✓		✓	✓		Fruit purees (excluding apple puree) Fruit snacks
	Pineapple (sliced, crushed, tidbits and chunks)			✓			
	Blueberries	✓		✓	✓		
	Cranberries, cranberry sauce					✓	
	Cherries (sweet)	✓		✓	✓		
	Cherries (red, sour, pitted)	✓		✓	✓		
	Fruit cocktail	✓		✓	✓		
	Strawberries	✓		✓	✓		

	Fruits for salad	✓		✓	✓		
	Mandarins			✓			
	Oranges			✓	✓		
	Grapefruits			✓	✓		
	Peaches (whole, halved, sliced, diced or quartered)	✓		✓	✓		
	Pears (whole, halved, sliced, diced or quartered)	✓		✓	✓		
	Apples (sliced)	✓		✓	✓		
	Apple sauce	✓		✓	✓		
	Plums and prune plums	✓		✓	✓		
	Fruit salad	✓		✓	✓		
	Other canned fruits					✓	
VEGETABLES	Asparagus (cuts)	✓		✓	✓		Vegetable puree
Canned or packed in Hermetically Sealed Container	Asparagus (tips or spears)	✓	✓	✓	✓		
	Beets (whole, sliced, diced or cubes, quartered, julienne or shoestring)	✓		✓	✓		
	Carrots (whole, sliced, diced or cubes, quartered, julienne or shoestring)	✓		✓	✓		
	Creamed mushrooms (whole, sliced chopped)			✓		✓	Truffles
	Mushrooms	✓		✓	✓		

	Mushrooms (stems and pieces)			✓	✓	✓	
	Sauerkraut with preservative			✓		✓	Sauerkraut with wine or alcohol
	Sauerkraut	✓		✓	✓		
	Pumpkin	✓		✓	✓		
	Squash	✓		✓	✓		
	Spinach	✓		✓	✓		
	Bean sprouts			✓	✓	✓	
	Beans, vegetarian beans			✓	✓	✓	Canned fried beans
	Lima beans	✓	✓	✓	✓		
	Lima beans (ripe, dried, dried soaked or cooked dry)					✓	
	Beans (green or wax)	✓	✓	✓	✓		
	Mixed vegetables or macédoine	optional		✓	✓		Vegetables in oil
	Vegetables for chop suey			✓	✓	✓	Vegetable oil
	Canned vegetables with sauce, butter, butter sauce, cheese sauce or tomato sauce					✓	Capers
	Corn cream style	✓		✓	✓		
	Corn on the cob	✓					
	Corn (whole or cut kernel)	✓		✓	✓		
	Hominy corn				✓	✓	

	Onions				✓	✓	
	Sweet potatoes (whole or cut)	✓		✓	✓		
	White potatoes (slices, diced or cubes)	✓		✓	✓		
	White potatoes (julienne, shoestring, regular cut or crinkle cut)	✓		✓	✓		
	White potatoes (whole)	✓	✓	✓	✓		
	Peas	✓	✓	✓	✓		
	Peas and carrots	✓		✓	✓		
	Ripe peas, dried soaked peas, dry peas, cooked dry peas)				✓	✓	
	Tomatoes (whole, whole pieces, wedges, sliced, diced, chopped	✓		✓	✓		Tomato broth BBQ sauce
	Tomatoes stewed	optional		✓	✓		
	Tomato catsup	optional		✓			
	Tomato paste (concentrated or not)	optional		✓			Salsa (tomatoes) Pepper sauce Tomato sauce Pizza sauce Spaghetti sauce Tomato coulis Pasta sauce
	Tomato pulp	optional		✓			
	Tomato puree	optional		✓			
	Tomato chili sauce	optional					
	Spaghetti in tomato sauce			✓			
	Other canned vegetables					✓	

FROZEN FRUITS	Apricots	✓		✓			Frozen fruits pulp
	Blueberries	✓		✓			Frozen fruits puree
	Cherries (red, sour, pitted)	✓		✓			
	Sweet cherries	✓		✓			
	Fruit cocktail	✓		✓			
	Strawberries whole, sliced	✓		✓			
	Fruits for salad	✓		✓			
	Peaches (halves, sliced, diced, quartered)	✓		✓			
	Apples (sliced)	✓		✓			
	Rhubarb (cut)	✓		✓	✓		
	Fruit salad	✓		✓			
	Other frozen fruits					✓	
FROZEN VEGETABLES	Asparagus (cuts)	✓		✓			Frozen vegetables with pasta and sauce
	Asparagus (tips or spears)	✓		✓			
	Broccoli (spears, cut or chopped)	✓		✓			Frozen vegetable puree
	Carrots (cut carrots- baby whole style, cut carrots-whole style, diced carrots, sliced carrots, whole carrots, whole baby carrots)	✓	✓	✓			Frozen vegetables with sauce, seasonings spice or rice
	Mushrooms (whole, sliced, diced, chopped, stems &					✓	

	pieces)						
	Brussels sprouts	✓	optional	✓			
	Cauliflower	✓		✓			
	Squash (cooked)	✓		✓			
	Uncooked squash (diced or cubed)	✓		✓			
	Spinach (whole leaf, cut or chopped)	✓		✓			
	Beans (green, wax)	✓		✓			
	Lima beans	✓		✓			
	Mixed vegetables	✓		✓			
	Corn (whole kernel or cob)	✓		✓			
	Special blends of vegetables	✓		✓			
	Peas	✓		✓			
	Peas and carrots (diced, sliced, whole)	✓		✓			
	White potatoes (others) unfried						
	French fries potatoes (shoestring or julienne, straight or regular cut, crinkle cuts)	✓		✓			Fried potatoes, styles other than of prescribed for french fries.
	Other frozen vegetables					✓	Potatoes : - Coated / Seasoned or not - Hash Brown - Formed (ex: Patties or Bits) Potatoes - With Peel - Baked

PROCESSED FRUITS PRODUCTS	Cherries (maraschino, creme de menthe or cocktail)	✓		✓	✓		Sulfited cherries
	Jam, Jam with pectin			✓		✓	Jam with wine or alcohol
	Apple (or Rhubarb) and (Naming the Fruit) Jam						
	Preserve			✓		✓	Fruit topping
	Glaze fruit, cut mixed fruit			✓		✓	
	Pie fruits, solid pack or heavy pack			✓	✓	✓	Fruit spread
	Pie fillers, pie filling			✓		✓	Lemon pie filling and raisin pie filling
	Fruit jelly, fruit jelly with pectin			✓		✓	
	Cranberry jelly or sauce					✓	Mint jelly, Jellied mint, Rose jelly, Jellies with wine or alcohol
	Marmalade, marmalade with pectin			✓		✓	Pineapple marmalade, Fig marmalade, Ginger marmalade, Marmalade with wine or alcohol
FRUIT JUICES	Mincemeat, fruit mince					✓	Dried or dehydrated fruits Dates, nuts
	Fruit peels, cut mixed peel			✓		✓	Fountain fruits
	Fruit juices			✓		✓	Fresh refrigerated fruit juices
	Carbonated fruit juices						
	Apple juice from concentrate	✓		✓			Other concentrated fruit juices or fruit
	Frozen concentrated apple juice	✓		✓			

	Concentrated apple juice	✓					juices from concentrate
	Apple juice	✓		✓			Other frozen
	Grape juice			✓		✓	concentrated fruit juices
	Grape juice from concentrate			✓		✓	Fruit drinks, beverages
	Concentrated grape juice or grape juice concentrate			✓		✓	Boiled cider
	Frozen concentrated orange juice sweetened					✓	Must of grapes
	Frozen concentrated orange juice	✓					
VEGETABLE JUICES	Mixed vegetable juices	optional				✓	Mixed vegetable juice NOT containing tomato juice Tomato juice cocktail, Fresh refrigerated vegetable juices
	Concentrated tomato juice	✓		✓			Frozen concentrated tomato juice
	Tomato juice	✓		✓			Other concentrated
	Vegetable juice					✓	vegetable juices or made from concentrate
	Other vegetable juices						Garlic juice
NECTARS	Pears, plums, apricots or peaches					✓	Other nectars
PICKLES	Relish			✓		✓	Pickles with more than 15% oil.
	Pickles			✓		✓	Vine leaves stuffed
	Green olives			✓		✓	(with rice and spice)

	Ripe or black olives					✓	Olives in oil
OTHERS	Chutney			✓			
	Prepared horseradish			✓			
	Prepared mustard			✓			Mustard seed, Mustard flour Ground mustard
							Wine or cider vinegar, White vinegar, Flavoured vinegar
	Baby food			✓			Refrigerated or frozen baby food or with meat
	Beans with pork, beans with pork and tomato sauce			✓	✓	✓	
							Seafood cream sauce, Seafood sauce
	Vegetable soups condensed			✓			Frozen soups
	Vegetable soups ready-to-serve			✓			

Summary of Basic Labelling Rules for Prepackaged Products
Table 11-2

PROCESSED FRUITS AND VEGETABLES Prepackaged Domestic, Imported and Interprovincial				
Requirements	Height of Letters	Location	Language	References (PPR)

Product Name The product name must be as prescribed by <i>PPR</i> , e.g.: apple juice. If it is not prescribed, the name must be the name used to designate the food (e.g.: "hearts of palm")	Minimum 1.6 mm	Principal display panel of label or packaging	English and French	31(f.1) 32 36(1) 42(1) mandatory
Net Quantity <i>* see PPR Schedule III for standardized containers</i> Depending on the case: <ul style="list-style-type: none"> • volume (mL or L; fl oz or fl oz) • weight (g or kg ; oz or lb) • number units: metric or "other" and metric	Minimum 1.6 mm for letters See PPR <i>Schedule V</i> for numerals	Principal display panel of label or packaging	English and French (metric and imperial symbols are bilingual)	31(f) 32 36 42 mandatory
Grade <i>CANNED / FROZEN</i> Canadian Product: <ul style="list-style-type: none"> • CANADA FANCY / CANADA A • CANADA CHOICE / CANADA B • CANADA STANDARD / CANADA C • SUBSTANDARD Imported Product: (sold in its original container) <ul style="list-style-type: none"> • FANCY GRADE / GRADE A • CHOICE GRADE / GRADE B • STANDARD GRADE / GRADE C * the substandard grade is not permitted for imported products	See PPR <i>Schedule V</i> (based on the principal display surface)	Principal display panel of label or packaging	English and French	31(e) 32 36 37, 38 42(1) mandatory if product listed in PPR Schedule I
Size Grades <i>* see PPR Schedule VI or section 11.4. of this Guide for the products that must</i>	Minimum 1.6 mm	Anywhere on surface except bottom of	English and French	31(g) 32 36(1) 40(1)

<p><i>be graded by size.</i></p> <p>Indicate the number designation, its equivalent word designation or the designation specified in the PPR, depending on the case.</p> <p>Label wording "assorted sizes" or "mixed sizes" for mixtures of 2 or more sizes.</p> <p>Label wording "ungraded as to size" when the product is not graded by size.</p>		container		<p>42(2)</p> <p>mandatory for products listed in Schedule VI</p>
<p>Name and Address</p> <p>* must be sufficiently complete to communicate in writing (city, province, country, postal code)</p> <p>When the name and address are those of the first dealer:</p> <ul style="list-style-type: none"> "Packed for" or "Imported by" or "Imported for" must precede the name and address, and the registration number of the operator or his identifying code mark shall appear on the label or be embossed on the container. <p>When the name and address are those of the manufacturer:</p> <ul style="list-style-type: none"> "Packed by" is optional 	Minimum 1.6 mm	Anywhere on surface except bottom of packaging	English or French	<p>31(a)</p> <p>32</p> <p>33</p> <p>36(1)</p> <p>42(2)</p> <p>mandatory</p>
<p>Country of origin</p> <p>- Products prepared in Canada, from fruits and vegetables processed in Canada</p> <p>Indicating "Product of Canada" is OPTIONAL for the purposes of</p>	<p>varies depending on the case:</p> <p>6.4 mm,</p>	Anywhere on surface except bottom of packaging	English AND French	<p>41</p> <p>42(2)</p> <p>optional or mandatory, depending of the case</p>

<p>marketing in Canada and export.</p> <p>- Processed fruit and vegetables products, wholly manufactured in a country other than Canada</p> <p>The declaration of the country of origin is MANDATORY. The country of origin may be declared as part of the name and address of the foreign packer (processor) or as a separate declaration.</p> <p>* see definition of <i>wholly manufactured</i> in section 11.6 of this chapter</p> <p>- Processed fruit and vegetables products, prepared in Canada from imported fruits and vegetables</p> <p>The declaration of the country of origin is OPTIONAL.</p> <p>* apply the 51% rule if called "Product of Canada". The last substantial transformation of the goods must have been carried out in Canada, giving the product a different appearance from that of the ingredients considered individually. In addition, the direct labour or the proportion of materials (or both) must total at least 51%, i.e. Canadian materials and manufactured by Canadians.</p> <p>See section 11.6 of this <i>Guide</i> for details and examples.</p>	<p>3.2 mm,</p> <p>1.6 mm</p> <p>see</p> <p>Section 41, PPR</p>			
<p>Registration number</p> <p>The registration number (of the establishment where the product was prepared) must be shown on the label, or embossed on the can, when the name and address of the responsible</p>	<p>Minimum</p> <p>1.6 mm</p>	<p>Anywhere on label, including bottom of package</p> <p>Recommend</p>	<p>not applicable</p>	<p>33</p> <p>36(1)</p> <p>mandatory if Canadian product</p>

party are those of the distributor or first dealer. Products imported and sold in their original container do not carry a registration number since they were not prepared or packaged in an establishment registered by the CFIA.		near name and address of responsible party		
Production Code Each can (of low-acid food product or marked with a grade) must be identified with a code. This code may be embossed or shown with indelible ink on the can.	Minimum 1.6 mm	Any surface of container	not applicable	30.3(d) 31(aa) when applicable
List of Ingredients The ingredients must be shown in decreasing order of their proportion by weight.	Minimum 1.6 mm	Anywhere on surface except bottom of packaging	English AND French	31(ee) 32 36(1) 42(2) mandatory

Mandatory Label Wording for Processed Products
Table 11-3

PROCESSED FRUITS AND VEGETABLES Prepackaged Domestic, Imported and Interprovincial				
Requirements	Products	Height of Letters	Location	References (PPR)
SPECIAL LABEL WORDING must be in English AND French				32

"Brand / Marque " When the brand name refers to a geographic name or some other descriptive name		minimum 1.6 mm	above the trade name	31(c) 42(2) when applicable
"contents - percent slack filled" or "contents - percent short weight" if the container is slack filled or contains less than the minimum net and drained weight prescribed by these Regulations.		minimum 1.6 mm	any surface except the bottom	31(w) 42(2) when applicable
"cream style", "vacuum pack", "brine pack", "packed in brine" or "packed in liquid"	canned corn	minimum 1.6 mm	any surface except the bottom	31(t) 42(2) when applicable
"freestone" or "clingstone"	canned peaches	minimum 1.6 mm	any surface except the bottom	31(nn) 42(2) when applicable
"in water" • the product is canned in water		minimum 1.6 mm	any surface except the bottom	31(j) 42(2) when applicable
"keep frozen"	canned low-acid food which must be kept continuously frozen	minimum 1.6 mm	any surface except the bottom	30.1(2)(b) 42(2) when applicable
"keep refrigerated"	fruit juice (in a non-hermetically sealed container) and sauerkraut with preservative	minimum 1.6 mm	any surface except the bottom	31(pp) 31(oo) 42 (2) when applicable
"keep refrigerated"	canned low-acid food	minimum 1.6	any	30.1(2)(a)

	which must be kept continuously under refrigeration	mm	surface except the bottom	42(2) when applicable
"Seville", "bitter" or "extra bitter"	orange marmalade	minimum 1.6 mm	any surface except the bottom	31(p) 42(2) when applicable
"sparkling" or "carbonated"	apple juice and grape juice (juice or from concentrate) to which carbon dioxide has been added	minimum 1.6 mm	any surface except the bottom	31(rr) 42(2) when applicable
"solid pack" or "heavy pack" solid pack: if the product is a solid pack which contains little or no free liquid heavy pack: if the product is canned so as to contain the maximum drained weight that processing will permit	pie fruits, sliced apples, pumpkin	minimum 1.6 mm	any surface except the bottom	31(h) 31(i) 42(2) 2(1) (Schedule I, Table I) 22 (Schedule II) 46(2) (Schedule 1, Table 1) when applicable
"....% sugar, invert sugar, dextrose or glucose added"	frozen fruits packed in sweetener (Schedule IV, Table IV)	minimum 1.6 mm	any surface except the bottom	35(2) 42(2) when applicable
"sweetened"	sweetened frozen concentrated orange juice	same as the words "concentrated orange juice"	principal display panel of the label	31(ss) 42(2) when applicable
"tips removed" or "without tips"	Canada Choice grade asparagus, without tips	minimum 1.6 mm	under the product name	31(s) 42(1)

				when applicable
Variety of fruit or vegetable: If named on the label, it must be true and correct		minimum 1.6 mm	any surface except the bottom	31(d) 42(2) optional
"very heavy syrup" or "very heavy fruit juice syrup" ; "heavy syrup" or "heavy fruit juice syrup" ; "light syrup" or "light fruit juice syrup" (with declaration of sugar content; "slightly sweetened water or slightly sweetened fruit juice" "in (name of fruit(s)) juice" or "in (name of fruit(s)) juice from concentrate"	fruits listed in Table III of PPR Schedule IV	minimum 1.6 mm	any surface except the bottom	5(1) 42(2) Schedule IV when applicable
"Vitaminized" or "vitamin C added" 31, PPR: "...every food product shall be labelled with: (u) the words "Vitaminized" or "Vitamin C Added" if the product is apple juice to which ascorbic acid has been added to increase the Vitamin C content; (v) the words "Vitaminized" or "Vitamin C added" if the product is mixed vegetable juices, tomato juice cocktail,	prune or apricot nectar, mixed vegetable juices, apple juice, grape juice, grape juice from concentrate	minimum 1.6 mm	any surface except the bottom	31(u) 31(v) 42(2) 3(2)(g)* 14(1)(l)** 15(k)** 16(j)** 40** 41** when applicable * Schedule I, Table I **Schedule

<p>prune nectar, apricot nectar, grape juice or grape juice from concentrate to which ascorbic acid has been added to increase the Vitamin C content"</p> <p>When Vitamin C has been added, the vitamin levels specified for the product must be followed (minimum 35 mg/100 mL and maximum 60 mg/114 mL for apple juice; minimum 18 mg/100 mL and maximum 60 mg/ 114 mL for grape juice; the nectars must meet the standards set out in the <i>Food and Drug Regulations</i>, i.e. minimum 20 mg/114 mL and maximum 60 mg/114 mL).</p> <p>(D.01.009 to D.01.011)</p>				II
"a water extract of dried prunes"	prune nectar	minimum 1.6 mm	following the product name	31(mm) 42(1) when applicable
"whole", "cut", "whole vertical pack", "asparagus style" or "shoestring"	canned or frozen green or wax beans	minimum 1.6 mm	any surface except the bottom	31(r) 42(2) when applicable
"wild" or "cultivated" and "individually quick frozen" or "non-free flowing"	frozen blueberries	minimum 1.6 mm	any surface except the bottom	31(qq) 42(2) when applicable
"with pectin"	jam, jelly, marmalade	minimum 1/8 inch height for containers >10 ounces	under the product name	31(o) 42(1) when

		minimum 3/32 inch containers < 10 ounces		applicable
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Summary of Labelling Rules for Shipping Containers
Table 11-4

PROCESSED FRUITS AND VEGETABLES Shipping Containers Domestic, Imported and Interprovincial				
Requirements	Height of Letters	Location	Language	References (PPR)
Common Name The product name must be as prescribed by the standard	Minimum 1.6 mm	On a panel of the packaging	English OR French	46(a) mandatory
Grade As indicated on the labels of the containers	Minimum 1.6 mm	On a panel of the packaging	English OR French	46(c) mandatory
Number and Size of the Containers	Minimum 1.6 mm	On a panel of the packaging	not applicable	46(d) mandatory
Label Wording: "Keep refrigerated" Canned low-acid food which must be kept continuously refrigerated	Minimum 1.6 mm	On the main panel	English OR French	30.1(2)(a) when applicable B.27.002 (2)(a) FDR
Label Wording: "Keep frozen" Canned low-acid food which must be kept continuously frozen	Minimum 1.6 mm	On the main panel	English OR French	30.1(2)(b) when applicable B.27.002 (2)(b) FDR
Registration Number	Minimum	On a panel	not	46(e)

The number must be the number of the establishment where the product was packaged	1.6 mm	of the packaging	applicable	mandatory if Canadian product
Country of Origin Imported product: " Product of... " / " Produit de... " or the country of origin is part of the name and address of the foreign dealer	Minimum 1.6 mm	On a panel of the packaging	English OR French	41 mandatory if imported product
Name and Address Domestic product: a) name and address of the manufacturer; or b) name and address of the first dealer preceded by: "prepared for" / préparé pour", "distributed by / distribué par" Imported product (while following the criteria set out above for the country of origin): a) name and address of the manufacturer; b) name and address of the first foreign dealer; or c) name and address of the Canadian importer preceded by: "prepared for" / préparé pour", "distributed by / distribué par", "imported by" / "importé par" or grouped with the declaration of country of origin	Minimum 1.6 mm	On a panel of the packaging	English OR French	46(b) mandatory

Chapter 12 - Guide to the Labelling of Honey

Prepackaged and Bulk Product

Chapter 12 of this *Guide* applies to pure honey (creamed or liquid or pasteurized) which has been produced in federally registered establishments and is destined for interprovincial or import or export trade and is covered under the *Honey Regulations*. Some comments have been included for honey which is not covered under the *Honey Regulations* as it is not traded inter-provincially or imported or exported or because it differs from the standard of identity for honey (i.e. strawberry flavoured honey). Comments have also been included for related honey products, such as honey on honey combs, which are not covered by standards under the *Honey Regulations*.

All of these products are also regulated by the

- *Food and Drugs Act* (FDA)
- *Food and Drug Regulations* (FDR)
- *Consumer Packaging and Labelling Act* (CPLA)
- *Consumer Packaging and Labelling Regulations* (CPLR)

12.1 Common Name [35(1)(a)(i), 47(10(c)(i), Schedule I Table IV, HR; B.01.001, B.01.006; 10(b)(ii), CPLA; or individual provincial regulations]

Honey Covered by the *Honey Regulations*

The common names for honey are detailed in section 35(1) and 47(1)(c)(i) of the *Honey Regulations*. Common names may include "honeydew honey", "Lavender honey", "Rubinia honey", "alfalfa honey", "Banksia menziesii honey", or the name "honey" either alone or accompanied by the name of the blossom (i.e. clover honey). The composition standards for each of the variety honeys is found in *Table IV, Schedule I of the Honey Regulations*.

Honey and Honey Products Not Covered by the *Honey Regulations*

The common name for honey is prescribed in Sections B.18.025-B.18.027 of the *Food and Drug Regulations*. Products described as honey must meet these standards of identity.

If a honey is combined with another ingredient, such as a flavour, royal jelly, or other, the common name must describe how the product deviates from the standard (i.e. strawberry

flavoured honey, honey with royal jelly, etc.). For all other products, such as Royal Jelly, the common name must be descriptive of the product.

12.1.1 Location on the Label [35(1)(a)(i), 47(1)(c), *HR*; B.01.006(1); 12(b), *CPLR*]

The common name must be shown on the principal display panel of the label.

12.1.2 Minimum Type Height [35(3), 47(2), *HR*; 14(1), 15, *CPLR*]

The minimum type height must be 1.6 mm.

12.1.3 Language [35(2), 47(4) *HR*; B.01.001, B.01.012(2); 6(2), *CPLR*]

The common name must appear in both French and English.

12.2 Net Quantity Declaration [35(1)(a)(iv), 47(1)(c)(iv), *HR*; 4, *CPLA*; 22(1), *CPLR*]

For honey, the net quantity must be declared in metric units of weight (grams "g" or kilograms "kg"). For honey graded under the *Honey Regulations*, there are standard container sizes which are listed below.

12.2.1 Standard Container Sizes for Honey [29(2), 29(4), 31, 47(1)(b), *HR*]

The standard container sizes are applicable for honey which has been graded according to the *Honey Regulations* or that is marketed by a registered establishment - any weight up to and including 150 g, 250 g, 375 g, 500 g, 750 g, 1 kg, 1.5 kg, 2 kg, 3 kg or 5 kg

The Minister may permit the sale of honey packed in novelty containers of non-standard sizes. He may authorize for experimental use containers not set out in section 29. [29(4), 31, *HR*]

12.2.2 Location on the Label [35(1)(a), 47(2), *HR*; B.01.006(1); 12(a), *CPLR*]

The net quantity declaration be shown on the principal display panel of the label.

12.2.3 Minimum Type Height [35(4), 47(3), *HR*; 14, 15, *CPLR*]

For the type height requirements for the numeric portion of the net quantity declaration, please refer to section 12.4.4 below. The type height for the symbols "kg" and "g" shall appear in lettering not less than 1.6 mm in height.

12.2.4 Language [35(2), 47(4), *HR*; B.01.012(2); 6(2), *CPLR*]

This information must appear in French and English.

12.3 Honey: Grade [5.(1), 5.1(a) & (b), 7, 35(1)(a)(ii), 47(1)(c), Schedule 1, Table III, *HR*]

The grade or grade designation is required on the label of all honey that is subject to the *Honey Regulations*. These grades may not be used on products which do not meet the requirements of the *Honey Regulations*.

Honey to which the *Honey Regulations* apply, that is sound, wholesome and fit for human consumption but **does not meet** the requirements of Canada No. 1, Canada No. 2 or Canada No. 3 grade, shall be marked "**substandard**". Substandard grades are not permitted for imported products.

Grades (domestic product or repackaged imported product) or Grade designations may be used in the following cases:

- when regulations specifically state that the grade of the product may be declared on the label;
- when the product has been manufactured, graded and repackaged in a registered establishment [5.1(a) & (b), *HR*]; or the product was imported and sold in its original container [47(1)(c)(ii), *HR*].

A grade declaration on a product for which a grade standard is prescribed cannot be used unless the Canadian business is registered with the *Canadian Food Inspection Agency (CFIA)*. (Exception is Ontario which is under review.)

Canadian Honey or repackaged and graded Imported Honey	CANADA No. 1 CANADA No. 2 CANADA No. 3 substandard / sous-régulière (see above)
Imported Honey in original containers	GRADE No. 1 / CATÉGORIE No. 1 GRADE No. 2 / CATÉGORIE No. 2 GRADE No. 3 / CATÉGORIE No. 3

Note: Combining declarations of country of origin and grade is not permitted, e.g. "Product of / Produit du Canada No. 1" is not a permitted statement.

12.3.1 Location on the Label [35(1)(a), 47(1)(c), 47(2), *HR*]

The grade or grade designation must appear on the principal display surface of the label.

12.3.2 Minimum Type Height [35(3), 47(2), *HR*]

Refer to 12.4.4 below.

12.3.3 Language [35(2), 47(4), *HR*; B.01.011]

This information must appear in French and English.

12.4 Honey: Colour [35(1)(a)(ii), 47(1)(c)(ii), Schedule 1, Table I, *HR*]

The colour class designation is required immediately following the Grade designation on the label of all honey that is subject to the *Honey Regulations*. These classes may not be used on products which do not meet the requirements of the *Honey Regulations*.

Colour Class Designation for Prepackaged Honey

Class	Designation on Honey Classifier	Reading on Pfund Honey Grader
White	not darker than White	not more than 30 mm
Golden	darker than White, but not darker than Golden	more than 30 mm but not more than 50 mm
Amber	darker than Golden, but not darker than Amber	more than 50 mm but not more than 85 mm
Dark	darker than Amber	more than 85 mm

12.4.1 Location on the Label [35(1)(a)(ii), *HR*]

The class designation must be printed immediately after the grade on the principal display surface of the label.

12.4.2 Minimum Type Height [35(3), 47(2), *HR*]

Refer to 12.4.4 below.

12.4.3 Language [35(2), 47(4), *HR*]

This information must appear in French and English.

12.4.4 Type Height for Net Quantity, Grade and Colour Declarations

Column I	Column II	
Area of Principal Display Surface	Minimum Height of Letters	
	In Inches	In Millimetres
1. Not more than 5 in ² (32 cm ²)	1/16	1.6
2. More than 5 in ² (32 cm ²) but not more than 40 in ² (258 cm ²)	1/8	3.2
3. More than 40 in ² (258 cm ²) but not more than 100 in ² (645 cm ²)	1/4	6.4
4. More than 100 in ² (645 cm ²) but not more than 400 in ² (25.8 dm ²)	3/8	9.5
5. More than 400 in ² (25.8 dm ²)	1/2	12.7

12.5 Other Required Markings

12.5.1 Applicable Words [35(1)(a)(v), 47(1)(c)(vii), HR]

For honey subject to the *Honey Regulations*, the following information must also appear, where applicable:

- the word "liquid" (liquide)
- the word "creamed" (en crème) or any other word indicating that the contents are granulated
- the word "pasteurized" (pasteurisé) (Domestic only)
- the word "pressed" (de presse)

12.5.2 Location on the Label [35(1)(a), 47(2), HR]

This information must be written on the principal display surface of the label.

12.5.3 Minimum Type Height [35(3), 47(2), HR]

The minimum type height must be 1.6 mm.

12.5.4 Language [35(2), 47(4), HR]

This information must appear in French and English.

12.5.5. Brand or Trade Name [35(1)(b)(ii), HR]

The **brand** or **trade name** (if any) must also be shown on the label and may appear on any panel other than the one located on the bottom of the container. This applies to domestic product only.

12.6 Name and Address [35(1)(b)(i), 47(1)(c)(vi), HR]

12.6.1 Location on the Label [35(1)(b)(i), 47(1)(c)(vi), 47(2), HR; 13, CPLR]

For domestic honey covered by the *Honey Regulations*, the following must appear on any panel of the label other than a panel located on the bottom of the container:

name and address of the packer

or

the name and address of the first dealer and the registration number of the packer

For imported honey covered by the *Honey Regulations*, the following must be clearly and prominently displayed on the label so as to be readily discernible:

the name and address in full of the packer or importer.

For honey and honey products **not** covered by the *Honey Regulations*, the name and address must be shown as for all other prepackaged products, i.e., on any part of the label except that part of the label, if any applied to the bottom of the container. The name and address may appear in one of three formats for imported products:

- The name and address of the foreign producer;
- The Canadian name and address of the importer preceded by the words "imported by/importé par"
- The Canadian name and address of the importer followed by the country of origin.

12.6.2 Minimum Type Height [35(3), 47(2), HR]

The minimum type height is 1.6 mm.

12.6.3 Language [35(2), 47(4), HR]

This information must appear in French and English.

12.7 Country of Origin [37, 47(1)(c)(v), HR]

For products not covered by the *Honey Regulations*, there is no requirement for country of origin markings beyond the name and address requirements indicated above 12.6.1 of this *Guide*.

For honey covered by the *Honey Regulations*, see the requirements indicated below.

Domestic Honey [37(1), *HR*]

Where honey produced in Canada is graded under the *Honey Regulations*, the container shall be marked with the words "Product of Canada" / "Produit du Canada" or "Canadian Honey" / "Miel canadien".

Imported Honey [37(2), 47(1)(c)(v), 52(2), *HR*]

Where imported honey is repacked (unblended) as prepackaged honey and graded under the *Honey Regulations*, the containers shall be marked with the name of the country of origin preceded by the words "Product of".

Prepackaged imported honey must be marked with the name of the country of origin preceded by the words "Product of". [47(1)(c)(v), *HR*]

Blend of Domestic and Imported Honey [37(3), 52(1), *HR*]

Where imported honey is blended with Canadian honey and is graded under the *Honey Regulations*, the container must be marked with the words "A Blend of Canadian and (naming the source or sources) Honey" or "mélange de miel canadien et de miel (naming the source or sources)" or "A blend (naming the source or sources) Honey and Canadian Honey" or "mélange de miel (naming the source or sources) et de miel canadien". The sources must be named in descending order of their proportion.

12.7.1 Location on the Label [35(1)(b), *HR*; 13, 31(4), *CPLR*]

The statement of geographic origin shall be located immediately adjacent to the declaration of the dealer identity and principal place of business ([see 12.6.1 of this Guide](#))

12.7.2 Minimum Type Height [35(3), *HR*; 14(4), *CPLR*]

The minimum type height must be 1.6 mm.

12.7.3 Language [35(2), 47(4) *HR*]

This information must appear in French and English.

12.8 List of Ingredients

For single ingredient foods such as pure honey, the common name of the product is considered to be the list of ingredients.

Multi-ingredient honey products such as flavoured honey, must show a list of ingredients must appear on any surface of the container, with the exception of the bottom in both French and English. The list of ingredients must comply with requirements of the *Food and Drug Regulations*. [See 2.8 of this Guide for more information](#) on how to declare the list of ingredients. *Note: In some cases the common name may suffice as the list of ingredients if the name is sufficiently descriptive.*

12.8.1 Location on the Label [B.01.005]

The list of ingredients can be indicated on any surface of the label except the bottom.

12.8.2 Minimum Type Height [35(3), *HR*; 14(4), *CPLR*]

The minimum type height must be 1.6 mm.

12.8.3 Language [B.01.012(2)]

This information must appear in French and English.

12.9 Nutrition Labelling

Amendments to the *Food and Drug Regulations* made nutrition labelling mandatory for most pre-packaged products by December 12, 2007. More details on the requirements for nutrition labelling can be found in [Chapters 5](#) and [6 of this Guide](#).

12.10 Nutrient Content Claims

Nutrient content claims can be made on some processed products. For more information on the conditions for making these claims, refer to [Chapter 7 of this Guide](#).

12.11 Exemptions for Products for Export [54, *HR*]

Section 54 of the *Honey Regulations* permits the exportation of honey which does not meet the provisions of the Regulations if

- the registration number of the establishment in which the honey was packed is marked on the label of the container;
- the lot number of the code of the shipment is marked on the label or embossed on the container
- the markings on the label or the container do not misrepresent the quality, quantity, colour class, composition, characteristics, origin, safety or value of the honey;

- the shipper provides to the inspector a signed statement certifying that the container and labelling meet the requirements of the importing country; and if
- the signed statement is included in the export documentation.

12.12 Labelling Requirements for Packages and Bulk Containers of Honey (subject to the *Honey Regulations*)

12.12.1 Common Name [36(1)(a), 47(1)(d)(i), HR]

[See applicable names for prepackaged honey. \(12.1 of this Guide\)](#)

12.12.2 Net Quantity Declaration [36(1)(d), 36(1)(e.i), 47(1)(d)(iv), HR]

The net quantity must be declared in metric format in kilograms, or if less than one kilogram, in grams.

12.12.3 Standardized Container Sizes Honey Packaged in Bulk [30(2), 31, 47(1)(b), HR]

The standardized container sizes for honey packaged in bulk are 7 kg, 15 kg, 30 kg, or in containers larger than 30 kg that are a multiple of 1 kg.

The Minister may authorize for experimental use containers not set out in section 30. [31, HR]

12.12.4 The Number of Containers [36(1)(d), 47(1)(d)(iv), HR]

The Number of Containers within the Package must be Indicated

12.12.5 Grade Name and Colour Classification [36(1)(b), 47(1)(d)(ii), Table II, Schedule I, HR]

The grade name of the honey must be immediately followed by its colour classification. The colour classification for honey packed in bulk containers is different from that packed in prepackaged containers. The grade names are the same as for prepackaged honey.

12.12.5 Colour Class Designation for Honey Packed in Bulk Containers [[36(1)(b), 47(1)(d)(ii), Schedule 1, Table II, HR]

Class	Designation on Honey Classifier	Reading on Pfund Honey Grader
Extra	not darker than Extra White	not more than 13 mm

White		
White	darker than Extra White but not darker than White	more than 13 mm but not more than 30 mm
Golden	darker than White but not darker than Golden	more than 30 mm but not more than 50 mm
Light Amber	darker than Golden but not darker than Amber	more than 50 mm but not more than 85 mm
Dark Amber	darker than Amber but not darker than Dark	more than 85 mm but not more than 114 mm
Dark	darker than Dark	more than 114 mm

12.12.7 Other Required Markings - Applicable Words

The following words are required, where applicable [36(1)(g), 47(1)(d)(vii), *HR*]

- "liquid" or "liquide"
- "creamed" or "en crème" or any other words indicating the contents are granulated
- "pasteurized" or "pasteurisé (Domestic Only)"
- "pressed" or "de presse"

12.12.8 Lot Number [36(1)(f), *HR*]

A lot number is required on domestic honey subject to the Honey Regulations and which is packed in a bulk container. This information must appear with a minimum type size height of 9.5 mm.

12.12.9 Name and Address [36(1)(c), 47(1)(d)(vi), *HR*]

Domestic Honey

The name, address and registration number of the packer
or

the name and address of the first dealer and the registration number of the packer must be indicated on the container.

Imported Honey [47(1)(d)(vi), *HR*]

The name and address in full of the packer or importer must be indicated on the container.

12.12.10 Country of Origin [37, 47(1)(d)(v), HR]

Domestic Honey [37(1), HR]

Where honey produced in Canada is graded under the Honey Regulations, the container shall be marked with the words "Product of Canada" / "Produit du Canada" or "Canadian Honey" / "Miel canadien".

Imported Honey [47(1)(c)(v), 52(2), HR]

The name of the country of origin preceded by the words "Product of" or "Produit de" on imported honey must be clearly marked on the label of bulk imported honey [47(1)(d)(v), HR]

Blend of Domestic and Imported Honey [37(3), 52.(1), HR]

Where imported honey is blended with Canadian honey and is graded under the Honey Regulations, the container must be marked with the words "A Blend of Canadian and (naming the source or sources) Honey" or "mélange de miel canadien et de miel (naming the source or sources)" or "A blend (naming the source or sources) Honey and Canadian Honey" or "mélange de miel (naming the source or sources) et de miel canadien". The sources must be named in descending order of their proportion.

12.12.11 Type Size Height [36 (2), 47(1)(d), HR]

The markings shall be in distinctly legible **block letters** not less than 3/8 inch (9.5 mm) in height:

- common name
- the grade name (domestic) / grade designation (imported) and colour classification
- the name, address and registration number of the packer or the name and address of the first dealer and the registration number of the packer (domestic product only); the name and address in full of the packer or importer (imported product only)
- number of containers contained therein (domestic)
- the net weight
- the lot number (domestic)
- words - "liquid", "creamed" "pasteurized" (domestic product only) or "pressed" as applicable
- the country of origin (imported product)

12.12.12 Location on the Label [36(2), 47(1)(d), HR; B.01.005]

The information must appear on at least one side or one end of the box, except for half barrels, barrels or larger containers (except the bottom).

12.12.13 Language [47(4), *HR*; B.01.012(11)]

Domestic Product: This information need only be in one official language.

Imported Product: This information must be in French and English.

12.12.14 Exemptions for Export [54, *HR*]

Section 54 of the *Honey Regulations* permits the exportation of honey which does not meet the provisions of the *Regulations* if

- the registration number of the establishment in which the honey was packed is marked on the label of the container;
- the lot number of the code of the shipment is marked on the label or embossed on the container
- the markings on the label or the container do not misrepresent the quality, quantity, colour class, composition, characteristics, origin, safety or value of the honey;
- the shipper provides to the inspector a signed statement certifying that the container and labelling meet the requirements of the importing country; and if
- the signed statement is included in the export documentation.

12.12.15 Exemptions for Interprovincial Trade [54.2(2), *HR*]

Section 54(2) of the *Honey Regulations* exempt honey, packed in bulk containers and marketed in interprovincial trade, from labelling and grade requirements if the following conditions are met:

- the honey is packed in bulk containers
- the containers are labelled with the name and address of the producer or packer;
- the honey is being conveyed to a registered establishment for the purpose of classification, grading, repacking or reprocessing.

Summary Table of Labelling Requirements for Pre-Packaged Honey

Table 12-1

Prepackaged HONEY Import (47, <i>HR</i>) <i>Export (34, 53, HR) ~ Interprovincial : Section (53, 54.2, HR)</i>				
Requirements	Type Height	Location on Label	Language	References (<i>HR</i>)
Common Name : "Honey"	1.6 mm	principal display	English and French	35(1)(a)(i), 35(2), 35(3),

"Honey" only or accompanied with the name of the blossom		panel		47(1)(c)(i) 47(2), 47(4), Schedule I, Table IV. mandatory
<p>Net quantity g or kg</p> <p>Standard containers are prescribed for prepacked honey [29(2), <i>HR</i>]</p> <p>any size up to and including 150g; 250g; 375g; 500g; 750g; 1kg; 1.5kg; 2kg; 3kg; 5kg;</p> <p>The Minister may permit the sale of novelty containers of non standard sizes or experimental use sizes.</p>	<p>minimum 1.6 mm (Numeric portion - See 12.4.4 of this Guide)</p>	principal display panel	English and French, unless bilingual symbols are used	29(2), 29(4) 31, 35(1)(a)(iv), 35(2), 35(3), 35(4), 47(1)(b), 47(1)(c)(iv), 47(2), 47(3), 47(4) mandatory
<p>Grade</p> <p>Packed in Canada: CANADA no 1; CANADA no.2 ; CANADA no. 3; sous-régulière / substandard</p> <p>If imported, the grade designation is as follows: "Grade no. X" or "No. 1", "No. 2" , "No. 3"</p> <p>Note: There is no "substandard" grade designation for imported products.</p>	<p>minimum 1.6 mm (See 12.4.4)</p>	principal display panel	English and French	5(1), 7, 35(1)(a)(ii), 35(2), 35(3), 47(1)(c)(ii), 47(2), 47(4), Schedule I, Table III mandatory
<p>Colour</p> <p>- white; golden; amber; dark</p>	<p>minimum 1.6 mm (See 12.4.4)</p>	principal display panel	English and French	35(1)(a)(ii), 35(2), 35(3), 47(1)(c)(ii) 47(2), 47(4), Schedule 1, Table I mandatory
Additional Requirements	<p>minimum 1.6 mm</p>	principal display panel	English and French	35(1)(a)(v), 35(2), 35(3), 47(1)(c)(vii),

<p>"liquid" as applicable - Only if the honey has been heat-treated to avoid rapid cristallisation.</p> <p>"creamed" as applicable -or any other word(s) indicating that the contents are granulated.</p> <p>"Pressed" when applicable</p> <p>"Pasteurized"/"Pasteurisé" - Only if the honey has been heat-treated by a registered pasteurizing plant so that the honey is free of viable sugar-tolerant yeasts. - Not applicable to prepackaged imported product</p>				47(2), 47(4) mandatory
<p>Name and Address</p> <p>domestic product: Name and address of the packer or Name and address of the first dealer and the registration number of the packer</p> <p>imported product: Name and address of the packer or the importer</p>	minimum 1.6 mm	any surface except bottom	English and French	35(1)(b)(i), 35(2), 35(3), 47(1)(c)(vi), 47(2), 47(4); 6(2), <i>CPLR</i> mandatory
<p>Country of origin</p> <p>Canadian honey "Product of Canada" or "Canadian honey"</p> <p>Imported honey "Product of ..."</p> <p>Blended from different countries A blend of Canadian and...honey" or "A blend of...honey and Canadian honey"</p>	minimum 1.6 mm	any surface except bottom	English and French	35(2), 37(1)(2)(3), 47(1)(c)(v), 47(2), 47(4), 52(1), 52(2). mandatory

Brand or Trade-name (product packaged in Canada)	minimum 1.6 mm	any surface except bottom	English and French	35(1)(b)(ii), 35(2), 35(3) when applicable
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Summary Table of Labelling Requirements for Packages and Bulk Containers of Honey

Table 12-2

Prepackaged HONEY <i>Import (47, HR)</i> <i>Export (34, 53, HR) ~ Interprovincial (53, 54.2, HR)</i>				
Requirements	Type Height	Location on Label	Language	References (HR)
Common Name : "Honey" "Honey" only or accompanied with the name of the blossom	minimum 9.5 mm in distinctly legible block letters	on at least one side or one end of the container	English or French (domestic) English and French (imported)	36(1)(a), 36(2), 47(1)(d)(I), 47(4), Schedule I, Table IV B.01.012(11), <i>FDR</i> mandatory
Net Quantity in kg standardized container sizes: 7kg; 15kg; 30kg or in containers larger than 30kg which are a multiple of 1kg The Minister may authorize for experimental use containers Number of containers therein - marked on shipping containers containing prepackaged product (domestic)	minimum 9.5 mm in distinctly legible block letters	on at least one side or one end of the container	English or French (domestic) English and French unless bilingual symbols used (imported)	30(2), 31, 36(1)(d), 36(1)(e.1), 36(2) 47(1)(b), 47(1)(d)(iv), 47(4) B.01.012(11), <i>FDR</i> mandatory

<p>Grade</p> <p>Packed in Canada: CANADA no. 1; CANADA no.2 ; CANADA no. 3; substandard</p> <p>If imported, the grade designation is as follows: Grade no. X" or "No. 1", "No. 2" , "No. 3"</p> <p>There is no "substandard " grade designation for imported products</p>	<p>minimum 9.5 mm in distinctly legible block letters</p>	<p>on at least one side or one end of the container</p>	<p>English or French (domestic)</p> <p>English and French (imported)</p>	<p>5(1), 7, 36(1)(b), 36(2), 47(1)(d), 47(1)(d)(ii), 47(4), Schedule I Table III</p> <p>B.01.012(11), <i>FDR</i></p> <p>mandatory</p>
<p>Colour</p> <p>extra white; white; golden; light amber; dark amber; dark</p>	<p>minimum 9.5 mm in distinctly legible block letters</p>	<p>on at least one side or one end of the container</p>	<p>English or French (domestic)</p> <p>English and French (imported)</p>	<p>36(1)(b), 36(2), 47(1)(d), 47(1)(d)(ii), 47(4), Schedule 1, Table II</p> <p>B.01.012(11), <i>FDR</i></p> <p>mandatory</p>
<p>Other Requirements:</p> <p>"liquid" as applicable -Only if the honey has been heat-treated to avoid rapid crystallisation.</p> <p>"creamed" as applicable - or any other word(s) indicating that the contents are granulated.</p> <p>"pressed" when applicable</p> <p>"pasteurized" - Only if the honey has been</p>	<p>minimum 9.5 mm in distinctly legible block letters</p>	<p>on at least one side or one end of the container</p>	<p>English or French (domestic)</p> <p>English and French (imported)</p>	<p>36(1)(g), 47(1)(d)(viii), 47(4);</p> <p>B.01.012(11), <i>FDR</i></p> <p>mandatory</p>

heat-treated by a registered pasteurizing plant so that the honey is free of viable sugar-tolerant yeasts. (Domestic product only)				
Lot number (product packed in Canada)	minimum 9.5 mm in distinctly legible block letters	on at least one side or one end of the container	_____	36(1)(f), 36(2) mandatory
Name and Address Domestic Product: Name, address and registration number of the packer or Name and address of the first dealer and the registration number of the packer Imported Product: Name and address of the packer or the importer	minimum 9.5 mm in distinctly legible block letters	on at least one side or one end of the box	English or French (domestic) English and French (imported)	36(1)(c), 36(2), 47(1)(d), 47(1)(d)(vi), 47(4) B.01.012(11), <i>FDR</i> mandatory
Country of origin Canadian honey "Product of Canada" or "Canadian honey" Imported honey "Product of ..." Blended from different countries	minimum 9.5 mm in distinctly legible block letters (for imported)	on at least one side or one end of the container	English or French (domestic) English and French (imported)	37(1)(2)(3), 47(1)(d)(v), 52(1), 52(2); B.01.005, <i>FDR</i> mandatory

"A blend of Canadian and...honey" or "A blend of...honey and Canadian honey"				
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Chapter 13 - Guide to the Labelling of Maple Products

Introduction

Most of Chapter 13 applies to maple products obtained exclusively from the maple sap such as maple syrup, maple sugar, soft maple sugar, maple butter and maple taffy, which have been produced in establishments which are federally registered with the Canadian Food Inspection Agency (CFIA) or imported. These products are destined for interprovincial, import or export trade.

Maple products are regulated by the

- *Maple Products Regulations (MPR)*
- *Food and Drugs Act (FDA) & Regulations (FDR)*
- *Consumer Packaging and Labelling Act (CPLA) & Regulations (CPLR)*

Information that is required by the Act and these Regulations to be shown on a label, shall be shown in a manner easily legible to the consumer under normal or customary conditions [15, *CPLR*].

The requirements described below are applicable for maple syrup shipment of more than 100 L and maple products shipment of more than 25 kg. Some other exemptions for non commercial shipments are applicable, [as defined in 13.14](#) below [18, *MPR*].

Export

Export requirements are described in [13.12 below](#).

Import and Interprovincial Trade

These sections below are applicable for import and interprovincial trade of prepackaged products. Import and interprovincial labelling requirements for shipping containers and bulk containers are the same as for prepackaged products, except for the situations described in [13.11.1](#) and 13.11.2 of this *Guide* [15(1), 19(2)(a), *MPR*].

13.1 Common Name [2, 12, 19, MPR; B.01.001, B.01.006; 10(b)(ii), CPLA]

Product identity declaration consists in the designation of a product by its common or generic name or by its function. Every product must bear the name "Maple Syrup" and "Sirop d'érable" or the name of the its contents if it is a maple product other than maple syrup.[12(1)(a), 12(3), MPR]

"**maple syrup**" means the syrup obtained by the concentration of maple sap or by the dilution or solution of a maple product, other than maple sap, in potable water; (*sirop d'érable*) [2, MPR].

"**maple product**" means any product obtained exclusively by the concentration of maple sap or maple syrup, excluding any substitute; (*produit de l'érable*) [2, MPR].

"**substitute**" means any product that resembles a maple product in appearance and is prepared for the same uses as a maple product but is not obtained exclusively from maple sap; (*succédané*) [2, MPR].

(See 13.13 below for information about the labelling of maple syrup substitutes).

13.1.1 Location [B.01.006(1); 12(b), CPLR]

The common name must be shown on the principal display panel of the label or package.

13.1.2 Type Size [A.01.016; 14(1), 15, CPLR]

The height of the letters used is based on the area of the principal display surface. The common name must be shown in type of at least 1.6 mm in height, based on the lower case "o".

Principal Display Surface of the Packaging		Minimum Height of letters and numerals	
square centimetres	square inches	millimetres	inches
≤32	≤5	1.6	1/16
> 32 to ≤258	> 5 to ≤40	3.2	1/8
> 258 to ≤645	> 40 to ≤100	6.4	1/4
> 645 to ≤2580	> 100 to ≤400	9.5	3/8
> 2580	> 400	12.7	1/2

13.1.3 Language [12(1)(a), MPR; B.01.012(2); 6(2), CPLR]

The common name must appear in English and French.

13.1.4 List of Ingredients

As explained in 13.1 of this *Guide*, maple products and maple syrup covered under the *MPR* are made exclusively from the concentration of the maple sap or a dilution or solution of a maple product in potable water. For such single ingredient foods, the common name of the product is considered to be the list of ingredients.

13.2 Net Quantity Declaration [10(5), 12(1)(d), 19(1)(vi), MPR; 14,15, CPLA; 22(1)(3), CPLR]

For maple syrup, the metric net quantity must be shown in units of volume (mL, L) as the product is a liquid. For other maple products, the metric net quantity must be shown in units of weight (g, kg). There are prescribed standard container sizes for maple syrup and maple sugar. [See 13.8 of this Guide](#).

13.2.1 Location [B.01.006(1); 4(2), CPLA; 12(a), CPLR]

The net quantity declaration must be shown on the principal display panel of the label.

13.2.2 Type Size [12(2), MPR; 14, 15, CPLR]

A minimum type height of 1.6 mm, based on the lowercase "o", is required for all information in the net quantity declaration, except for the numerals, which are to be shown in bold face type and in the size shown in the above table, included in 13.1.2 of this *Guide*.

13.2.3 Language [B.01.012(2); 6(2), CPLR]

The net quantity declaration must appear in English and French.

13.3 Maple Syrup Grade [4, 12(1)(b), 19(1)(a)(i), Schedule I, MPR]

Maple syrup grades must be used in the following cases:

1. when the maple syrup has been manufactured, graded and repackaged in a registered establishment
2. when the maple syrup was imported and sold in its original container.

A Canadian company manufacturing a product for which a grade standard is prescribed must be registered with the CFIA in order to have the authority to apply the grades prescribed for this product. Moreover, displaying a grade on a maple product, other than maple syrup, for which the Regulations do not prescribe grade standards, is prohibited.

13.3.1 Canadian Maple Syrup [5(2), 5.1, *MPR*]

In order to use a Canadian grade on the label, an establishment must be federally registered with the CFIA.

Products graded in an establishment registered in Canada must declare a grade beginning with the word "CANADA," e.g., CANADA No.1.

Canadian Maple Syrup	CANADA No. 1 CANADA No. 2 CANADA No. 3
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13.3.2 Imported Maple Syrup

The use of American grades on products sold in Canada is not permitted. Imported maple syrup must meet the *MPR* requirements, must be graded with Canadian grades, using the "Grade" prefix instead of "Canada" (see table below) and the country of origin must be indicated.

Imported Maple Syrup	GRADE No. 1 / CATÉGORIE N° 1 GRADE No. 2 / CATÉGORIE N° 2 GRADE No. 3 / CATÉGORIE N° 3
----------------------	--

Combining declarations of country of origin and grade is not permitted. For example, "Product of / Produit du Canada No. 1" is not permitted.

Maple syrup imported in bulk in Canada must bear a grade beginning with the word "CANADA" once they have been graded, processed or repacked in a registered establishment.

13.3.3 Location [12(1)(b), *MPR*]

Designation of grade must appear on the principal display panel of the label.

13.3.4 Type Size [12(1)(b), *MPR*; 14, 15, *CPLR*]

The height of the letters used is based on the area of the principal display surface (see the above table in section 13.1.2). The grade must be shown in type of at least 1.6 mm in height, based on the lower case "o".

13.3.5 Language [B.01.012(2); 6(2), *CPLR*]

The maple syrup grade information must appear in English and French.

13.4 Maple Syrup Colour [12(1)(c), schedule III, *MPR*]

Maple syrup with a colour class found to be Extra light, Light or Medium may be graded as "Canada No. 1", providing it meets the requirements of the "Canada No. 1" grade. Maple syrup with a colour class found to be Amber may be graded as "Canada No. 2" providing it meets the requirements of the "Canada No. 2" grade. Maple syrup with a colour class found to be Dark may be graded as "Canada No. 3" providing it meets the requirements of the "Canada No. 3" grade. Note that all the above colour classes could be used in combination with the "Canada No. 3" grade for maple syrup that meets only the Canada No. 3 requirements. The method for the determination of colour class of maple syrup is outlined in Schedule III, *MPR*.

Colour Class	Percentage of Light Transmission
Extra Light / Extra Clair	not less than 75.0
Light / Clair	less than 75.0 but not less than 60.5
Medium / Médium	less than 60.5 but not less than 44.0
Amber / Ambré	less than 44.0 but not less than 27.0
Dark / Foncé	less than 27.0

13.4.1 Location [12(1)(c), *MPR*]

The colour designation must be printed immediately after the grade on the principal display surface of the container, example: "Canada No. 1 Médium/Canada No. 1 Medium".

13.4.2 Type Size [12(c), 19, Schedule IV, MPR]

The height of the letters used is based on the area of the principal display surface (see the above table in section 13.1.2). The colour must be shown in type of at least 1.6 mm in height, based on the lower case "o".

13.4.3 Language [12(1)(c), MPR; B.01.012(2); 6(2), CPLR]

">The maple syrup colour must appear in English and French.

13.5 Name and Address

Domestic Maple Products [12, MPR]

The name and address of the responsible party must be indicated as follows:

- the name and address of the sugar bush establishment, the packing establishment or the maple syrup shipper establishment, **or**
- the name and address of the first dealer and the registration number of the packing establishment.

Imported Maple Products [19, MPR]

The name and address of the packer or the importer must be indicated on the label.

13.5.1 Location [B.01.005; 13, CPLR]

The name and address of the party responsible may be shown anywhere on the label, except on the bottom of the packaging.

13.5.2 Type Size [14, 15, CPLR]

The height of the letters used is based on the area of the principal display surface (please refer to 13.1.2 of this *Guide*). The name and address must be shown in type of at least 1.6 mm in height, based on the lower case "o".

13.5.3 Language [B.01.012(2); 6(2), CPLR]

>This information may be written in English and / or French.

13.6 Registration Number [12, MPR]

Canadian-made maple products regulated by the *MPR* that are sold on interprovincial or export markets must be prepared in a registered establishment for which a registration number has been assigned by CFIA.

13.6.1 Declaration

The registration number must be applied to the label when the name and address on the label is that of a first dealer. A manufacturer may or may not add its registration number to a label when its complete name and address is indicated.

13.6.2 Location>

The registration number can be anywhere on the label, including on the bottom of the package. It is recommended, however, that the registration number be close to the name and address of the person responsible.

13.6.3 Type Size [A.01.016; 15, CPLR]

The registration number must be shown in type of at least 1.6 mm in height, based on the lower case "o".

13.7 Country of Origin [19, *MPR*]

We recommend that the country of origin marking be preceded by "**Product of... \ Produit de...**" However, no further marking indicating the country of origin would be required if it is an integral part of the name and address of the foreign producer, for example: "ABC Maple Farm, Vermont, USA."

Imported Maple Products

Imported maple products must carry a declaration of the country of origin.

Imported Maple Product, Processed in Canada

When a foreign product undergoes any processing in Canada, the origin of the product may change, for example:

- Maple syrup imported from the United States in bulk and processed into maple sugar would be classified as "Product of Canada/ Produit du Canada".

Imported Maple Product, Graded and Re-Packed in Canada

If the product is only graded and re-packed in Canada, its declaration of the country of origin cannot be changed to "Product of Canada /Produit du Canada."

Canadian Maple Product Packed in a Foreign Country, and Re-Imported in Canada

Canadian maple products which have been shipped to and packed in a foreign country and then re-imported to Canada must have the following statement on their label : "Product of Canada, Packed in . . . / Produit du Canada, emballé au . . .". The abbreviation "USA" may be used because it is recognized around the world. However, all other abbreviations are not permitted because they could cause confusion among consumers and thus the name of the country of origin must be written out in full.

13.7.1 Location [B.01.005]

This information must appear on any surface of the package, with the exception of the bottom.

13.7.2 Type Size [14, 15, CPLR]

The country of origin must be shown in type of at least 1.6 mm in height, based on the lower case "o".

13.7.3 Language [B.01.012(2); 6(2), CPLR]

This information may be written in English or/and French.

13.8 Standard Container Sizes for Maple Syrup and Maple Sugar

- **Maple Syrup** [10(3) , Schedule V.1, *MPR*]

The containers prescribed by the *MPR* are:

250 ml or less (sizes in whole numbers)	750 ml
375 ml	1 L
500 ml	1.5 L
540 ml (19fl oz.)	Any whole number multiple of 1L

- **Maple Sugar** [10(4), *MPR*]

The containers prescribed by the *MPR* are:

125 g or less	750 g
250 g	1 kg
375 g	any multiple of 1 kg
500 g	

There are no standard container sizes prescribed for other maple products.

13.9 Nutrition Labelling

Amendments to the *Food and Drug Regulations* made nutrition labelling mandatory for most prepackaged products by December 12, 2007. More details on the requirements for nutrition labelling can be found in [Chapters 5](#) and [6 of this Guide](#).

13.10 Nutrient Content Claims

Nutrient content claims can be made on some products. For more information on the conditions for making these claims, [refer to Chapter 7](#) and [8 of this Guide](#).

13.11 Labelling of Shipping Containers and Bulk Containers

The labelling requirements for shipping containers and bulk containers are the same as for prepackaged products [15(1), 19(2)a), *MPR*]. Bulk containers are defined containers as exceeding 5 L for maple syrup and containers exceeding 5 kg for maple products [19 (2), *MPR*].

13.11.1 Interprovincial Trade [15(2), *MPR*]

Interprovincial trade of bulk containers, in which the product is not graded or marked in compliance with the *MPR*, is allowed if the product is to be repacked or reprocessed in a registered establishment.

13.11.2 Import Authorization [19(2)(b), *MPR*]

Bulk containers that are not marked as per the labelling requirements must be accompanied by a written authorization from the CFIA, for each shipment, prior to entry into Canada. Please, contact your local CFIA office to know how to obtain such an authorization.

13.11.3 Shipping Containers

Although the *MPR* set out the marking for shipping containers in 12 and 19, it is a recognized acceptable commercial practice for the number and capacity of the individual prepackaged containers (eg. 12 x 540 ml), as well as the registration number, to be printed on the shipping container. Other information required by the Regulations is then provided by a sample of the label used on the individual inner prepackaged product being displayed on the shipping container.

13.12 Export

Export of products packed in non-standard container sizes (including bulk and shipping containers) and not marked in compliance with the Canadian regulations is allowed if

1. the CFIA establishment registration number is shown on the container, the bill of lading or the contact of sale (see the introduction of this *Chapter* and 13.6 of this *Guide* for information about CFIA establishment registration); and
2. the label or other markings on the product make no false declarations and no misrepresentation of the quality, composition, character, safety, or value of the food product [16(2), *MPR*].

FDA&R and CPLA&R Requirements

Different sections of the FDA&R and CPLA&R are referenced in the section "[Import and Interprovincial Trade](#)". Concerning the export trade, it is important to remember that the FDA&R is applied only for products sold in Canada, as defined in section 37(1) of the FDA :

"This Act does not apply to any packaged food, drug, cosmetic or device, not manufactured for consumption in Canada and not sold for consumption in Canada, if the package is marked in distinct overprinting with the word "Export" or "Exportation" and a certificate that the package and its contents do not contravene any known requirement of the law of the country to which it is or is about to be consigned has been issued in respect of the package and its contents in prescribed form and manner" [37(1), FDA].

Labelling Requirements of the Receiving Country

If in doubt about a foreign country's requirements on imported foods, it is advisable that you enquire through the importing country's department of agriculture or perhaps through their embassy/consulate/trade commission in Canada before exporting to that country.

13.13 Substitutes

Pure maple products are unique and must come exclusively from the concentration of the sap of maple trees ([see definitions in 13.1 of this Guide](#)) Maple substitutes are defined as follows in the *MPR* :

"substitute" means any product that resembles a maple product in appearance and is prepared for the same uses as a maple product but is not obtained exclusively from maple sap (succédané) [2, *MPR*]

It can be difficult for consumers to differentiate pure maple products from food products made with other types of sugar, maple flavour preparations, or a blend of maple products and other ingredients.

Section 3.1 of the *MPR* specifies that *" no person shall market a product in import, export or interprovincial trade in such a manner that it is likely to be mistaken for a maple product for which a grade or standard is established under these Regulations"*.

Naming Table Syrup Containing Some Maple Syrup

A product made from sugar, water, maple flavouring and, for example, with less than 20 % maple syrup added may not be called "Canadian Maple Syrup". Common names for this product, to which the CFIA is not likely to object are: "Canadian Table syrup with x % Maple Syrup", "Canadian Blended Syrup with x % Pure Maple Syrup ", where x is the correct % of maple syrup actually in the product.

13.13.1 List of Ingredients

For maple substitutes, the list of ingredients must comply with the FDR. ([see 2.8 of this Guide](#) gives information on how to declare a list of ingredients. For single ingredient foods such as pure maple syrup and maple products, the common name of the product is considered to be the list of ingredients.

The list of ingredients may appear on any surface of the label, with the exception of the bottom and must appear in both English and French. The minimum type size height must be 1.6 mm, based on the lowercase "o".

13.13.2 Provincial Regulations on Substitutes

In the province of Quebec and Ontario, the provincial authorities have specific regulations on maple and maple products but also on the use of the word "maple" on maple substitutes. For products destined for this market, it may be preferable to contact them as to the acceptability of the use of the word "maple" or maple images on products which do not fall under the *Maple Product Regulations*.

You may contact them at:

- **QUÉBEC**

Ministère de l'Agriculture, des Pêcheries, et de l'Alimentation (MAPAQ)
200, chemin Ste-Foy, 11e étage
Québec (Québec)
G1R 4X6
Phone: 1-800-463-5023
Website : <http://www.agrireseau.qc.ca/erable/>

- **ONTARIO**

Ontario Ministry of Agriculture and Food (OMAF)
Risk Management Specialist - Foods of Plant Origin
5th Floor NW
1 Stone Rd W
Guelph , ON N1G 4Y2
Phone: 613-475-5175 Fax: 519-826-4375

Website (food): <http://www.omafra.gov.on.ca/english/food/index.html>

Website (maple): <http://www.omafra.gov.on.ca/english/crops/hort/agrofore.html>

13.14 Exemptions for Non-Commercial Shipments [18, MPR]

This chapter does not apply to a shipment of maple syrup or maple products that

- does not exceed 100 litres or weighs 25 kg or less
- is part of an immigrant's effects
- is carried on any vessel, train, motor vehicle, aircraft or other means of transportation for use as food for the crew or passengers thereof
- is consigned to a national or an international exhibition, weighs 100 kg or less and is not intended for sale in Canada
- is imported from the United States onto the Akwesasne Reserve for use by an Akwesasne resident
- is bonded.

13.15 Information on the Absence or Non-Addition of Non-Permitted Ingredients or Chemicals

Information concerning the absence or non-addition of non-permitted ingredients or chemicals is not permitted in maple products labelling or advertising. A claim pertaining to the absence or non-addition of non-permitted ingredients or chemicals infers a false uniqueness and gives an unfair advantage to the food. Such a claim infers that other similar maple products contain non-permitted ingredients or chemicals when in fact, Canadian regulations prohibit the use of this substance. Therefore, **this type of claim is considered misleading under subsection 5(1) of the FDA.**

13.16 Maple Syrup with Nutrients Added

Section D.03.002 of the *FDR* prohibits the addition of nutrients to maple syrup or maple products sold in Canada. However the product may be produced in Canada **for export trade** providing the requirements of section 37 of *the Food and Drugs Act* are met.

For example, if a maple product contains added vitamin C, it should clearly indicate that vitamin C is added, by modifying the common name, adding a statement and/or a list of ingredients, subject to the regulations of the receiving country.

Summary of Mandatory Maple Syrup Labelling Requirements

Table 13-1

MAPLE SYRUP (Shipments exceeding 100 L)				
Interprovincial: marking not mandatory for containers of more than 5 L to be graded or processed in a registered establishment (15, <i>MPR</i>)				
Imports : containers of more than 5 L not appropriately marked may be imported with prior authorization (19(2)(b), <i>MPR</i>)				
Exports: marking not mandatory except for the registration number, in the absence of any fraudulent declaration (16(2)(a), <i>MPR</i>)				
Exemptions for non-commercial shipments: see 13.14 of this <i>Guide</i> (18, <i>MPR</i>)				
Requirements	Type height	Location on label	Languages	References (<i>MPR</i>)
Product name « Sirop d'érable/Maple Syrup » means the syrup obtained by the concentration of maple sap or by the dilution or solution of a maple product, other than maple sap, in potable water (2, <i>MPR</i>).	Proportional to the area of the principal display surface	Principal display panel	English and French	12(1)(a), 19(1)(a)(vi)(A), 19(2), Schedule IV
Net quantity declaration (mL or L) Prescribed sizes: 250 mL or less (whole number), 375 mL, 500 mL, 540 mL (19 fl. oz.), 750 mL, 1 L, 1.5 L, whole number multiples of 1L	Proportional to the area of the principal display surface	Principal display panel	English and French	10(5), 12(1)(d), 19(1)(a)(vi)(B), 19(2), Schedule IV, Schedule V.1
Grade Canadian maple syrup	Proportional to the area of the principal display surface	Principal display panel	English and French	4(1), 12(1)(b), 19(1)(a)(i), 19(2),

CANADA No. 1, CANADA No. 2, CANADA No. 3 Imports: replace "CANADA No. X" above by GRADE No. X"				Schedule I, Schedule IV
<i>Colour</i> Extra clair/Extra Light, Clair/Light, Medium/Médium, Amber /Ambré, Dark / Foncé	Proportional to the area of the principal display surface	Principal display panel under the grade name	English and French	12(1)(c), 19(1)(a)(iii), 19(2), Schedule III, Schedule IV
<i>Name and address, and registration number</i> <i>Canadian product:</i> Name and address of the registered sugar bush establishment, packing establishment or shipper establishment or Name and address of the first dealer with the registration number of the packing establishment <i>Imported product:</i> Name and address of the packing establishment or importer	Proportional to the area of the principal display surface	Any panel except the bottom	English and/or French	12(1)(e), 19(1)(a)(vi)(C), 19(2), Schedule IV
<i>Country of origin</i> (imported product only) "Product of .../Produit de..."	Minimum 1.6 mm	Any panel except the bottom	English and French	19(1)(a)(vi)(D), 19(2)

Summary of Mandatory Maple Products Labelling Requirements

Table 13-2

MAPLE PRODUCTS (Shipments exceeding 25 kg)				
Exports: marking not mandatory except for the registration number, in the absence of any fraudulent declaration [16(1), 16(2), <i>MPR</i>]				
Exemptions for non-commercial shipments: see 13.14 above (18, <i>MPR</i>)				
Requirements	Type height	Location on label	Languages	References (<i>MPR</i>)
Product name Examples: Maple Sugar/Sucre d'érable, Soft Maple Sugar/Sucre d'érable mou, Maple Butter/Beurre d'érable, Maple Taffy/Tire d'érable. "Maple Product" means any product obtained exclusively by the concentration of maple sap or maple syrup (2, <i>MPR</i>).	Minimum 1.6 mm	Principal display panel	English and French	12(1)(a), 19(1)(a)(vi)(A), 19(2)
Net quantity declaration (g or kg) Prescribed sizes: at most 125 g, 250 g, 375 g, 500 g, 750 g, 1 kg, whole number multiples of 1 kg	See Schedule IV, based on the principal display panel	Principal display panel	English and French	10(4), 12(3)(b), 17, 19(1)(b)(iii)(B), 19(2)
Name and address, and registration number <i>Canadian product:</i> Name and address of the registered sugar bush establishment, packing	Proportional to the area of the principal display surface	Any panel except the bottom	English and/or French	12(1)(e), 19(1)(a)(vi)(C), 19(2), Schedule IV

establishment or shipper establishment Name and address of the first dealer with the registration number of the packing establishment <i>Imported product:</i> Name and address of the packing establishment or importer				
Country of origin (imported product only) "Product of.../Produit de..."	Minimum 1.6 mm	Any panel except the bottom	English and French	19(1)(a)(vi)(D), 19(2)

Chapter 14 - Meat and Poultry Products

Note: Further labelling requirements for all meats, poultry meats and their products, produced in federally registered establishments and subject to the *Meat Inspection Regulations (MIR)*, 1990, are addressed in [Chapter 7 of the Meat Hygiene Manual of Procedures available](http://www.inspection.gc.ca/english/anima/meavia/mmopmmhv/table7e.shtml) on the CFIA Web site: <http://www.inspection.gc.ca/english/anima/meavia/mmopmmhv/table7e.shtml>.

14.1 Simulated Meat and Simulated Poultry Products

Simulated Meat and Simulated Poultry Products do not contain any meat or poultry, but have the physical and nutritive characteristics of meat or poultry. Consumers must not be misled as to the true nature of these products. Therefore, the complete common name "**simulated (naming the meat / poultry)**" should always appear in labels and in advertisements for these products.

The *Food and Drug Regulations (FDR)* [B.14.085 - B.14.088, B.22.029] specify the amounts of vitamins and mineral nutrients which must be added to simulated meat and poultry products. These added vitamins and minerals must then be declared as a percent daily value per serving of stated size in the Nutrition Facts table [B.01.402(7), table to B.01.402, item 14].

The term "simulated" must be included as part of the common name of these simulated products. The applicable phrase "**contains no meat**" or "**contains no poultry**" is also required on the principal display panel of the label, in close proximity to the common name and in letters of at least the same size and prominence as those used for the remainder of the common name of the product [B.01.100].

14.2 Meat and Poultry Product Extenders

"Meat product extender" means a food that is a source of protein and that is represented as being for the purpose of extending meat products [B.01.001].

"Poultry product extender" means a food that is a source of protein and that is represented as being for the purpose of extending poultry products [B.01.001].

Meat and poultry product extenders are subject to compositional requirements under the *FDR* with respect to protein, vitamin and mineral nutrient content [B.14.073, B.22.027]. These products are used to extend various meat or poultry mixtures to make products such as fresh sausage, cooked sausage, meat loaves, luncheon meats, etc.

14.3 Extended Meat and Poultry Products

"Extended meat product" means a meat product to which a meat product extender has been added [B.01.001].

"Extended poultry product" means a poultry product to which a poultry product extender has been added [B.01.001].

Extended meat and poultry products must have approximately the same nutrient content as the product being extended [B.14.074 - B.14.079, B.22.028]. This is accomplished via the mandatory enrichment of the extender. For example, pork sausage extended with soy has, on a weight basis, approximately the same nutritive value as pork sausage that has not been extended.

14.4 Meat Products and Poultry Meat Products that Contain Phosphate Salts and/or Water

The *Food and Drug Regulations*, B.01.090, B.01.091, B.14.021, and B.22.012, establish composition and labelling requirements for meat products including poultry meat, to which phosphate salts and/or water have been added. These regulations establish minimum meat protein content and labelling requirements which enable consumers to make price and quality comparisons based on % meat protein declarations. Compositional standards in both the *FDR* and the *MIR, 1990*, provide for the addition of phosphate salts and/or water to meats.

Products to Which Phosphate Salts and/or Water are Incorporated

Products to which phosphate salts and/or water are incorporated can be grouped into three categories. To facilitate the reading of this section these categories will be referred to as type 1, 2 or 3:

Type 1 - Solid cut meat product: A solid cut meat product is a whole cut of meat or a product consisting of at least 80% of pieces of boneless, skinless meat weighing a minimum of 25 g each, as determined prior to the addition of any other ingredient and further processing activities. This category includes products such as chicken wings, poultry carcasses, steaks, pork tails, tongues, picnics, certain hams, etc. [B.14.020, B.22.011]

Type 2 - Chopped, chopped and formed meat products: This category includes products, such as ground roast beef, ground ham and chicken breast (chopped and formed), that do not contain at least 80% of pieces of boneless, skinless meat weighing a minimum of 25 g.

Type 3 - Standardized prepared meat products and meat products which contain a filler: Specific minimum meat protein contents are prescribed in the *MIR, 1990* or in Divisions 14 or 22 of the *FDR* and reproduced in the table at the end of this Chapter.

Exemptions:

- a) Side bacon, Wiltshire bacon, salt beef and pork jowls are exempted from the minimum protein standard and the % meat protein label declaration described in [14.2 and 14.3 of this Guide](#) [B.01.092].
- b) Water absorbed by poultry carcasses during the post-slaughter chilling process is not considered to be an ingredient providing the amount of moisture picked up does not exceed the prescribed tolerances. However, when water is added as an ingredient to previously chilled poultry, the resulting product is subject to the minimum protein standard and the additional labelling requirements mentioned above.

14.4.1 Compositional Requirements [B.14.021, B.16.100 table 12, B.22.012]

- a) **Phosphate Salts:** The maximum level of phosphate salts that can be added to meat products is 0.5% of total added phosphate, calculated as sodium phosphate, dibasic. The addition of phosphate salts refers to the addition directly into the meat ingredient(s) by means of injection, pumping, massaging, tumbling, marination or mixing [B.14.021, B.22.012].
- b) **Meat Protein:**

Solid cut meat product (Type 1): Where phosphate salts and/or water are incorporated into a solid cut meat product, the minimum meat protein content of the product must, unless otherwise specified by regulations, be not less than 12% when cooked*; or not less than 10% when uncooked [B.14.021, B.22.012].

"Chopped" and "chopped and formed" meat products (Type 2): These products must, unless otherwise specified by regulations, contain not less than 12% meat protein when cooked, or, not less than 10% when uncooked.

Standardized prepared meat products and meat products which contain a filler (Type 3): The minimum protein content for standardized prepared meat products is specified in the *MIR, 1990* (Schedule I), or in Divisions 14 or 22 of the *FDR*.

Prepared meat products that contain a filler and for which no standard is prescribed in Schedule I, *MIR*, must contain not less than :

- a) 9.5 per cent meat product protein and 11 per cent total protein in the case of an uncooked product; and
- b) 11.5 per cent meat product protein and 13 per cent total protein in the case of a cooked* product [7, *MIR*]. *

(* "Cooked" means that the product has been subjected to heat for a time sufficient to produce the characteristics of a cooked meat product with respect to friability, colour, texture and flavour.)

14.4.2 Common Name of Meats with Added Phosphates and/or Water

The identity of a meat product must appear on the label by its common name. When phosphate salts and/or water have been incorporated into a meat product, this addition must be reflected in the common name of the product, unless the product is cured or preserved or a standard is prescribed for it in Schedule I of the *MIR, 1990*.

As such, the common name of solid cut meat products must reflect the fact that they contain phosphate salts and/or water. The use of the term "**seasoned**" in conjunction with the product's name has been found to be acceptable when phosphate salts alone **or** with water are incorporated into a product. Similarly, the use of the term seasoned is also acceptable when spices are added with water. However, if **water alone** (i.e., water being the only non-meat ingredient) is added, then an expression such as "water added" shall be part of the product's common name.

A declaration of the minimum meat protein content as part of the Common Name:

The label of prepackaged Type 1 or 2 products must have a statement of the **% meat protein** as part of the common name of the product on the principal display panel of the package with no intervening material. The type must be at least as legible and conspicuous as any other type on that display panel, and in letters that are a minimum of half the size of the letters used in the rest of the common name of the product. The type height cannot be less than 1.6 mm in height [B.01.090(2)]. Declarations such as "**minimum meat protein xx% protéines de viande minimums**" or "**meat protein xx% protéines de viande**" are acceptable.

Examples:

"Chicken Breast with water added, minimum xx% meat protein" : In the case of a chicken breast to which **only water** has been incorporated.

"Seasoned Chicken Breast, xx% minimum meat protein": This common name would be appropriate to describe a chicken breast to which water and phosphate salts have been incorporated.

14.4.3 Ingredient List [B.01.008(3)-(6), B.01.091]

Packaged at the manufacturing level:

Type 1, 2, and 3 meats that are packaged at the manufacturing level require an ingredient list on the label.

Packaged at the retail level:

An ingredients list is required when a Type 1 or Type 2 **uncured** meat product with added phosphates and/or water is packaged for retail sale by the retailer. The meat product may be cooked, sliced or cut up. Federally, Type 1 and 2 meat products that are cured do not require an ingredient list when packaged at retail. It is suggested that applicable provincial legislation be consulted.

14.4.4 Nutrition Facts Table

A nutrition facts table is required on meat and poultry with added phosphates and/or water whether packed at retail or packed at the manufacturer. The *FDR* exemption for raw single ingredient meats does not apply to meats with phosphates and/or water added. The percent meat protein declaration triggers the nutrition facts table, even if other exemptions apply, such as the less than 200 cm² available display surface or manufactured on premises [B.01.401(3)(e)(i)]. Refer to Chapter 5 of this *Guide* for further information on these requirements.

14.4.5 Summary Tables for Labelling Requirements

The following tables summarize the labelling requirements for foods packaged for retail sale by manufacturers and by retailers.

a) Labelling Requirements for Meat Products which Contain Phosphate Salts and/or Water (Prepackaged by the Manufacturer, Domestic & Imported)

Category of Meat Product	% Meat Protein Content with the Name of the Product	Common Name must include addition of phosphate and/or water	List of Ingredients	Nutrition Facts table
Type 1: Solid Cut Meat Products (e.g., hams, roast)	Yes	Yes	Yes	Yes
Type 2: Non-Solid Cut Meat Products (i.e., ground, chopped and formed) (e.g., roast beef, chopped and formed)	Yes	Yes	Yes	Yes
Type 3: Products covered by Section 7, <i>FDR</i> and Schedule I, <i>MIR, 1990</i>	No	No	Yes	Yes

The following table summarizes the labelling requirements for foods packaged from bulk on retail premises, domestic & imported.

b) Labelling Requirements for Meat Products which Contain Phosphate Salts and/or Water (Packed from Bulk on Retail Premises, Domestic & Imported)

Category of Meat Product	% Meat Protein Content with the Name of the Product	Common Name must include addition of phosphate and/or water	List of Ingredients	Nutrition Facts Table
Type 1 and 2: Solid Cut Meat Products which are also cured, and may be cooked, sliced, or cut	Yes	No	No	Yes

up				
Type 1 and 2: Solid Cut Meat Products which are not cured and may be cooked, sliced, or cut up	Yes	Yes	Yes	Yes
Type 3: Products covered by Section 7, <i>FDR</i> or Schedule I, <i>MIR</i> , 1990	No	No	No	Yes

Note: The labelling requirement of the minimum meat protein content is not required when:

- (i) a meat product containing phosphate salts and/or water is used as an ingredient in the preparation of another food; or
- (ii) in cases where phosphate salts and/or water have not been incorporated into the meat ingredient(s) but are present in the food via the addition of a non-meat ingredient (e.g., a sauce, glaze, broth, marinade, etc.).

14.4.6 Phosphated Meat Products as Ingredients

When a meat product containing phosphate salts and/or water is used as an ingredient in the preparation of another food, the **common name** of this second generation meat product (the resulting product) does not have to reflect the fact that phosphate salts and/or water have been incorporated into the meat ingredient, nor does it require the declaration of % meat protein in the common name. However, the list of ingredients shall accurately describe the meat ingredient(s) (e.g., "seasoned chicken breast") and list the components of the ingredients, where required by B.01.009. [See examples of common names in 14.3 of this Guide.](#)

The following table provides examples of common names and lists of ingredients for foods that have phosphated meats as ingredients.

Examples of Products Not Requiring Minimum % Meat Protein Information	
Product Name	Ingredient List
"Pizza with Smoked Ham"	"Tomato sauce (tomato, water,...), ham (pork, water, salt, sodium phosphate, sodium nitrite...) etc."
"Quiche Lorraine"	"Eggs, ham (pork, water, salt, sodium phosphate, sodium nitrite)"
"Chicken Salad"	"Lettuce, seasoned chicken (chicken, water, salt...)..."

"Chicken Sandwich"	"...seasoned chicken (chicken, water, sodium phosphate),..."
"Beef Fajita/Stir Fry Kit"	"...seasoned beef (beef, water, sodium phosphate),..."
"Glazed Chicken Wings"	"Chicken, glaze (water, gelatin,...sodium phosphate,...) ..."

While suppliers (meat packers or others) are not required to label shipping containers with percent protein declarations, it is their responsibility to provide this information to retailers. A good way to ensure retailers get this information is for the suppliers to make sure it appears on the label of **shipping containers**.

14.5 Compliance Policy for Protein Standards of Meat and Poultry Products Containing Phosphate Salts and / or Water

Tolerances for declarations of energy and nutrients in the Nutrition Facts table are described in the Compliance Test section found in Chapter 6 of this *Guide*.

The following compliance policy applies to:

- the minimum meat protein standards for meat and poultry [*MIR*, 1990],
- meat and poultry products to which phosphate salts or water have been added [B.14.021, B.22.012], and
- the labelling requirements for meat and poultry products to which phosphate salts and / or water have been added, [B.01.090, B01.091].

See 14.4.5 and the table to 14.5.2.2 of this *Guide* for more details on labelling requirements and minimum protein levels.

The purpose of the policy is to provide information on sampling plans and tolerances to help in the accurate labelling of meat products with added phosphate salts and/or water.

Principles:

1. It is the responsibility of industry to ensure that the food meets the protein composition requirements of the applicable regulations and that labelling information accurately reflects the nutrient content of the product.
2. Manufacturers should have good quality control of the formulation of the product to minimize variability.
3. Results obtained by following a sampling plan will help with verification of labelling information and formula control.

14.5.1 Sampling Plan

For the purpose of this section, "lot" and "sample" have been defined as follows:

A **lot** is a collection of primary containers or units of the same size, type and style produced under conditions as uniform as possible, with a common container code or marking or, if not code or marking, a day's production. In no case would more than a day's production be considered a lot.

A **sample** is the unit of analysis. It shall consist of five units selected randomly from a lot; the units may be composited and analyzed as a single sample, or may be analyzed individually and the results averaged.

Note 1: Bones, covering pork rind or a visible fat layer (i.e. subcutaneous fat or fat between the muscles) shall not be included in a sample used to determine meat protein content for the purpose of the minimum meat protein content [B. 14.021, B.22.012]. It is also not included in the main panel declaration of protein content [B.01.090].

A sample size of five consumer units is used in all cases. The sampling plan provides the option of either a composite sample or the average of individual samples. Either method will give values which are representative of the lot. Analysis of individual samples, however, will permit calculation of the nutrient variability from container to container.

The production lot should be properly sampled and analyzed by trained staff using recognized methods of measurement such as AOAC methods. The analyst may determine how best to collect and analyze products in order to ensure accuracy of the declared values.

(* Official methods of analysis of the Association of Official Analytical Chemists, 16th Edition, AOAC, Arlington, Virginia 22209, U.S.A.)

14.5.2 Tolerances

Tolerances for protein/nutrient content are set at three levels:

- (i) minimum meat protein content - equal to requirement
- (ii) main panel per cent meat protein - 10 percent from label value

For the front panel statement of the "% meat protein" content as part of the common name, a 10% tolerance from label value is applied where the declaration is above the minimum level. This level balances the need for reliable values to allow consumers to make informed choices with the need for a technically achievable range. There may be significant variability in the protein content of meat and poultry products containing added phosphate or water as a result of variabilities in food manufacturing and processing systems and the inherent variability of protein in the food.

14.5.2.1 Minimum Meat Protein Standard [*MIR, 1990*; B.14.021, B.22.012]

The lot is deemed to be out of compliance when the protein content of the sample (composite or mean) is less than the minimum meat protein requirement, **or** when a single unit is less than 90 percent of the minimum.

14.5.2.2 Percent Meat Protein Declaration (main panel as part of common name [B.01.090])

a) Where the percent meat protein declaration is equal to **the minimum required protein level**:

A lot would be considered out of compliance if the meat protein content of the sample (composite or mean) is less than the minimum, or if a single unit is less than 90 percent of the minimum.

b) Where the declared percent meat protein is **greater than the minimum required protein level**:

A lot is considered to be out of compliance when the meat protein content of the sample (composite or mean) is less than 90 percent of the declared value.

Meat protein content levels that are greater than the amount declared are acceptable, provided they are within good manufacturing practices.

Meat Products for which a Minimum Meat Protein Content is Prescribed Table 14-1

[*MIR, 1990* Schedule 1; *FDR*, Divisions 14 and 22]

The following table provides the minimum meat protein level for specific products. Note that Column 1 and 2 repeat across the page.

Column 1	Column 2	Column 1	Column 2
Meat Product	Minimum Meat Product Protein**	Meat Product	Minimum Meat Product Protein**
Meat*** Pattie	15% (uncooked)	Sausage Breakfast Sausage Dinner Sausage Sausage Meat	7.5% (uncooked)
Raw: Meat*** Balls Meat***	11.5% (uncooked)	Preserved Sausage or (if sodium or potassium nitrite or both, or sodium erythorbate or erythorbic acid are	7.5% (uncooked)

Burger Meat*** Chopette Meat*** Croquette Meat*** Cutlette Meat*** Steakette		added) Cured Sausage	
Cooked: Meat*** Balls Meat*** Burger Meat*** Chopette Meat*** Croquette Meat*** Cutlette Meat*** Steakette	13.5%	Potted Meat*** Meat*** Paste Meat*** Spread Meat*** Paté	7.5%
Flakes of Meat***	15%	Liver Paste Liver Spread Paté de Foie	7.5%
Sausage (ready to eat) Salami Wiener Frankfurter Bologna Pepperoni Liver Sausage Liverwurst Mortadella Salametti Cervelat	9.5%	Meat*** Loaf Meat*** Lunch Luncheon Meat***	9.5%
Blood Sausage	9.5%	Chopped Ham	12%
Corned Beef	21% when enclosed in a hermetically sealed container	Creton	11.5%
Meat*** Roll	15%	Country-Style Creton	12%

Tourtière	11.5%	Black Pudding Blood Pudding	9.5%
Blood and Tongue Sausage	9.5%		

** Unless otherwise specified, the % meat protein is for products in the cooked state.

*** The word "meat" may be replaced by the name of the animal species or the cut of meat of the animal species.

Chapter 15 - Fish and Fish Products

The term "fish" means any marine animal, including fish, shellfish, crustaceans and also other marine animals such as marine mammals. The labelling requirements presented in this Chapter apply to all of those animals and any parts, products or by-products thereof.

15.1 Fish Labelling Reference Documents

In addition to the *Food and Drugs Act / Food and Drug Regulations (FDA/FDR)* and the *Consumer Packaging and Labelling Act and Regulations (CPLA/CPLR)*, labelling of domestic (processed in federally registered establishments) and imported fish and fish products is regulated by the *Fish Inspection Act (FIA)* and the *Fish Inspection Regulations (FIR)*. Fish labelling policies can also be found in the following reference documents:

- [Quality Management Program Inspection Policies, Chapter 3, Facilities Inspection Manual](http://www.inspection.gc.ca/english/anima/fispoi/manman/fimmii/toctdme.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/manman/fimmii/toctdme.shtml>
- [Imported Fish and Fish Products Inspection Policies, Chapter 3, Fish Products Inspection Manual](http://www.inspection.gc.ca/english/anima/fispoi/manman/fpimip/toctdme.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/manman/fpimip/toctdme.shtml>
- [Fish Products Standards and Methods Manual](http://www.inspection.gc.ca/english/anima/fispoi/manman/samnem/toctdme.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/manman/samnem/toctdme.shtml>
- [Fish Products Inspection Manual](http://www.inspection.gc.ca/english/anima/fispoi/manman/fimmii/toctdme.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/manman/fimmii/toctdme.shtml>
- [Canadian Shellfish Sanitation Program](http://www.inspection.gc.ca/english/anima/fispoi/manman/cssppccsm/toctdme.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/manman/cssppccsm/toctdme.shtml>

- [Guide to Permitted Additives in Fish and Fish Products](http://www.inspection.gc.ca/english/anima/fispoi/product/additi/guidee.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/product/additi/guidee.shtml>
- [The Canadian Fish List](http://www.inspection.gc.ca/english/anima/fispoi/fishlist/canadahomee.shtml), at <http://www.inspection.gc.ca/english/anima/fispoi/fishlist/canadahomee.shtml>

15.2 Common Name [25(1), 25(2)(b), 26(1), 27, FIR]

(i) Additionally names prescribed by the *FDR*, the name of a fish/fish product is:

- the name prescribed by the *FIR*: lobster cocktail (38, *FIR*), tomalley (39, *FIR*), lobster paste (40, *FIR*), shrimp cocktail (72, *FIR*), fish sticks (51, *FIR*), fish and chips (52, *FIR*), or
- the name prescribed for the species in CFIA's "***The Canadian Fish List***", or
- the name set down in the applicable product standard in the *Fish Products Standards and Methods Manual*, or
- if not otherwise prescribed, the name by which the fish product is commonly known, e.g. fish cakes, seafood salad, caviar, solomon gundy.

When a prescribed common name is used, the product must comply with the compositional standard established for that product by the *FDR*, *FIR* or other applicable standards.

(ii) All of the words in the common name of a fish/fish product must be indicated in letters not less than **3.2 mm** (1/8 inch) in height on the principal display panel of the package.

(iii) The common name on **canned** fish must be shown in letters of equal height and prominence and indicate whether the product has been prepared

- by mincing, flaking or other special process;
- from selected parts of fish;
- for dietetic use.

(iv) The geographic location where the fish has been harvested may be added to the common name, however this is optional.

(v) Common (marketing) names for species new to the Canadian market will be assigned according to the procedures outlined in Bulletin 26 in the *Fish Products Inspection Manual*.

15.3 Net Quantity [25(1)(b), and (c), 26(1)(b), FIR]

(i) The net quantity declaration on prepackaged fish is mandatory unless the container or label states that the contents are to be weighed at the time of retail sale (catch weight).

- (ii) The net quantity declaration on consumer packages (canned, and other than canned containing 900 g or less of fish) must appear in letters not less than **3.2 mm** in height.

Note: Where the area of the principal display panel is greater than 258 square centimetres, the minimum type height of numerals in the net quantity must comply with the height prescribed in Section 14 of *CPLR*.

- (iii) The following specified fish products must indicate the net content as follows:

- oysters in the shell, expressed either by weight **OR** in bushels **OR** in pecks **OR** by count;
- canned fish packed in water, expressed as the drained weight;
- canned shellfish and crustaceans, expressed as the drained weight;
- oyster and clam meats that are not frozen, expressed by the weight **OR** in fluid measures **OR** by count;
- fish frozen with glaze, excluding the weight of the glaze;
- fish packed in brine or vinegar solution (e.g. lobster meat, marinated fish), expressed as the drained weight.

- (iv) The words "net weight" or "drained weight" can be used only on fish products that contain only edible parts. If the product also contains inedible parts such as shells, the word "weight" alone must be used.

- (v) Weight declarations such as "made from X lb" (e.g. for peeled shrimp) or "net weight when packed" (e.g. live mussels) are unacceptable.

- (vi) Declaration of an approximate portion size on **institutional** packages is considered non-mandatory information, and e.g. the statement "about 60 g/portion" is acceptable.

- (vii) The net weight on shipping containers (master cartons) or on institutional packages can be expressed either in metric or Imperial units.

15.4 Grade, Size, Class, Count, Moisture Content [26(1)(c), 26(2), FIR]

- (i) The *FIR* require that grade, size, class, count or moisture content must be shown on the principal display panel for certain fish products as follows:

- in the case of pickled fish, with the grade, class and size of the fish;
- in the case of boneless or semi-boneless salted fish, with the grade of the fish;
- in the case of bloaters, with the grade and count of the fish;
- in the case of bloater fillets, with the grade of the fish;
- in the case of frozen Atlantic smelts, with the size of the fish;
- in the case of salted fish, other than boneless or semi-boneless salted fish, with the grade and class of the fish, the size or count of the fish and the designation for moisture content;
- in the case of Atlantic oysters in the shell, with the shape designation; and

- in the case of dried squid, with the grade designation.
- (ii) On containers of 900 g or less, the grade, size, class, count and moisture content, where applicable must be shown on the principal display panel, in minimum type height of **3.2 mm**.

15.5 Quality designations [29, *FIR*]

- (i) A quality designation can be used only when a standard for that quality has been prescribed in the *FIR*, and the product meets that standard, e.g. "Fancy Shape" designation on Atlantic oysters is permitted when the oysters meet the requirements indicated in Section **65(a)** of *FIR*.
- (ii) Quality claims, where it is clear that the processor or importer or distributor is declaring responsibility for the quality, are permitted, e.g. "All Company X products meet our highest standards. If you have any questions or comments please write to us at: Company X, 123 Main St., Town, Province, Postal Code" would be an acceptable statement.
- (iii) General statements such as "Quality products from XX", "Satisfaction guaranteed", "Guaranteed quality", etc. are also acceptable.

15.6 Country of Origin [6(2)(c), *FIR*]

The name of the country of origin must be clearly identified on the label of any fish or fish product imported into Canada. The wording "Product of /Produit de, d', des, du " must be used to clearly identify the name of the country of origin. For domestic products, the declaration "Product of Canada/Produit du Canada" is not required, however it can be shown on the label, as appropriate.

15.7 Use of the "Canada Inspected" logo [28, *FIR*; Bulletin 41, *Fish Products Inspection Manual*]

- (i) All fish establishments registered under the *FIR* are entitled to use the "Canada Inspected" logo on fish products processed as part of the establishment's Quality Management Program (QMP).
- (ii) Only fish products that are considered "Product of Canada" can bear the logo.
- (iii) There are no restrictions as to the size or the colour of the logo, however the logo must be separate and distinct, and must not interfere with any mandatory labelling requirements. Permitted examples of "Canada Inspected" logo are shown in Bulletin 41 of the *Fish Products Inspection Manual*.
- (iv) The registration number of the establishment may be included in the logo.

15.8 Molluscan Shellfish [26(1)(f), *FIR*; *Canadian Shellfish Sanitation Program Manual*; Bulletin 36, *Fish Products Inspection Manual* (provincial legislation)]

15.8.1. Label Information on Live Molluscan Shellfish

- (i) In addition to the mandatory information that must be present on all food labels, the FIR requires that the label for **bivalve molluscs in the shell** must be correctly and legibly marked to show the date of processing and the location from which the bivalve molluscs were harvested.

The label must also indicate **either** a "best before" date, **OR** the date the molluscs were harvested. This date must be expressed on the label in the manner required in B.01.007(4)(d) and (5), (eg. 97 JA 15 for January 15th 1997). The full year can be written out for clarity, e.g. 2003 JA 05. The statement "keep refrigerated" and the certification number of the registered establishment where the shellfish were processed must be also present on the label.

- (ii) When live molluscs were wet-stored or relayed for more than 14 days, the harvesting date is the date when the molluscs were removed from the wet storage or relay site.
- (iii) When live molluscs were depurated, it must be indicated on the label.

15.8.2 Label information on Raw Shucked Molluscan Shellfish

- (i) In addition to the mandatory information that must be present on all food labels, the label on shucked molluscan shellfish sold **fresh** must indicate the registered establishment's certification number, the processing date*, the "best before" date and the statement "Keep refrigerated". The "best before" date must be expressed on the label in the manner required in B.01.007(4)(d) and (5), FDR (eg. 97 JA 15 for January 15th 1997). The full year can be written out for clarity, e.g. 2003 JA 05. Where shucked meats were processed from depurated molluscan shellfish, it must be indicated on the label.
- (ii) In addition to the mandatory information that must be present on all food labels, the label on shucked molluscan shellfish sold **frozen** must indicate the registered establishment's certification number, the processing date*, and the word "frozen" which must be immediately adjacent to the common name of the shellfish, and it must be in the letter type of equal prominence to the common name. Where shucked meats were processed from depurated molluscan shellfish, it must be indicated on the label.

* For packages with a capacity of 64 fluid ounces or more the label must show "date shucked" instead of the processing day. "Date shucked" must be present on the lid and also on the side wall or on the bottom of the container.

15.9 Other Mandatory Information

Other mandatory labelling information as per appropriate regulations and standards are required on fish/fish products as follows:

- (i) Fish packed to exclude air and which have been smoked or to which liquid smoke or liquid smoke flavour concentrate has been added and which:

- contains less than nine per cent of salt; or
- has not been heat processed after sealing at a temperature and for a time sufficient to destroy all spores of the species *Clostridium botulinum*; or
- is not customarily cooked prior to use

require the statement "**Keep frozen prior to use**" / "**Garder congelé jusqu' à utilisation**" on the principal display panel in letter size equal to the letters used in the common name [B.21.025].

Note: Smoked fish packed with oxygen permeable screens (**2,000 cc/ m²/24 h at 24°C and 1 atm**) needs no freezing and can be stored under refrigeration conditions. The statement "keep frozen prior to use" is not required, however the statement "Keep refrigerated" must be present, and the shelf life indicated on the label **cannot exceed 14 days**. The information on oxygen permeability of the packaging material must be available to an inspector up to retail level.

(ii) Descriptive terms are required on some prepacked fish products:

- In the case of canned fish, descriptive terms must be printed in the letters not less than one-half of the letters used for the common name [25(3), *FIR*].
- In the case of fish, other than canned fish, descriptive terms are required if their absence would make the label false, misleading or deceptive [27, *FIR*].

For instance, uniform rectangular portions of breaded minced fish require "made from minced fish" / "fait de poisson haché"; in close proximity to the common name, and in letters not less than one-half of the letters used for the common name [51(4), *FIR*].

(iii) Fish products that have received some heat treatment but are **not** ready-to eat products (e.g. frozen blanched crab legs, frozen "browned" breaded fish portions), and which may be perceived as such by consumers, must be labelled as follows [Bulletin 37, *FPIM*]:

- the information that the product is not ready-to eat must be indicated in the common name or in descriptive terms, e.g. "Blanched crab legs";
- the label must bear cooking instructions and the statement that the product must be cooked before serving;
- if the product is frozen, the cooking instruction must indicate a proper heat treatment from the frozen stage;
- an indication of proper storage conditions and the durable life (if applicable) must be present on the label.

(iv) The labels of all cans of tuna must indicate the colour of the fish flesh (49, *FIR*):

- "white meat tuna" or "white tuna" (only tuna of the species *Thunnus alalunga* or *Thunnus germon*),
- "light meat tuna" or "light tuna";
- "dark meat tuna" or "dark tuna".

(v) Each container of whitefish must be marked in English **or** French with the name of the lake of origin of the whitefish, including the name of the province, and the words "dressed whitefish" or "round whitefish" or "whitefish fillets", as the case may be.

15.10 Code markings [6(2)(a), 6(3), 31, 32, 33, FIR]

- (i) Code markings are required on cartons and cases in which containers of domestically processed or imported fish are packed. These markings must identify the name of the establishment and indicate the day, month and year of processing.
- (ii) Code markings are required on every container of pickled, spiced or marinated fish and must identify the name of the establishment and indicate the day, month and year of processing.
- (iii) Every hermetically sealed container of fish that has been sterilized, must be embossed or otherwise permanently marked to identify the name of the establishment; indicate the day, month and year of processing; and for some products identify the product.
- (iv) The meaning of code markings must be available to an inspector.

15.11 Nutrition Labelling

Amendments to the Food and Drug Regulations made nutrition labelling mandatory for most pre-packaged products by December 12, 2007. More details on the requirements for nutrition labelling can be [found in Chapters 5 and 6 of this Guide](#).

Note that pre-packaged raw, single ingredient marine or fresh water animal products are exempted from showing a Nutrition Facts table on the label under B.01.401(2)(iv). However, the exemption may be lost under certain conditions, including when a nutrient content claim is made on the product. [See 5.3 of this Guide for further information](#).

15.12 Nutrient Content Claims and Diet-Related Health Claims

Nutrient content claims and diet-related health claims can be made on some fish products. For more information on the conditions for making these claims, [refer to Chapters 7 and 8 of this Guide respectively](#).

15.13 Labels on Shipping Containers [6(2)(a), 26(1)(f), 26(3), 31(1), FIR]

- (i) Labels of shipping containers (master cartons) for fish and fish products containing labelled retail packages, require:
 - common name of the fish;
 - name of the manufacturer;
 - day, month and year of processing; and
 - the harvest location for bivalve molluscs in the shell.

- (ii) All mandatory information normally applied on consumer packages is required on shipping containers with bulk fish, or containing fish packages with no labels (for institutional use).
- (iii) The label information can be in either English **or** French, and net quantity expressed in either metric **or** Imperial units.
- (iv) Protective wrappings are normally associated with bulk packaging, or with products that cannot be transported without adversely affecting its quality e.g. blocks of shrimp. Where fish are held within a protective wrapping, inside a properly labelled shipping container, then these protective wrappings are not considered to be inner packages and do not require labelling.

Glossary

A	
Age	means the period during which an alcoholic beverage is kept under such conditions of storage as may be necessary to develop its characteristic flavour and bouquet [B.02.002]
Alcohol	means ethyl alcohol [B.02.002]
Available Display Surface	<p>means</p> <p>a) the bottom of an ornamental container or the total surface area of both sides of a tag attached to the ornamental container, whichever is greater</p> <p>b) the total surface area of both sides of a tag attached to a package to which a label cannot be physically applied or on which information cannot be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of purchase, and</p> <p>c) total surface area of any other package, excluding the bottom if the contents of the package leak out or are damaged when the package is turned over</p> <p>but does not include</p> <p>d) any area of a package on which a label cannot be physically applied or on which information cannot be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of</p>

	purchase, e) any part of a package that is intended to be destroyed when it is opened, other than a package of a food that is intended to be consumed by one person at a single eating occasion, or f) the area occupied by the universal product code. [B.01.001]
Advertise	means to advertise to the general public [D.01.001]
Advertisement	includes any representation by any means whatever for the purpose of promoting directly or indirectly the sale or disposal of any food, drug, cosmetic or device [2, FDA]
Animal	means any animal used as food, but does not include marine and fresh water animals [B.14.001]
B	
Biological Role Claims	statements or claims are allowed for energy or nutrients that are generally recognized as an aid in maintaining the functions of the body
Body Mass Index	measurement tool that relates body weight to health
C	
Canada's Food Guide to Healthy Eating (CFGHE)	describes a pattern of eating based on a total diet approach and provides consumers with detailed information on establishing healthy eating habits through the daily selection of food
Canada Agricultural Products Act	is a trade and commerce act with regulations pertaining to the following commodities: dairy, eggs and processed eggs, fresh and processed fruit and vegetables, honey, livestock and poultry carcasses, and maple products
Canada's Food Guide to Healthy Eating (CFGHE)	describes a pattern of eating based on a total diet approach and provides consumers with detailed information on establishing healthy eating habits through the daily selection of food
Canada's Guidelines for Healthy Eating	are the consumer messages for Canadians that were translated into the specific food choices promoted in <i>Canada's Food Guide to Healthy Eating</i>
CAPA	acronym for <i>Canada Agricultural Products Act</i>
Carbohydrate	includes sugars, starch, dietary fibre, sugar alcohols, and polydextrose
Carbonated Water	water that contains added CO ₂
Chopped, chopped and formed meat products	This category includes products, such as ground roast beef, ground ham and chicken breast (chopped and formed), that do not contain at

	least 80% of pieces of boneless, skinless meat weighing a minimum of 25 g.
Close Proximity	means, with reference to the common name, immediately adjacent to the common name without any intervening printed, written or graphic matter [B.01.001]
Common Name	means a) the name of the food printed in bold face type in the <i>Food and Drug Regulations</i> b) the name prescribed by any other regulation, or c) if the name of the food is not so printed or prescribed, the name by which the food is generally known [B.01.001]
Component	means an individual unit of food that is combined as an individual unit of food with one or more other individual units of food to form an ingredient [B.01.001]
Concentrate Concentrated Condensed	may be used to describe products still in the liquid state after a substantial amount of water has been removed
Combination Foods	means the category of foods that contain, as ingredients, foods from more than one food group, or foods from one or more food groups mixed with foods from the category of "other foods" , such as pizza or lasagna [B.01.500]
Comparative Claim	is a statement that compares, directly or indirectly, the nutritional properties of two or more foods
Consumer Packaging and Labelling Act	provides for a uniform method of labelling and packaging of consumer goods (products sold at retail) (<i>CPLA</i>)
Core Nutrition Information	information which is mandatory for all nutrition facts tables as set out in the table following B.01.401
CPLA	acronym for <i>Consumer Packaging and Labelling Act</i>
D	
Daily Value	means a) in respect of a vitamin or mineral nutrient referred to in the definition "recommended daily intake", the recommended daily intake for that vitamin or mineral nutrient, and b) in respect of a nutrient referred to in the definition "reference standard", the reference standard for that nutrient [B.01.001]
Dangling Comparisons	using words such as "better" and "richer" which often imply a comparison, without indicating its basis

Dietary Fibre	is defined as the endogenous components of plant material in the diet which are resistant to digestion by enzymes produced by humans
Diet-Related Health Claim	is a statement that describes the characteristics of a diet associated with the reduction of the risk of developing a diet-related disease or condition, such as osteoporosis or cancer.
Distributor	or "manufacturer" means a person, including an association or partnership, who under their own name, or under a trade-, design or word mark, trade name or other name, word or mark controlled by them, sells a food or drug [A.01.010]
Drug	includes any substance or mixture of substances manufactured, sold or represented for use in a) the diagnosis, treatment, mitigation or prevention of a disease, disorder, abnormal physical state, or its symptoms, in human beings or animals b) restoring, correcting or modifying organic functions in human beings or animals, or c) disinfection in premises in which food is manufactured, prepared or kept [2, FDA]
Dry Wine	refers to a wine with a low residual sugar content
Durable Life	means the period, commencing on the day on which a prepackaged product is packaged for retail sale, during which the product, when it is stored under conditions appropriate to that product, will retain, without any appreciable deterioration, its normal wholesomeness, palatability, nutritional value and any other qualities claimed for it by the manufacturer [B.01.001]
Durable Life Date	means the date on which the durable life of a prepackaged product ends [B.01.001]
E	
Energy Value	means, in respect of a food, the amount of energy made available to a person's body when the chemical constituents of the food, including protein, fat, carbohydrate and alcohol, are metabolized following ingestion of the food by the person [B.01.001]

Expiration Date	means, in respect of a formulated liquid diet, a food represented for use in a very low-energy diet, a meal replacement or a nutritional supplement, the date a) after which the manufacturer does not recommend that it be consumed, and b) up to which it maintains its microbiological and physical stability and the nutrient content declared on the label [B.24.001]
Extended Meat Product	means a meat product to which a meat product extender has been added [B.01.001]
F	
Fat	means all fatty acids expressed as triglycerides, in sections B.01.401 to B.01.603 [B.01.400]
FDA	acronym for <i>Food and Drugs Act</i>
FDR	acronym for <i>Food and Drug Regulations</i>
FIA	acronym for <i>Fish Inspection Act</i>
Filler	means any vegetable material (except tomato or beetroot), milk, egg, yeast or any derivative or combination thereof that is acceptable as food [B.14.001, B.22.008] ----- means a) flour or meal prepared from grain or potato, but not from a legume b) processed wheat flour containing not less than the equivalent of 80 per cent dextrose, as determined by official method FO-32, Determination of Fillers, Binders and Dextrose Equivalent, October 15, 1981 c) bread, biscuit or bakery products, but not those containing or made with a legume, d) milk powder, skim milk powder, buttermilk powder or whey powder, and e) starch [B.21.002]
Fish Inspection Act	applies to fish and fish products which are marketed through import, export and interprovincial trade
Food	includes any article manufactured, sold or represented for use as food or drink for human beings, chewing gum, and any ingredient that may be mixed with food for any purpose whatever [2, <i>FDA</i>]
Food for Special	means food that has been specially processed or formulated to meet

Dietary Use	the particular requirements of a person a) in whom a physical or physiological condition exists as a result of a disease, disorder or injury, or b) for whom a particular effect, including but not limited to weight loss, is to be obtained by a controlled intake of foods [B.24.001]
Food Group	means one of the following categories of foods: a) milk products, and milk product alternatives such as fortified plant-based beverages b) meat, poultry and fish, and alternatives such as legumes, eggs, tofu or peanut butter c) bread and grain products, or d) vegetables and fruit [B.01.500]
Formulated Liquid Diet	means a food that a) is sold for consumption in liquid form, and b) is sold or represented as a nutritionally complete diet for oral or tube feeding of a person described in paragraph (a) of the definition "food for special dietary use" [B.24.001]
G H	
Gluten-Free	is a food that does not contain wheat, including spelt and kamut, or oats, barley, rye, triticale or any part thereof [B.24.018]
Home-made	describes a food that is not commercially prepared and does not require further preparation
I	
Imitation Food	resembles the food imitated in flavour, texture, appearance and nutritional value
Imported	food, as a unit, that has been brought into Canada from another country and is sold in Canada without modification to the food itself
Ingredient	means an individual unit of food that is combined as an individual unit of food with one or more individual units of food to form an integral unit of food that is sold as a prepackaged product [B.01.001]
Impressions	words and visual depictions used in advertisements
Isotonic Beverage	denotes a solution having the same concentration of electrolytes and non-electrolytes as another solution with which it is being compared
J K L	
Kosher	describes a food that meets the requirements of the kashruth and includes the word "kosher" or any letters of the Hebrew alphabet or any other word, expression, depiction, sign, symbol, mark, device or

	other representation that indicates or that is likely to create an impression that the food is kosher when used in labelling, packaging, advertising or selling a food [B.01.049]
Label	includes any legend, word or mark attached to, included in, belonging to or accompanying any food, drug, cosmetic, device or package [2, FDA]
Laboratory	suggests scientific personnel, scientific equipment and scientific research
Lot Number	means any combination of letters, figures, or both, by which any food or drug can be traced in manufacture and identified in distribution [A.01.010]
M	
Manufacturer	or "distributor" means a person, including an association or partnership, who under their own name, or under a trade-, design or word mark, trade name or other name, word or mark controlled by them, sells a food or drug [A.01.010]
Malted	means that the carbohydrate has been modified by suitable treatment with the diastase of malt
Marine and Fresh Water Animal	includes a) fish b) crustaceans, molluscs, other marine invertebrates c) marine mammals, and d) frogs
Meal Replacement	means a formulated food that, by itself, can replace one or more daily meals [B.01.001]
<i>Meat Inspection Act</i>	applies to meat and meat products which are marketed through import, export and interprovincial trade
Meat Product Extender	means a food that is a source of protein and that is represented as being for the purpose of extending meat products [B.01.001]
Medicated	term used to describe products containing an added medicinal substance to treat or prevent a disease
MIA	acronym for <i>Meat Inspection Act</i>
Monounsaturated Fatty Acids Monounsaturated Fat Monounsaturates or	means <i>cis</i> -monounsaturated fatty acids [B.01.001]

Monounsaturated	
N	
Novel Fibre or Novel Fibre Source	is a food that has been manufactured to be a source of dietary fibre, and either has not traditionally been used for human consumption to any significant extent, has been chemically processed or physically processed so as to modify the properties of the fibre or that has been highly concentrated from its plant source
Nutrition Claim	is any statement or expression which describes, directly or indirectly, the level of a nutrient in a food or group of foods
Nutrition Facts Table	means the nutrition facts table that is required by subsection B.01.401(1) to be carried on the label of a prepackaged product [B.01.001]
Nutrition Recommendations for Canadians (NRC)	provides guidance in the selection of a dietary pattern that will supply recommended amounts of all essential nutrients while reducing the risk of chronic diseases
Nutritional Supplement	means a food sold or represented as a supplement to a diet that may be inadequate in energy and essential nutrients [B.01.001]
O	
omega-3 polyunsaturated fatty acids omega-3 polyunsaturated fat omega-3 polyunsaturates omega-3 polyunsaturated or omega-3	means a) 9-cis, 12-cis, 15-cis octadecatrienoic acid or α -linolenic acid, b) 8-cis, 11-cis, 14-cis, 17-cis eicosatetraenoic acid, c) 5-cis, 8-cis, 11-cis, 14-cis, 17-cis eicosapentaenoic acid or EPA, d) 7-cis, 10-cis, 13-cis, 16-cis, 19-cis docosapentaenoic acid, or e) 4-cis, 7-cis, 10-cis, 13-cis, 16-cis, 19-cis docosahexaenoic acid or DHA [B.01.001]
omega-6 polyunsaturated fatty acids omega-6 polyunsaturated fat omega-6 polyunsaturates omega-6 polyunsaturated or	means a) 9-cis, 12-cis octadecadienoic acid or linoleic acid, b) 6-cis, 9-cis, 12-cis octadecatrienoic acid c) 8-cis, 11-cis, 14-cis eicosatrienoic acid or di-homo- γ -linolenic acid, d) 5-cis, 8-cis, 11-cis, 14-cis eicosatetraenoic acid or arachidonic acid, e) 7-cis, 10-cis, 13-cis, 16-cis docosatetraenoic acid, or f) 4-cis, 7-cis, 10-cis, 13-cis, 16-cis docosapentaenoic acid [B.01.001]

omega-6	
Organoleptic Qualities	product characteristics such as flavour, texture, appearance and aroma
Ornamental Container	means a container that, except on the bottom, does not have any promotional or advertising material thereon, other than a trade mark or common name and that, because of any design appearing on its surface or because of its shape or texture, appears to be a decorative ornament and is sold as a decorative ornament in addition to being sold as the container of a product [B.01.001]
Other Foods	means the category of food to which belong foods that are not part of any food group, including a) foods that are mostly fats, such as butter, margarine, oil or lard; b) foods that are mostly sugars, such as jam, honey, syrup or confectionery; c) snack foods, such as potato chips or pretzels; d) beverages, such as water, tea, coffee or soft drinks; and e) herbs, spices and condiments, such as pickles, mustard or ketchup. [B.01.500]
P	
Package	includes any thing in which any food, drug, cosmetic or device is wholly or partly contained, placed or packed [2, FDA]
Point	means a unit of measurement for type size that is known as an Anglo-American point and is equal to 0.3514598 mm [B.01.400]
Polyunsaturated Fatty Acids	means <i>cis</i> -methylene interrupted polyunsaturated fatty acids [B.01.001]
Poultry Product	means poultry meat, prepared poultry meat, poultry meat by-product or prepared poultry meat by-product [B.01.001]
Poultry Product Extender	means a food that is a source of protein and that is represented as being for the purpose of extending poultry products [B.01.001]
Prepackaged Product	means any food that is contained in a package in the manner in which it is ordinarily sold to or used or purchased by a person [B.01.001]
Prepackaged Meal	means a prepackaged selection of foods for one individual that requires no preparation other than heating and that contains at least one serving, as described in Canada's Food Guide to Healthy Eating, published in 1992 by the Department of Supply and Services by authority of the Minister of National Health and Welfare, of a) meat, fish, poultry, legumes, nuts, seeds, eggs or milk or milk products other than butter, cream, sour cream, ice-cream, ice milk

	and sherbet; and b) vegetables, fruit or grain products [B.01.001]
Prescribed	means prescribed by the <i>Food and Drug Regulations</i> [2, FDA]
Principal Display Panel	means, despite the meaning assigned to that term in section A.01.010, a) in the case of a label applied to a prepackaged product that is subject to the <i>Consumer Packaging and Labelling Act</i> the principal display panel as defined in the <i>Consumer Packaging and Labelling Regulations</i> , b) in the case of a label applied to a prepackaged product that is not subject to the <i>Consumer Packaging and Labelling Act</i> , that part of the label applied to all or part of the side or surface of the container that is displayed or visible under normal or customary conditions of sale or use, and where the container does not have such a side or surface, that part of the label applied to any part of the container, except the bottom, if any, and c) in the case of a label applied to a food that is not a prepackaged product, that part of the label applied to all or part of the side or surface of the food that is displayed or visible under normal or customary conditions of sale or use [B.01.001]
Processing Aids	are substances/ingredients which are added to a food for a technological effect during processing and which are not present in the finished food product or are present at insignificant or non-functional levels
Product of Canada	See "Made in Canada"
Pure/100% Pure	used to described foods that are uncontaminated, unadulterated and to contain only substances or ingredients that are understood to be part of the food so described
Q R	
Reasonable Daily Intake	in respect of a food set out in Column I of an item of Schedule K, means the amount of that food set out in Column II of that item [B.01.001]
Recommended Daily Intake (RDI)	in respect of a vitamin or mineral nutrient set out in column I of Table I to Division 1 of Part D or in column I of Table I to Division 2 of Part D, means a) in the case of a prepackaged product intended solely for children under two years of age, the quantity set out in column III, and b) in any other case, the quantity set out in column II [B.01.001]
Recommended Pattern	refers to the following three guidance documents; <i>Canada's Food</i>

of Eating	<i>Guide to Healthy Eating (CFGHE), Canada's Guidelines for Healthy Eating (CGHE) and Nutrition Recommendations for Canadians (NRC)</i>
Reference Amount	in respect of a food set out in column 1 of Schedule M, means the amount of that food set out in column 2 [B.01.001]
Reference Food of the Same Food Group	means a food that can be substituted in the diet for the food to which it is compared and that belongs to a) the same food group as the food to which it is compared, such as cheese as a reference food for milk, or chicken as a reference food for tofu; b) the category of other foods, if the food to which it is compared also belongs to that category, such as pretzels as a reference food for potato chips; or c) the category of combination foods, if the food to which it is compared also belongs to that category, such as pizza as a reference food for lasagna. [B.01.500]
Reference Standard	in respect of a nutrient set out in column 1 of the table to section B.01.001.1, means the amount set out in column 2 [B.01.001]
S	
Sans Serif Font	a font without projections finishing off the stroke of a letter
Saturated Fatty Acids Saturated Fat Saturates or Saturated	means all fatty acids that contain no double bonds [B.01.001]
Sell	includes offer for sale, expose for sale, have in possession for sale and distribute, whether or not the distribution is made for consideration [2, FDA]
Sensory Characteristics	characteristic of the food such colour, taste or flavour
Serving Size	is considered to be an amount of food which would reasonably be consumed at one sitting by an adult
Similar Reference Food	means a food of the same type as the food to which it is compared and that has not been processed, formulated, reformulated or otherwise modified in a manner that increases or decreases the energy value or the amount of a nutrient that is the subject of the comparison, such as whole milk as a similar reference food for partly skimmed milk or regular chocolate chip cookies as a similar reference food for fat-reduced chocolate chip cookies [B.01.500]

Simulated Meat Product	means any food that does not contain any meat product, poultry product or fish product but that has the appearance of a meat product [B.01.001]
Simulated Poultry Product	means any food that does not contain any poultry product, meat product or fish product but that has the appearance of a poultry product [B.01.001]
Solid Cut Meat Product	is a whole cut of meat or a product consisting of at least 80% of pieces of boneless, skinless meat weighing a minimum of 25 g each
Sugars	means all monosaccharides and disaccharides [B.01.001]
Sugar Alcohols	includes isomalt, lactitol, maltitol, maltitol syrup, mannitol, sorbitol, sorbitol syrup xylitol and erythritol.
Sweetener	means any food additive listed as a sweetener in Table IX to section B.16.100 [B.01.001]
Sweetening Agent	means glucose-fructose, fructose syrup or any food for which a standard is provided in Division 18 of the <i>FDR</i> , or any combination thereof [B.02.002]
Sweetening Ingredient	means sugar, invert sugar, honey, dextrose, glucose or glucose solids or any combination thereof in dry or liquid form [B.11.001]
T	
Third-Party Endorsement	means the approval or sanction of a food by any health professional or health organization or any individual or group represented as such
Trans Fatty Acids trans fat or trans	means unsaturated fatty acids that contain one or more isolated or non-conjugated double bonds in a trans-configuration [B.01.001]
U V W X Y Z	
Underground Source	is considered to be a water-bearing formation which is below that zone which is saturated with surface water, the upper part of which is known as the water table
Unstandardized Food	means any food for which a standard is not prescribed in Part B of the <i>Food and Drug Regulations</i> [B.01.001]