Guide to Food Labelling and Advertising

Acknowledgement

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GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 1

Introduction

Chapter 1

Introduction

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Chapter 1

Introduction

1.1 Reason for the *Guide*

The *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 Food Labelling and Advertising* (Guide) 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, 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 produc " (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 *Canada 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 fruits 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 the CFIA website at:

http://www.inspection.gc.ca

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 (CIPO) website at:

http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr02360.html

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, 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 meats and poultry meats 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 export regulated processed fruit and vegetable products in larger than the largest (LTL) container sizes to Canada.

Submission of registration requests:

Label registration requests are to be submitted using form CFIA 1478 accompanied by the appropriate number of labels and recipes. This form is available on the CFIA Web site: http://www.inspection.gc.ca/english/for/mpppe.shtml. 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
1431 Merivale 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 CFIA'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
Tel. 613-941-5995 or 1-800-635-7943
Fax 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
1853 Bredin Road
Kelowna BC V1Y 7S9
Tel. 250-470-4884
Fax 250-470-4899

Canadian Food Inspection Agency
4250 Commerce Circle
Victoria, British Columbia V8Z 4M2
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 204-984-6008

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

Canadian Food Inspection Agency
145 Renfrew Drive, Unit 160
Markham, Ontario L3R 9R6
Tel. 905-513-5977
Fax 905-513-5971

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

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
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GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 2

Basic Labelling Requirements

Chapter 2

Basic Labelling Requirements

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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 (including food allergens),
- 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.

"**Label"** includes any legend, word or mark attached to, included in, belonging to or accompanying any food, drug, . . .

"**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.

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

2.2 General Labelling Requirements [5(1), FDA; A.01.016, B.01.005 to B.01.008; 14-16, 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 Durable Life Date and the Nutrition Facts table, 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 ½ 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 2.16 of this Guide, 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 found on 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, 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	½

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 that are 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.

- To assist consumers in making informed food choices, specific mandatory common names are required for certain food products when they are used as food ingredients or components. The plant source of certain ingredients, such as hydrolyzed plant proteins, starches, modified starches and lecithin must be named. (e.g., hydrolyzed soy protein, wheat starch, modified wheat starch, soy lecithin). (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**. (See Class Names for Ingredients, Annex 2-2 of this Guide.)

- 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) must be declared as part of the list of ingredients. They can be shown either:

- In parentheses following the ingredient name in descending order of proportion by weight in the ingredient, except if a source of food allergen or gluten is required to be declared, then the components are immediately after source declarations. Both declarations are required to be shown in parentheses after the ingredient name; **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.) However if any exempt components consist of food allergens, gluten sources or sulphites (at 10 ppm or more), the allergen, gluten source or sulphites must be declared. They may be declared in the list immediately in parentheses after the ingredient which they are components of or in the "Contains" statement immediately following the list of ingredients. If nutrient components are also required to be declared by section D.01.007(1)(a) and D.02.005, the nutrient components should be declared in separate brackets after the allergen, gluten source or sulphite declarations. For example: enriched flour (wheat)(niacin, thiamine, riboflavin, iron) or wheat flour (niacin, thiamine, riboflavin, iron). For more information on allergen labelling please refer to the Allergen section of the CFIA website at www.inspection.gc.ca/english/fssa/labeti/allerg/allerge.shtml.

Certain **food preparations and mixtures**, including flavours and seasonings, when used as ingredients, are also 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, hydrolysed 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).)

2.8.3 Food Allergen and Gluten Source and Added Sulphite Labelling [B.01.010.1, B.01.010.2, B.01.010.3]

On February 16, 2011, amendments to the *Food and Drug Regulations*, were published in the *Canada Gazette*, Part II prescribing enhanced labelling requirements for food allergen, gluten sources and sulphites. The new requirements will come into force on August 4, 2012. Although the new regulations do not come into force until August 4, 2012, companies may start using the new requirements to prepare new food labels prior to that date. The current requirements are still applicable. However any undeclared food allergens deemed to be a health risk, may be subject to the Canadian Food Inspection Agency enforcement action including recalls.

For more information on allergen labelling please refer to the Allergen section of the CFIA website at www.inspection.gc.ca/english/fssa/labeti/allerg/allerge.shtml.

2.8.4 Declaration of Processing Aids

A food processing aid is a substance that is used for a technical effect in food processing or manufacture, the use of which does not affect the intrinsic characteristics of the food and results in no or negligible residues of the substance or its by-products in or on the finished food. Note that food additives are **not** processing aids.

For more information on food additives and processing aids, please refer to Health Canada's *Policy for Differentiating Food Additives and Processing Aids* at www.hc-sc.gc.ca/fn-an/pubs/policy_fa-pa-eng.php.

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 2.6.1. of this Guide, Minimum Type Height for Net Quantity.)

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 [B.01.080]

The words “previously frozen” must appear on the principal 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 appear 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 enforced 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
  www.statcan.gc.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 2.16 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 1of this Guide).

Applications for a Temporary Marketing Authorization Letter and **questions** regarding any procedural details in applying for a TMAL should be addressed to:

Submission Management and Information Unit
Food Directorate, Health Products and Food Branch
Health Canada
251 Sir Frederick Banting Driveway
Postal Locator 2202E
Ottawa, Ontario K1A 0K9

Phone: 613-960-0552
Fax: 613-946-4590
Email address: smiu-ugdi@hc-sc.gc.ca

2.18. Interim Marketing Authorization [B.01.056 FDR & Section 30.2(6) FDA]

An 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. Information on the criteria for eligibility and the dates during which an IMA is effective can be found on Health Canada's web site at www.hc-sc.gc.ca/fn-an/legislation/ima-amp/index-eng.php. A list of products that currently have IMA's can also be found there.

For more information, contact:

Submission Management and Information Unit
Food Directorate, Health Products and Food Branch
Health Canada
251 Sir Frederick Banting Driveway
Postal Locator 2202E
Ottawa, Ontario K1A 0K9

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Fax: 613-946-4590
Email address: smiu-ugdi@hc-sc.gc.ca

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	"hydrolyzed" plus the name of the plant plus "protein" or "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"

Item	Ingredient or Component	Mandatory Common Name
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, peanut oil or cocoa butter	"modified vegetable oil" or "modified vegetable fat" or "modified" plus the specific name of the oil or fat
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
20	starch	the name of the plant plus starch
21	modified starch	modified plus the name of the plant plus starch
22	lecithin	the name of the source of the lecithin plus lecithin
23	crustacean	the name of the crustacean
24	shellfish	the name of the shellfish

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

Item	Ingredient or Component	Optional Common Name
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 *Aspergillus oryzae* RET-1 (pBoel777), *Endothia parasitica, Mucor miehei* or *Mucor pusillus Lindt*	microbial enzyme
13.	one or more substances the function of which is to impart flavour and that are obtained solely from the plant or animal source after which the flavour is named	the name of the plant or animal source 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 dithionite, sodium metabisulphite, sodium sulphite, sulphur dioxide and sulphurous acid	"sulfites", "sulfiting agents", "sulphites" or "sulphiting agents"

Item	Ingredient or Component	Optional Common Name
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.	breads subject to compositional standards in 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 B.08.003 to B.08.027
17.	chewing gum base
18.	sweetening agents subject to compositional standards in B.18.001 to B.18.018
19.	cocoa, low-fat cocoa
20.	salt
21.	vinegars subject to compositional standards in B.19.003 to B.19.007

Item	Ingredient
22.	alcoholic beverages subject to compositional standards in 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 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.	hydrolyzed 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.	hydrolyzed 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), B.01.009(5)]

The following foods must **always be listed by name** in the list of ingredients when they are present in the foods listed in Annex 2-3 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

Chapter 3 - Advertising Requirements

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Date Modified: 2003-12-18

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 7of 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
2015, rue Peel, bureau 915
Montréal (Québec) H3A 1T8
Tel. (514) 931-8060
Fax (877) 956-8646
Internet : www.adstandards.com

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GUIDE TO FOOD LABELLING AND ADVERTISING

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Composition, Quality, Quantity and Origin Claims

Chapter 4

Composition, Quality, Quantity and Origin Claims

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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, 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 and gluten sources;

- the level of physiological insignificance such as those levels which act as the basis of nutrient free claims as described in the table following section B.01.513 of the *Food and Drug Regulations* (e.g., sodium free);

- 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, beverages, other than non-alcoholic carbonated water-based flavoured and sweetened beverages and cola type beverages, such as juice, **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 juices are caffeine-free"**, or that a juice is **"a caffeine-free food"**.

Conversely, as there is nothing in Regulation which prohibits the addition of colour to cookies, it would be acceptable for such an unstandardized product to carry a "no colour added" claim without the claim being accompanied by a statement such as "all cookies have no colour added", provided that no colour was added, directly or indirectly, to the product. When placed on a package of cookies, this claim does not suggest a false uniqueness to the cookies, as some cookies do contain added colour.

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 (MSG)*. 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, **added** 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 Tables 4-1 and 4-2 below, *Processes Affecting the Natural Character of Foods*.)

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

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	Esterification
Bleaching (with chemical addition)	Hormonal action
Cation exchange	Hydrogenation
Conversion (with chemical addition or synthesis)	Hydrolysis (with chemical addition)
	Interesterification
Curing (with chemical addition)	Oxidation (with chemical addition)
Deboning (mechanical)	Reduction (with chemical addition)
Decaffeination (with chemical addition)	Smoking (with chemical addition)
Denaturation (with chemical change)	Synthesis (chemical)
Enzymolysis (with chemical addition)	Tenderizing (with chemical addition)

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* (OPR) require mandatory certification, by a CFIA accredited Certification Body, to the Canadian Organic Standards (Canadian Organic Production Systems Standards: General Principles and Management Standards and the Permitted Substances Lists) for agricultural products represented as organic in import, export and inter-provincial trade, or that bear the federal organic agricultural product legend (or logo). Imported organic products may also meet the requirements of the *Organic Products Regulations* by being certified to a standard deemed to be equivalent under an equivalency determination agreement with a foreign country by a Certification Body accredited by that foreign country. [Part 2, Part 4, OPR]

The Canada Organic Regime is the Government of Canada's response to requests by the organic sector and consumers to develop a regulated system for organic agricultural products. The *Organic Products Regulations* are designed to protect consumers against false and misleading organic claims and govern the use of the new organic logo.

4.8.1 Use of the Logo

The CFIA regulates the use of the logo below (Figure 1). The use of the organic logo will only be permitted on products that have an organic content that is greater than 95% and have been certified according to Canadian requirements for organic products. The use of the organic logo is voluntary. [22, 23, OPR]

Imported products must meet the requirements of the Canada Organic Regime. Should imported products bear the logo, the statement "Product of", immediately preceding the name of the country of origin, or the statement "Imported", must appear in close proximity to the logo or the designations, and these statements must appear on the label in both French and English. [21, 25(c) OPR].

Figure 1. The logo is displayed in either black with a white background, in black with a transparent background or in colour. If displayed in colour, the background is white or transparent, the outer and inner borders are green (Pantone no. 368), the maple leaf is red (Pantone no. 186) and the lettering is black. [22, 23, OPR]

4.8.2 Organic Claims

- Only products with organic content that is greater than or equal to 95% may be labelled or advertised as "organic" or bear the organic logo. Labels or advertisements bearing claims such as "organically grown", "organically raised", "organically produced", or similar words, including abbreviations of, symbols for and phonetic renderings of those words, must meet the requirements to make an "organic" claim. For multi-ingredient products, the organic contents must be identified as organic in the list of ingredients. [24(1), 25(b), OPR].

- Multi-ingredient products containing between 70-95% organic content may use the declaration "contains x% organic ingredients" on the label or in advertising, specifying the percentage of organic ingredients. These products may not use the organic logo nor the claim "organic". If the declaration "contains x% organic ingredients" is used, the words "organic ingredients" must be of the same size and prominence as the preceding words, numbers, signs or symbols that indicate the applicable percentage. The organic contents must be identified as organic in the list of ingredients. [24(2), 25(b), OPR].

- Multi-ingredient products containing less than 70% organic content may identify ingredients in the list of ingredients as organic. These products may not use the organic logo nor the claims "organic" or "contains x% organic ingredients". [24(3), OPR]

- When used, the above organic claims or statements must appear on the label in both French and English. [21, OPR]

4.8.3 Certification

Certification is required for products making an organic claim. This includes products labelled as "organic", that bear the organic logo, or that declare "contains x% organic ingredients". To be certified, operators must develop an organic production system based on the Canadian Organic Standards and have their products certified by a certification body accredited under the Canada Organic Regime. [Part 2, OPR]

The label of an organic product subject to the *Organic Products Regulations* must bear the name of the certification body that has certified the product as organic. [25(a), OPR]

For more information please refer to the Canada Organic Office at http://www.inspection.gc.ca/english/fssa/orgbio/orgbioe.shtml.

4.9 Novel Foods which are Products of Genetic Engineering

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

(i) the plant, animal or microorganism exhibits characteristics that were not previously observed in that plant, animal or microorganism,
(ii) the plant, animal or microorganism no longer exhibits characteristics that were previously observed in that plant, animal or microorganism, or
(iii) 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 and safety **change** or a **significant change** in nutrition or composition to provide a declaration on the label detailing the manner in which the genetically engineering 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

In the National Standard for Voluntary Labelling and Advertising of Foods That Are and Are Not Products of Genetic Engineering:

"Genetic Engineering" refers to a technique by which the genetic material of an organism is changed in a way that does not occur naturally by multiplication and/or natural recombination.

"Product of Genetic Engineering" refers to food consisting of organisms that have undergone genetic engineering and to food derived from these organisms.

Care must be taken when using the terms 'genetic engineering', 'genetically engineered', or 'from genetically engineered'.

In Canada, voluntary claims on foods that are and are not products of genetic engineering may be made provided such claims are truthful, not misleading, not deceptive, and not likely to create an erroneous impression of a food's character, value, composition, merit or safety; and in compliance with all other requirements set out in the *Food and Drugs Act and Regulations*, the *Consumer Packaging and Labelling Act and Regulations* and other applicable legislation.

The CGSB National Standard for Voluntary Labelling and Advertising of Foods that Are and That Are Not Products of Genetic Engineering was published in 2004. The standard provides criteria for making voluntary labelling and advertising claims that identify foods sold in Canada that are or are not products of genetic engineering. It includes detailed information including criteria for claims on both single and multi-ingredient foods, verification, and examples of claims.

The standard can be accessed from the following link:
http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/032_0315/032_0315_1995-e.pdf

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, the claim "Canadian" is synonymous to a "Product of Canada" claim, in which case all or virtually all major ingredients, processing, and labour used to make the food product must be Canadian. Ingredients which are present in the food at very low levels and that are not generally produced in Canada would be permitted provided that these ingredients amount to generally less than a total of 2 per cent of the food. For a food with the claim "Entirely Canadian", this allowance would no longer apply; all ingredients, processing and labour would be Canadian.

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, connote "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.

4.20.2 Alcoholic Beverages

For information on indicating country of origin on alcoholic beverages, refer to Chapter 10 of this Guide.

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Nutrition Labelling

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Chapter 5 – Nutrition Labelling

Standard Format

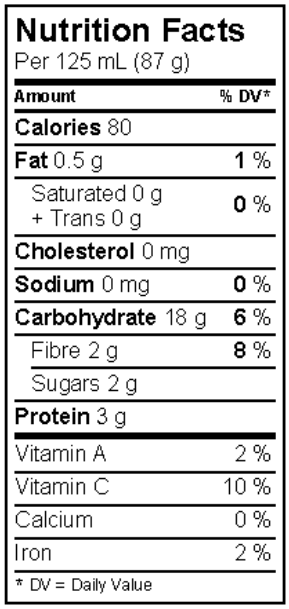
Nutrition Facts	
Per 125 mL (87 g)	
Amount	**% Daily Value**
Calories 80	
Fat 0.5 g	**1** %
Saturated 0 g + Trans 0 g	**0** %
Cholesterol 0 mg	
Sodium 0 mg	**0** %
Carbohydrate 18 g	**6** %
Fibre 2 g	**8** %
Sugars 2 g	
Protein 3 g	
Vitamin A 2 %	Vitamin C 10 %
Calcium 0 %	Iron 2 %

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 %

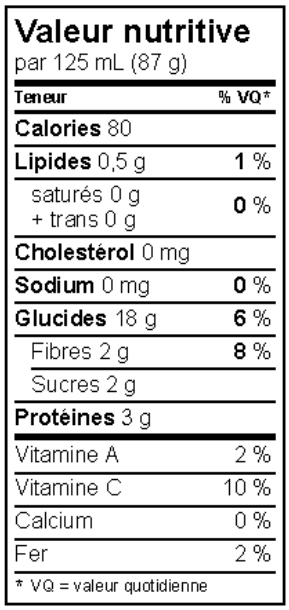
Figure 1.1(English) **Figure 1.1(French)**

For purposes of illustration only. Copying may cause distortion.

Narrow Standard Format



Nutrition Facts	
Per 125 mL (87 g)	
Amount	**% DV***
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 %
* DV = Daily Value	



Valeur nutritive	
par 125 mL (87 g)	
Teneur	**% VQ***
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 %
* 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 **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.

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, 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 **roadside 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 cm^2 (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 (see also 5.2.1 of this Guide):
    - 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.

5.3.4 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 on the following page.)

5.4.1 Additional Information Permitted in the Nutrition Facts Table [table to B.01.402]

Nutrition Facts
Valeur nutritive

Serving Size 125 mL (35 g) / Portion 125 mL (35 g)
Servings Per Container 13
Portions par contenant 13

Amount Per Serving / Teneur par portion	
Calories / Calories 90 (380 kJ) Calories from fat / Calories des lipides 9 Calories from Saturated + Trans 0 Calories des lipides saturés et trans 0	
	% Daily Value / % valeur quotidienne*
Total Fat / Lipides 1 g	**2** %
Saturated / saturés 0 g + Trans / trans 0 g	**0** %
Polyunsaturated / polyinsaturés 0.5 g	
Omega-6 / oméga-6 0.5 g	
Omega-3 / oméga-3 0 g	
Monounsaturated / monoinsaturés 0.2 g	
Cholesterol / Cholestérol 0 mg	**0** %
Sodium / Sodium 300 mg	**12** %
Potassium / Potassium 410 mg	**12** %
Total Carbohydrate / Glucides 27 g	**9** %
Dietary Fibre / Fibres alimentaires 12 g	**48** %
Soluble Fibre / Fibres solubles 0 g	
Insoluble Fibre / Fibres insolubles 11 g	
Sugars / Sucres 6 g	
Sugar Alcohols / Polyalcools 0 g	
Starch / Amidon 9 g	
Protein / Protéines 4 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	2 %
Iron / Fer	35 %

% Daily Value / % valeur quotidienne*	
Vitamin D / Vitamine D	0 %
Vitamin E / Vitamine E	6 %
Vitamin K / Vitamine K	10 %
Thiamine / Thiamine	55 %
Riboflavin / Riboflavine	4 %
Niacin / Niacine	25 %
Vitamin B_6 / Vitamine B_6	10 %
Folate / Folate	10 %
Vitamin B_{12} / Vitamine B_{12}	0 %
Biotin / Biotine	30 %
Pantothenate / Pantothénate	8 %
Phosphorus / Phosphore	30 %
Iodide / Iodure	0 %
Magnesium / Magnésium	50 %
Zinc / Zinc	25 %
Selenium / Sélénium	6 %
Copper / Cuivre	20 %
Manganese / Manganèse	10 %
Chromium / Chrome	10 %
Molybdenum / Molybdène	10 %
Chloride / Chlorure	10 %

* Percent Daily Values are based on a 2,000 Calorie diet. Your daily values may be higher or lower depending on your Calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65 g	80 g
Saturated + Trans	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 per gram:
Fat 9 Carbohydrate 4 Protein 4

* Pourcentage de la valeur quotidienne selon un régime alimentaire de 2 000 Calories. Vos valeurs quotidiennes personnelles peuvent être plus ou moins élevées selon vos besoins énergétiques :

	Calories :	2 000	2 500
Lipides	moins de	65 g	80 g
saturés + trans	moins de	20 g	25 g
Cholestérol	moins de	300 mg	300 mg
Sodium	moins de	2 400 mg	2 400 mg
Potassium		3 500 mg	3 500 mg
Glucides		300 g	375 g
Fibres alimentaires		25 g	30 g

Calories par gramme :
Lipides 9 Glucides 4 Protéines 4

Figure 19.1(B)
For purposes of illustration only. Copying may cause distortion.

The declaration of additional information is generally optional. In addition, the declaration of one nutrient does not necessarily trigger the declaration of other nutrients, unless specifically required by the Regulations.

However, in certain cases, manufacturers may be required to declare certain nutrients in the additional information list. This additional listing is triggered when references to nutrients are made in a nutrient content claim or in a health claim.

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 in 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 in French only [B.01.402(9)].

NOTE: **Figures 18.1(E)&(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 an 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 **othe**r 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 also section 5.10 of this Guide for "small packages" exemption;

b) any "continuous surface" of 12 cm^2 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 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***", " ", 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 subsection 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

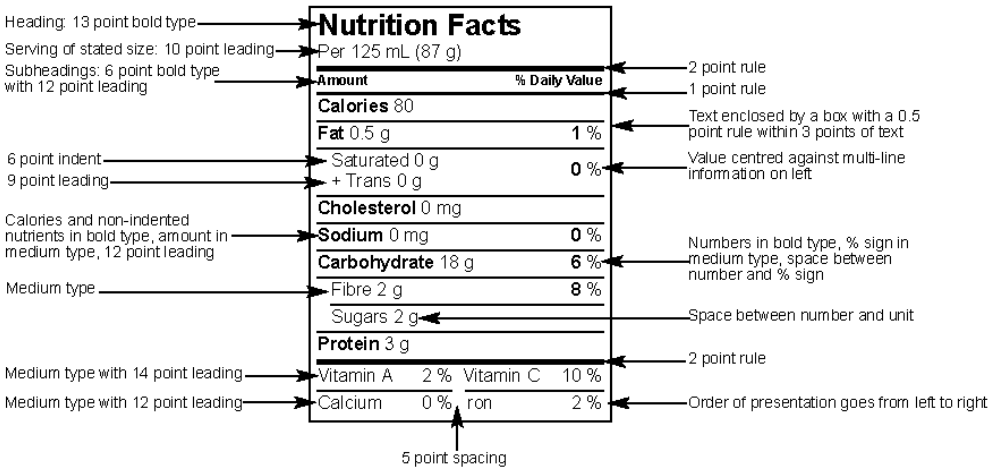


Figure 1.1(E)
For purposes of illustration only. Copying may cause distortion.

"**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 8 point = 2.81 mm 13 point = 4.57mm	10 point = 3.51 mm 12 point = 4.22 mm 14 point = 4.92 mm
Rules	**Indents / Spacing**
0.5 point = 0.175 mm 1 point = 0.35 mm 2 point = 0.7 mm	3 points of text = 1.05 mm 5 point spacing = 1.76 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.

0% tint background	5% tint background	10% tint background

For illustration purposes only. Copying may distort the shading.

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

1.1(E)&(F) [Table Part 1 to B.01.454]
1.2(E)&(F) ”
1.3(E)&(F) ”
1.4(E)&(F) ”
1.5(E)&(F) ”
1.6(E)&(F) ”

Narrow Standard

2.1(E)&(F) [Table Part 2 to B.01.454]
2.2(E)&(F) ”
2.3(E)&(F) ”
2.4(E)&(F) ”

Bilingual Standard

3.1(B) [Table Part 3 to B.01.454]
3.2(B) “
3.3(B) “
3.4(B) ”
3.5(B) [B.01.454(3)*(a)*]
3.6(B) ”
3.7(B) ”

Bilingual Horizontal

4.1(B) [Table Part 4 to B.01.454]
4.2(B) ”
4.3(B) [B.01.454(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) ”

Aggregate -
Different Kinds of Foods

10.1(E)&(F) [Table Part 1 to B.01.457]
10.2(E)&(F) ”
10.3(E)&(F) ”
10.4(E)&(F) ”
10.5(E)&(F) ”
10.6(E)&(F) ”

Bilingual Aggregate -
Different Kinds of Foods

11.1(B) [Table Part 2 to B.01.457]
11.2(B) ”
11.3(B) ”
11.4(B) ”
11.5(B) [B.01.457(2)*(a)*(i) & (*b*)(i)]
11.6(B) ”

Dual - Different Amounts

12.1(E)&(F) [Table Part 1 to B.01.458]
12.2(E)&(F) ”
12.3(E)&(F) ”
12.4(E)&(F) ”
12.5(E)&(F) ”
12.6(E)&(F) ”

Bilingual Dual - Different Amounts

13.1(B) [Table Part 2 to B.01.458]
13.2(B) ”
13.3(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*)]

Bilingual - Additional Information
19.1(B) [B.01.460(2)*(a)*]

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)

For purposes of illustration only. Copying may cause distortion.

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;

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 préparé

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 carbohydrate (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.

Figure 9.1(B)
For purposes of illustration only. Copying may cause distortion.

- 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 ½ cup prepared", does not apply and the subheading "Prepared" is replaced with the amount of added food (e.g., "with ½ 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. This 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 / Érable 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

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 5.6.1of 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 these 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]

Aggregate Bilingual Format
Different Amounts of Foods

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** %	1.5 g 1.5 g	**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 %

* DV = Daily Value / VQ = valeur quotidienne

Dual Bilingual Format
Different Amounts of Foods

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 Value / % 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 %

* Amount in 15 mL / Teneur pour 15 mL

Figure15.1(B) **Figure13.1(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 5-1of 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 from your local Canadian Food Inspection Agency office.

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 which can be found in *Canada Gazette* Part II (SOR/2003-11, Vol. 137, No. 5).

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 the 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 cm^2, the maximum size required for any Nutrition Facts table would be 41.7 cm^2 (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 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(B) 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)
↓
3.3(B)
↓
3.4(B)

Bilingual Simplified Standard
[Table Part 2 to B.01.455]

6.1(B)
↓
6.2(B)
↓
6.3(B)
↓
6.4(B)

Bilingual Dual - Foods Requiring Preparation
[Table Part 2 to B.01.456]

9.1(B)
↓
9.2(B)
↓
9.3(B)
↓
9.4(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)

Simplified Standard
[Table Part 1 to B.01.455]

5.1(E)&(F)
↓
5.2(E)&(F)
↓
5.3(E)&(F)
↓
5.4(E)&(F)
↓
5.5(E)&(F)
↓
5.6(E)&(F)

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)

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)

Table 5-2 Format Hierarchies (continued)
Figures from Schedule L of the *Food and Drug Regulations*

Bilingual Dual - Different Amounts [Table Part 2 to B.01.458]	**Bilingual Aggregate - Different Kinds** [Table Part 2 to B.01.457]	**Bilingual Aggregate - Different Amounts** [Table Part 2 to B.01.459]
13.1(B)	11.1(B)	15.1(B)
↓	↓	↓
13.2(B)	11.2(B)	15.2(B)
↓	↓	↓
13.3(B)	11.3(B)	15.3(B)
↓	↓	↓
13.4(B)	11.4(B)	15.4(B)

Dual - Different Amounts [Table Part 1 to B.01.458]	**Aggregate - Different Kinds** [Table Part 1 to B.01.457]	**Aggregate - Different Amounts** [Table Part 1 to B.01.459]
12.1(E)&(F)	10.1(E)&(F)	14.1(E)&(F)
↓	↓	↓
12.2(E)&(F)	10.2(E)&(F)	14.2(E)&(F)
↓	↓	↓
12.3(E)&(F)	10.3(E)&(F)	14.3(E)&(F)
↓	↓	↓
12.4(E)&(F)	10.4(E)&(F)	14.4(E)&(F)
↓	↓	↓
12.5(E)&(F)	10.5(E)&(F)	14.5(E)&(F)
↓	↓	↓
12.6(E)&(F)	10.6(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 1.6(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 cm^2. However, as the maximum size **required** for your Nutrition Facts table is 41.7 cm^2 (from step 1) you may continue and determine the area of Figures 1.2 (E) and (F) and compare. Continuing the process you would determine that the area of Figures 1.3(E) and (F) totals about 38.4 cm^2, which is closest to the maximum size requirement without exceeding it. This is the smallest size that 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 (F). If they also do not fit, continue on and try Figures 1.5(E) and (F), then Figures 1.6(E) and (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***
Per 1 bar (40 g) pour 1 tablette (40 g)	**Fat / Lipides** 13 g	**20** %	**Carbohydrate / Glucides** 23 g	**8** %
Calories 220	Saturated / saturés 5 g + Trans / trans 3.5 g	**42** %	Fibre / Fibres 0 g	**0** %
			Sugars / Sucres 20 g	
	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) &(add space)(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

Figure16.1(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

Figure16.1(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 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, 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 cm^2, 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 cm^2** 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 cm^2 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 section 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 section 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 section 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 subsection 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 [definition in B.01.001, FDR].

The "available display surface" of an ornamental container is explained in subsection 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 cm^2** (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)].

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 cm^2 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 (e.g., breads, muffins, etc.) when water is the only ingredient added; and

- exempted foods (e.g., fresh fruits, single ingredient meats, marine products, etc.) which lose the exemption under the specific circumstances as 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 cm^2 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.01.401and 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 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 it 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 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 amounts 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 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 are available [B.01.461]: 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) "

Simplified Standard CU2

24.1(E)&(F) [Table Part 1 to B.01.462]
24.2(E)&(F) "
24.3(E)&(F) "
24.4(E)&(F) "
24.5(E)&(F) "
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) "

Bilingual Simplified Horizontal CU2

26.1(B) [Table Part 3 to B.01.462]
26.2(B) "
26.3(B) [B.01.462(3)(b)]
26.4(B) "

Aggregate
Different Kinds of Foods 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) and (b)]
28.6(B) "

Aggregate
Different Amounts 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 Amounts of Foods CU2

30.1(B) [Table Part 2 to B.01.464]
30.2(B) "
30.3(B) "
30.4(B) "
30.5(B) [B.01.464(2)(a)]
30.6(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) "

Presentation of Additional Information CU2

33.1(E)&(F) [B.01.465(2)(a)]

Bilingual Presentation of Additional Information CU2

34.1(B) [B.01.465(3)(a)]

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); and
- 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

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]

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)

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]

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*)(i) &(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)] and 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 cm^2** 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;, or
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 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 and 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

Disease risk reduction claims, including the criteria and labelling requirements for such claims, are discussed in detail in Chapter 8 of this Guide. **Disease risk reduction 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.

One objective of Canada's 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 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 US 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.

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 6

The Elements Within the Nutrition Facts Table

Chapter 6

The Elements Within the Nutrition Facts Table

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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 Guide, are not exact replicas of the two tables in the *Food and Drug Regulations* [B.01.401 and 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

6.1.1 Core Nutrition Information

Core Nutrition Information
Table 6-1
(Excerpt from table to B.01.401)

Information (Required Nomenclature in Quotes)	Units	Rounding
1. Serving of stated size "Serving Size (naming the serving size)", "Serving (naming the serving size)" or "Per (naming the serving size)"	(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; (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 (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)" (2) The size expressed in accordance with sub item (1) is followed by the size expressed in **grams or millilitres**, as specified by B.01.002A(1)(*b*).	(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 (2) The size when expressed as a **fraction** is represented by a numerator and a denominator separated by a line. (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)"
2. Energy value "Calories", "Total Calories" or "Calories, Total"	**Calories** per serving of stated size	(a) **when less than 5 Calories** • 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 • 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

Information (Required Nomenclature in Quotes)	Units	Rounding
3. Amount of fat "Fat", "Total Fat" or "Fat, Total"	(1) **grams per serving** of stated size; and (2) **percentage of the daily value** per serving of stated size	(1) **The amount in grams**: (a) **when less than 0.5 g** 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) **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%
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** • 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 *trans* fatty acids" set out in column 1 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
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 *trans* fatty acids are declared as "0 g", to "0 %"; and (b) in all other cases, to the nearest multiple of 1%
7. Amount of cholesterol "Cholesterol"	(1) **milligrams per serving** of stated size; and	(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;

Information (Required Nomenclature in Quotes)	Units	Rounding
	(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 (2) **percentage of the daily value** per serving of stated size	(1) The **amount in milligrams**: (a) **when less than 5 mg** • 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 • 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) 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 (2) **percentage of the daily value** per serving of stated size	(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) 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 "Fibre", "Fiber", "Dietary Fibre" **or** "Dietary Fiber"	(1) **grams per serving** of stated size; and (2) **percentage of the daily value** per serving of stated size	(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) 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%** • if the product contains less than 1% of the daily value per reference amount and per serving of stated size, to "0 %", or • 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%

6.1.2 Additional Nutrition Information

Additional Nutrition Information
Table 6-2
(Excerpt 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 (c) **when more than 5**, to the nearest multiple of 1 (2) If a quantity is rounded off, it shall be preceded by the word **"about**". (3) If the product is of a random weight, the quantity may be declared as "**varied**".
2. Energy value "kilojoules" **or** "kJ"	**kilojoules per serving** of stated size	to the nearest multiple of 10 kilojoules
3. Energy value from fat "Calories from Fat" **or** "Calories from Total Fat"	**Calories per serving** of stated size	(a) **when less than 5 Calories** (i) if the amount of fat is declared as "0 g" in the Nutrition Facts table, to "0" Calorie, and (ii) in all other cases, to the nearest multiple of 1 Calorie; (b) **when 5 Calories to 50** Calories, to the nearest multiple of 5 Calories; and (c) **when more than 50 Calories**, to the nearest multiple of 10 Calories
4. Energy value from the sum of saturated and *trans* fatty acids "Calories from Saturated + Trans Fat", "Calories from Saturated + Trans Fatty Acids", "Calories from Saturated + Trans" **or** "Calories from Saturates + Trans"	**Calories per serving** of stated size	(a) **when less than 5 Calories** (i) if the amounts of saturated fatty acids and *trans* fatty acids are declared as "0 g" in the Nutrition Facts table, to "0" Calorie, and (ii) in all other cases, to the nearest multiple of 1 Calorie; (b) **when 5 Calories to 50 Calories**, to the nearest multiple of 5 Calories; and (c) **when more than 50 Calories**, to the nearest multiple of 10 Calories
5. Amount of polyunsaturated fatty acids "Polyunsaturated Fat", "Polyunsaturated Fatty Acids" , "Polyunsaturated" **or** "Polyunsaturates"	**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

Information (Required nomenclature in quotes)	Units	Rounding
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** • if the product contains less than 5 mg of potassium per reference amount and per serving of stated size, to "0 mg", and • 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.

Information (Required nomenclature in quotes)	**Units**	**Rounding**
	(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

Information (Required nomenclature in quotes)	**Units**	**Rounding**
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 (Vitamin B_1)", “Thiamine (Vit B_1)”, “Thiamin (Vitamin B_1)" **or** “Thiamin (Vit B_1)” (e) ”Riboflavin”, “Riboflavin (Vitamin B_2) or “Riboflavin (Vit B_2)" (f) “Niacin” (g) “Vitamin B_6" or Vit B_6 (h) “Folate” (i) “Vitamin B_{12}" or “Vit B_{12}" (j) “Biotin” (k) “Pantothenic Acid” or “Pantothenate” (l) “Phosphorus” (m) “Iodide” or “Iodine” (n) “Magnesium” (o) “Zinc” (p) “Selenium” (q) “Copper” ®) “Manganese” (s) “Chromium” (t) “Molybdenum” (u) “Chloride”	**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 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%

<table>
<tr><th>Information</th><th>Manner of Declaration
(Required Nomenclature in Quotes)</th></tr>
<tr><td>15. Basis of the percent daily values

An explanation of the basis for calculating the percent daily values declared in the Nutrition Facts table</td><td>One of the following four footnotes regarding % Daily Value as set out in Figures 18.1(E) & (F) and Figure 19.1(B) of Schedule L.

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:
<table>
<tr><th></th><th>Calories:</th><th>2,000</th><th>2,500</th></tr>
<tr><td>Total Fat</td><td>Less than</td><td>65 g</td><td>80 g</td></tr>
<tr><td>Saturated + Trans</td><td>Less than</td><td>20 g</td><td>25 g</td></tr>
<tr><td>Cholesterol</td><td>Less than</td><td>300 mg</td><td>300 mg</td></tr>
<tr><td>Sodium</td><td>Less than</td><td>2,400 mg</td><td>2,400 mg</td></tr>
<tr><td>Potassium</td><td></td><td>3,500 mg</td><td>3,500 mg</td></tr>
<tr><td>Total Carbohydrate</td><td></td><td>300 g</td><td>375 g</td></tr>
<tr><td>Dietary Fibre</td><td></td><td>25 g</td><td>30 g ”</td></tr>
</table>
or
2) “Based on a 2,000 Calorie diet.”
or
3) “Percent Daily Values are based on a 2,000 Calorie diet.”
or
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.”

NOTES:
• In the version of the footnote that refers to nutrients (i.e., version 1 above), the following apply:

(a) the daily value for potassium is included only if the amount of potassium is declared in the Nutrition Facts table; and
(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.
• Versions 2, 3 and 4 above do not include a reference to nutrients.</td></tr>
<tr><td>16. Energy conversion factors</td><td>Displayed as: "Calories per gram", "Fat 9", "Carbohydrate 4" and "Protein 4"</td></tr>
</table>

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.01.022A, 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 section 6.1 of this chapter.

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 bread	55 g	25-100 g
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
31	Ready-to-eat breakfast cereals, fruit and nut type, granola (weighing 43 g or more per 250 mL) and biscuit type cereals	55 g	45-80 g (1-2 biscuits)
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
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 mayonnaise-type dressing	15 mL	8-30 mL
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
	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 Substitutes[4]:		
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
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, souvlaki, meat pie or tourtière	140 g without gravy or sauce, 195 g with gravy or sauce	90-300 g including gravy or sauce

Item	Product Category	Reference Amount[1]	Serving Size[2]
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
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

Item	Product Category	Reference Amount[1]	Serving Size[2]
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 chapter).

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

Item No.	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

Item No.	Column I Name and Description	Column II Reasonable Daily Intake	
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 chapter).

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 chapter.)

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	*u*g	90
2.	Folacin	*u*g	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}	*u*g	1.0
10.	Vitamin C	mg	34
11.	Vitamin D	*u*g	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	*u*g	155
3.	Iron	mg	10
4.	Phosphorus	mg	885
5.	Magnesium	mg	210
6.	Zinc	mg	10

[a] RE = retinol equivalents
[b] μg = 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 chapter.)

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 *trans* 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 chapter).

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:

% Daily Value = Amount of nutrient per serving ÷ Daily value of nutrient X 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 X 100 = 7.2%
  Rounded to 8% as per the rounding rules in item 13 in Table 6-1 in this chapter.

- **For Vitamin C**: 70 / 60 X 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 X 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 X 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 X 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 X 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 chapter).

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 of 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

* Values from the Bureau of Nutritional Sciences, Health Products and Food Branch, Health Canada.
** The value for xylitol is subject to change.

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 α-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 [item10 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. See the following website: http://www.hc-sc.gc.ca/food-aliment/ns-sc/ne-en/nq-qn/e_dietary_fibre.html

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; and

- 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.

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"?
Acacia Gum Fibregum™ (Colloides Naturels International (CNI))	Acacia Gum (dried exudates from acacia trees (*Acacia senega*l and *Acacia seyal species*))	✓		Yes in confectionary (20-50%), grain based bars (4-20%), and at a rate of 1-6% in extruded products, bakery products, beverages, dairy products, and meal substitute	Yes	Yes	Yes
Apple pomace *Treetop* brand	Apple pomace powder		✓	Yes	No	No	No
Barley Beta-Glucan Concentrate, BBG Concentrate, Barley Balance (Parrhelm Foods)	Sieved barley meal	✓		Yes	Yes	Yes	Yes
Corn bran by traditional milling (less than/equal to 65% total fibre)	Corn bran	✓		Yes	Yes	Yes	No

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"?
Corn bran at greater than 65% total fibre GPC corn bran (Grain Processing Corporation)	Corn bran		✓	Yes	Yes in bakery products, snacks, cereal, and pastas. Maximum level permitted in high fibre cereal is 46.7%	No	No
Mustard bran	Mustard bran		✓	Yes but only In condimental amounts	No	No	No
Oat bran ≥ 13% total dietary fibre, ≥ 30% of fibre as soluble fibre, and ≤ 12% moisture	Oat bran	✓		Yes	Yes	No	No
Oat hulls - ground, bleached *Canadian Harvest® Oat Fiber 300-58* (Opta® Food Ingredients)	Oat hull fibre		✓	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
Oat Hull, (Grain Millers Inc.)	Oat hull fibre BCS-30		✓	Yes in bakery products, cereals, snacks and spice mixtures at levels ranging from 10-30%	Yes	No	No
Oat Hull - ground bleached Vitacel HF301CA (J. Rettenmaier USA LLP)	Oat hull fibre		✓	Yes in nutritional bars and bar-type meal replacement, bakery products and grain blends at levels ranging from 4.0-15%	Yes	Yes	Yes

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"?
Standard inulin from chicory root (obtained by hot water extraction, no organic solvents and/or enzymes used)	Chicory root inulin	✓		Yes	Yes but only if meeting the specifications indicated in note e	Yes	Yes
Inulin from Jerusalem artichoke tuber (Fructanex - NEX-XUS Distribution)	Inulin from Jerusalem artichoke tuber	✓		Yes	Yes	Yes	Yes
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		✓	Yes	Yes but only in bakery products and cereals *Centara and BPC may also be used in meat products where a filler/binder is permitted	No	No
Psyllium seed husk (meeting the specifications indicated in note f)	Ground psyllium fibre	✓		Yes	Yes	Yes	Yes
Rice bran *Fiberice* (Farmers Rice Cooperative)	Rice bran		✓	Yes	No	No	No
Soy cotyledon *Fibrim* *300, 1000, 1010, 1250, 1250, 1255, 1450*, and *2000* by Protein Technologies International	Ground soy cotyledon fibre		✓	Yes	Yes	No	No
Sugar beet fibre, *Fibrex* (Delta Fibre Foods) (> 0.125 mm)	Ground sugar beet fibre		✓	Yes	Yes but only in bakery products at less than or equal to 7%	No	No
Wheat bran, coarse (>0.75 mm)	Wheat bran	✓		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	✓		Yes	Yes	Yes	No
Wheat bran, fine (<0.5 mm)	Wheat bran		✓	Yes	No	No	No

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"?
Wheat, starch-reduced *Fibrotein* Mohawk Oil (mean PS= 0.6 mm)	Starch-reduced wheat		✓	Yes	Yes "as is" or in baked products such as bread, muffins, cookies and in low temperature extrusion breakfast cereals	No	No
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, beans	✓		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 http://www.hc-sc.gc.ca/food-aliment/ns-sc/ne-en/nq-qn/e_dietary_fibre.html

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.)

e) Specifications for standard inulin from chicory root (dwb): Appearance: white powder; Total fiber: 90% up to >98% (AOAC 997.08 or AOAC 999.03 method); Sugars: 5-11%; Max 2% if desugared; Degree of polymerization (DP) range: 2-60 (2-44 for late harvest); Average DP: 7-14; Molecules with DP < 10: 30-36%, up to 59% for late harvest; Molecules with DP < 20: 63-71% (up to 88% for late harvest); Molecules with DP = 20: 29-37% (min 12% for late harvest).

f) Psyllium seed husk manufacture: Mechanical process (if fumigated, it should be done in compliance with Division 15 FDR; Purity: ≥95%; Total fiber: ≥80%; Protein: ≤3%; Light extraneous matter: ≤4.5%; Heavy extraneous matter: ≤0.5%; Combined extraneous matter: ≤4.9%; Fiber analysis using method of Lee et al., 1995 (Determination of soluble and insoluble dietary fibre in psyllium-containing cereal products, J AOAC Int, 78(3), 724-729, 1995).
Recommended warning statements on label - For psyllium-containing products: "Psyllium may cause allergic reaction in some individuals"; For psyllium as fiber supplement: "Avoid inhalation"; For products containing psyllium carry-over: "May contain psyllium"; For products containing dry or incompletely hydrated psyllium husk, in *Directions for Use* section, indicate necessity to consume the product with enough fluid in oder to avoid throat obstruction.

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 (see www.aoac.org); 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). (AOAC 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 earlier in this chapter.)

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

% Protein = 8.4
Reasonable Daily Intake = 150 g (5 slices)
Protein in a Reasonable Daily Intake = 0.084 X 150 g = 12.6 g
PER = 1.0
Protein Rating = 12.6 X 1.0 = 12.6

Example – Calculating the Protein Rating of Whole Egg

% Protein = 12.8
Reasonable Daily Intake = 100 g (2 eggs)
Protein in a Reasonable Daily Intake = 0.128 X 100 g = 12.8
PER = 3.1
Protein Rating = 12.8 X 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 (see also tuna)	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

Food	Protein Efficiency Ratio (PER) [1,2]
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:

total vitamin A (RE) = µg of retinol + (µg of beta-carotene ÷ 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:

IU retinol ÷ 3.33 = RE
IU beta-carotene ÷ 10 = RE

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**
5.010015020e+59	1.53045608e+53	1.50300450601e+73

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****
1.530456076e+53	2.44681010102e+34	4.81015202525e+37

* 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 D_2) or cholecalciferol (vitamin D_3) = 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****
4.10e+21	0.10	2	2
	0.25	6	2
	0.50	10	6
	0.75	15	8
	1.00	20	10
	1.25	25	15
	1.50	30	15
	1.75	35	20
	2.00	40	20
	2.25	45	25
	2.50	50	25

* Rounding rules have been applied to these figures. The Recommended Daily Intake of vitamin D for persons 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 tocopherol[1]) or can be added as the synthetic form (*dl*-alpha-tocopherol or *all racemic* alpha-tocopherol[2]). 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 mg *d*-alpha-tocopherol = 1 mg Vitamin E
1 mg *dl*-alpha-tocopherol = 0.74 mg Vitamin E

Vitamin E was formerly expressed in International Units (IU). IUs 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. IUs are calculated on the basis of the following:

1 IU Vitamin E = 0.67 mg Vitamin E

The following table gives conversions of IU of vitamin E converted to mg, along with a calculation of the % of the Daily Value of vitamin E for adults and children.

1. *d*-alpha-tocopherol = *RRR* -α-tocopherol = natural vitamin E
2. *dl*-alpha-tocopherol = *all rac*-(racemic) α-tocopherol = synthetic vitamin E

Conversion Table for Vitamin E
Table 6-17

Conversion Table for Vitamin E			
IU	**mg**	**% Daily Value (DV) ≥ 2 years of age***	**% Daily Value (DV) < 2 years of age****
0.25	.17	2	6.10203540607e+37
0.5	.34	4	
1.0	.67	6	
1.5	1.0	10	
2.0	1.3	15	
2.5	1.7	15	
3.0	2.0	20	
3.5	2.3	25	
4.0	2.7	25	
4.5	3.0	30	
5.0	3.4	35	
5.5	3.7	35	
6.0	4.0	40	
6.5	4.4	45	
7.0	4.7	45	
7.5	5.0	50	

* 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:

NE = mg niacin and/or nicotinic acid + mg tryptophan ÷ 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% x 7.5 g protein = 0.082 g tryptophan = 82 mg
- Using the conversion formula above, divide mg of tryptophan by 60
  $\frac{82 \text{ mg}}{60 \text{ mg}} = 1.36 \text{ NE}$
- Add niacin equivalents from the niacin and the tryptophan
  4.26 NE + 1.36 NE = 5.62 NE
- Calculate the % of the Recommended Daily Intake of niacin (adults = 23 NE)
  $\frac{5.62 \text{ NE}}{23 \text{ NE}} \times 100\% = 24 \text{ \% RDI}$
- 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 % RDI = 25 % Daily Value (rounded)

6.10.8 Vitamin B_6

The amount of vitamin B_6 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 B_{12}

The amount of vitamin B_{12} 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 B_5, 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 following 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* :

www.inspection.gc.ca/english/fssa/labeti/nutricon/nutricone.shtml

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 7

Nutrient Content Claims

Chapter 7

Nutrient Content Claims

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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 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 5.13 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 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):

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)].

- 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”, “demineralized water”, etc.;
- 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.

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 Advertising	Accompanying information, quantitative declarations and other 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)].	**Unacceptable:** "100% deliciously fat-free" **Acceptable:** "delicious and 100% fat-free"
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)].	**Unacceptable:** "ultra low fat", "extra high protein", "super low energy", etc.
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)].	**Unacceptable:** "Brand Y olive oil is cholesterol free." "Brand X low fat carrots." "Like all carrots, Brand X carrots are low in fat." **Acceptable:** "Low in fat – all carrots are low in fat." "Carrots are low in fat."
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)].	**Unacceptable:** On an apple sauce label: "Low in fat" **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 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 cm^2 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 cm^2 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.

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 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"

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 8-5 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 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 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 for light energy claims and 7.16.1, Table 7-5 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 and 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 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 2 to this chapter 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.

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:

- 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 and in the Summary Tables.

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.

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.

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**
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 Guide Nutrition Facts table required on products otherwise exempted by FDR B.01.401(2)*(a)* and *(b)* When used in an advertisement, must comply with the requirements for advertisements - see 7.11of this Guide All other applicable requirements must be met.	B.01.401(3) *(e)*(ii) Table following B.01.513, item 1

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 *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 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 Guide Nutrition Facts table required on products otherwise exempted by FDR 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 1
b) Low in energy “low energy” "low in energy " "low source of energy" "little energy" "low Calorie" "low in Calories" "low source of Calories" "contains only (number) Calories per serving" "contains less than (number) Calories per (size) serving" "few Calories"	The food provides: (*a*) 40 Calories or 167 kilojoules or less per reference amount and serving of stated size and, in the case of a food other than a table-top sweetener, if the reference amount is 30 g or 30 mL or less, per 50 g; or (*b*) 120 Calories or 500 kilojoules or less per 100 g, if the food is a prepackaged meal.	See conditions set out for item a) of this table.	Table following B.01.513, item 2

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
c) Reduced in Energy “reduced in energy” "reduced energy" "energy-reduced" "less energy" "lower energy" "lower in energy" "reduced Calorie" "reduced in Calories" "Calorie-reduced" "less Calories" "lower Calories" "lower in Calories" "fewer Calories"	1) The food is processed, formulated, reformulated or otherwise modified so that it provides at least 25% less energy (*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 item b) above for "low in energy"	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 energy value with the similar reference food, 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.) See conditions set out for item a) of this table.	Table following B.01.513, item 3
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.) See conditions set out for item a) of this table.	Table following B.01.513, item 4
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

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
f) More Energy "more Calories" "contains more Calories" "higher Calories" "higher in Calories"	The food provides at least 25% more energy, totalling at least 100 more Calories or 420 more kilojoules (*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 (*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.	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 equal; and (*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. (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 6
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†*(see note at the end of this 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 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 with respect to the energy value only of a food	The food meets the conditions set out for one of the following 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)	Claim or statement is made in accordance with columns 1 and 3 for items a), b), c) or d) of this table.	B.01.507

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
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 d above)	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)

† 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 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 paragraph 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 paragraphs 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 Food**	Column 3 **Conditions Label or Advertisement**	**FDR Reference**
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 *FDR* 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, *Determination of Protein Rating*, October 15, 1981, (a) per reasonable daily intake (see Schedule K, FDR)*, 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

Column 1 **Claim**	Column 2 **Conditions Food**	Column 3 **Conditions Label or Advertisement**	**FDR Reference**
c) Excellent source of protein "excellent source of protein" "very high protein" "very high in protein" or "rich in protein" Note: Permitted on foods for children under two [B.01.503.(2)]	The food has a protein rating of 40 or more, as determined by official method FO-1, *Determination of Protein Rating*, October 15, 1981, (a) per reasonable daily intake (see Schedule K, FDR)*, 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 9
d) More protein "more protein" "higher protein" "higher in protein"	The food (*a*) has a protein rating of 20 or more, as determined by official method FO-1, *Determination of Protein Rating*, October 15, 1981, (i) per reasonable daily intake (see Schedule K, FDR)*, or (ii) per 30 g of breakfast cereal combined with 125 mL of milk, if the food is a breakfast cereal; (*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.	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 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. (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 10

*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, *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) 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 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" "contains only (number) g of fat per serving" "contains less than (number) g of fat per serving"	The food contains: (*a*) 3 g or less of fat 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 (*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.	See conditions set out for item a) of this table.	Table following B.01.513, item 12
c) Reduced in fat "reduced in fat" "reduced fat" "fat-reduced" "less fat" "lower fat" "lower in fat"	1) The food is processed, formulated, reformulated or otherwise modified so that it contains at least 25% less fat (*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 subject "low in fat" (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 fat 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 for item a) of this table.	Table following B.01.513, item 13

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
d) Lower in fat "lower in fat" "lower fat" "less fat"	1) The food contains at least 25% less fat (*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 fat" (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 fat 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 14
e) 100% fat free "100% fat-free" "100% free of fat"	The food (*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).	See conditions set out for item a) of this table.	Table following B.01.513, item 15
f) (Percentage) fat-free "(percentage) fat-free" "(percentage) free of fat"	The food meets the conditions set out in column 2 of the subject "low in fat" (item (b) of this table).	One of the following statements or claims is stated: "low fat" or "low in fat". See conditions set out for item a) of this table.	Table following B.01.513, item 16
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, FDR, 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, FDR, or added butter or ghee.	See conditions set out for item a) of this table.	Table following B.01.513, item 17

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
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 and advertising information.) See conditions set out for item a) of this table.	Table following B.01.513, item 45
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 *trans* 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 *trans* 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 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	1) The food contains 2 g or less of saturated fatty acids and *trans* fatty acids combined per (a) reference amount and serving of stated size; or (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 *trans* fatty acids.	See conditions set out for item a) of this table.	Table following B.01.513, item 19

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
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 *trans* 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 subject "low in saturated fatty acids" (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 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 for item a) of this table.	Table following B.01.513, item 20
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 *trans* 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 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 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 *trans* fatty acids "free of *trans* fatty acids" "*trans* fatty acids-free" "no *trans* fatty acids" "0 *trans* fatty acids" "zero *trans* fatty acids" "without *trans* fatty acids" **Note:** "*trans* fatty acids" may be substituted with "*trans* fat" or "*trans*" in the above claims "contains no *trans* fatty acids" "contains no *trans* fat"	The food (*a*) contains less than 0.2 g of *trans* 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 *trans* fatty acids "reduced in *trans* fatty acids" "reduced *trans* fatty acids" "*trans* fatty acids-reduced" **Note:** "*trans* fatty acids" may be substituted with "*trans* fat" or "*trans*" in the above claims "less *trans* fatty acids" "less *trans* fat" "lower *trans* fatty acids" "lower *trans* fat" "lower in *trans* fatty acids" "lower in *trans* fat" "fewer *trans* fatty acids"	1) The food is processed, formulated, reformulated or otherwise modified, without increasing the content of saturated fatty acids, so that it contains at least 25% less *trans* 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 subject "low in saturated fatty acids" (item (b) of Table 7-6 in this chapter).	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 *trans* 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 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 23

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
c) Lower in *trans* fatty acids "lower in *trans* fatty acids" "lower *trans* fatty acids" "less *trans* fatty acids" **Note:** "*trans* fatty acids" may be substituted with "*trans* fat" or "*trans*" in the above claims "fewer *trans* fatty acids"	1) The food contains at least 25% less *trans* fatty acids and the content of saturated 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 Table 7-6 in this chapter).	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 *trans* fatty acids compared to the reference food of the same food group, expressed by percentage or fraction or in grams per serving of stated size. (See 7.9 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 24

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**
a) Source of omega-3 polyunsaturated fatty acids "source of omega-3 polyunsaturated fatty acids" "contains omega-3 polyunsaturated fatty acids" "provides omega-3 polyunsaturated fatty acids" **Note:** "polyunsaturated fatty acids" may be substituted with "polyunsaturated fat" or "polyunsaturates" in the above claims	The food contains: (*a*) 0.3 g or more of omega-3 polyunsaturated fatty acids per reference amount and serving of stated size; or (*b*) 0.3 g or more of omega-3 polyunsaturated fatty acids per 100 g, 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 must include a declaration of omega-3 polyunsaturated fatty acids, omega-6 polyunsaturated fatty acids, and monounsaturated fatty acids 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.01.402 (3) and (4) [B.01.401(3)(*e)*(ii) Table following B.01.513, item 25
b) Source of omega-6 polyunsaturated 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	The food contains: (*a*) 2 g or more of 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.	See conditions set out for item a) of this table.	Table following B.01.513, item 26

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" "zero cholesterol" "without cholesterol" "contains no cholesterol"	The food (*a*) contains less than 2 mg of cholesterol (i) per reference amount and serving of stated size, or (ii) per 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 Guide).	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 27
b) Low in cholesterol "low in cholesterol" "low cholesterol" "low source of cholesterol" "little cholesterol" "contains only (number) mg of cholesterol per serving" "contains less than (number) mg of cholesterol per serving"	The food (*a*) contains 20 mg or less of cholesterol per (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 (ii) per 100 g, 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 Guide).	See conditions set out for item a) of this table.	Table following B.01.513, item 28

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
c) Reduced in Cholesterol "reduced in cholesterol" "reduced cholesterol" "cholesterol-reduced" "less cholesterol" "lower cholesterol" "lower in cholesterol"	1) The food is processed, formulated, reformulated or otherwise modified so that it contains at least 25% less cholesterol (*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 subject "low in cholesterol" (item (b) of this table). 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).	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 cholesterol 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 29
d) Lower in Cholesterol "lower in cholesterol" "lower cholesterol" "less cholesterol"	1) The food contains at least 25% less cholesterol (*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 cholesterol" (item (b) of this table). 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 Guide).	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 cholesterol with the reference food of the same food group, 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 30

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 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 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 Chapter 6.

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
a) Free of sodium or salt "free of sodium" "sodium-free" "no sodium" "0 sodium" "zero sodium" "without sodium" "contains no sodium" "free of salt" "salt-free" "no salt" "0 salt" "zero salt" "without salt" "contains no salt"	The food contains: a) less than 5 mg of sodium per reference amount and serving of stated size; or b) less than 5 mg of sodium or salt 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 *FDR* 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 31
b) Low in sodium or salt "low in sodium" "low sodium" "low source of sodium" "little sodium" "contains only (number) mg of sodium per serving" "contains less than (number) mg of sodium per serving" "low salt" "low in salt" "low source of salt" "little salt" "contains only (number) mg of salt per serving" "contains less than (number) mg of salt per serving"	The food contains: 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 b) 140 mg or less of sodium per 100 g, if the food is a prepackaged meal.	See conditions set out for item a) of this table.	Table following B.01.513, item 32

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
c) Reduced in sodium or salt "reduced in sodium" "reduced sodium" "sodium-reduced" "less sodium" "lower in sodium" "reduced in salt" "reduced salt" "salt-reduced" "less salt" "lower salt" "lower in salt"	1) The food is processed, formulated, reformulated or otherwise modified so that it contains at least 25% less sodium a) per reference amount of the food, than the reference amount of a similar reference food; or b) per 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 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.) Nutrition Facts table must also include the amount of potassium per serving if the food contains added potassium salts. See conditions set out for item a) of this table.	Table following B.01.513, item 33
d) Lower in sodium or salt "lower in sodium" "less sodium" "lower sodium" "lower in salt" "less salt" "lower salt"	1) The food contains at least 25% less sodium 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 sodium or salt" set out in 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 sodium content with the reference food of the same food group, 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.) Nutrition Facts table must also include the amount of potassium per serving if the food contains added potassium salts. See conditions set out for item a) of this table.	Table following B.01.513, item 34

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
e) No added sodium or salt "no added sodium" "without added sodium" "no sodium added" "no added salt" "without added salt" "no salt added" "unsalted" May be used on foods intended solely for children less than two years of age [FDR B.01.503(2)(d)]	1) The food contains no added salt, other sodium salts or ingredients that contain sodium that functionally substitute for added salt. 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 and contains added salt or other sodium salts. For the definition of similar reference food see 7.9.2 of this Guide.	Nutrition Facts table must also include the amount of potassium per serving if the food contains added potassium salts. See conditions set out for item a) of this table.	Table following B.01.513, item 35 B.01.500
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 use in a sodium-restricted diet"	The food meets the conditions set out for 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).	Claim or statement is made in accordance 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.	B.01.508, table following B.01.513, items 31 to 34

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
h) Words to the effect that the food is "for special dietary use" with respect to the sodium (salt) content	The food meets the conditions 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 per serving. Nutrition Facts table required on products otherwise exempted by B.01.401(2)*(a)* and *(b)*	B.01.402 (4) B.01.401(3) (*e)*(i)
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 Chapter 5 in this Guide: 5.4.1, 5.4.2 and 5.4.3.) 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 sugars “free of sugar” “sugar-free” “no sugar” “0 sugar” “zero sugar” “without sugar” “contains no sugar” “sugarless”	The food (a) contains less than 0.5 g of sugars per reference amount and serving of stated size; and (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.	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 37
b) Reduced in sugars “reduced in sugar” "reduced sugar" "sugar-reduced" "less sugar" "lower sugar" "lower in sugar”	The food is processed, formulated, reformulated or otherwise **modified so that it contains** at least 25% less sugars, totalling at least 5 g less (*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.	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 sugars with the similar reference food, expressed by percentage or fraction or in grams per serving of stated size. (See 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 38

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
c) Lower in sugars "lower in sugar" "lower sugar" "less sugar"	The food contains at least 25% less sugars, totalling at least 5 g less, (*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.	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 sugars with the reference food of the same food group, expressed by percentage or fraction or in grams per serving of stated size. (See 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 39
d) No added sugars "no added sugar" "no sugar added" "without added sugar" May be used on foods intended solely for children less than two years of age [B.01.503.(2)(e) FDR]	1) The food contains no added sugars and no ingredients containing added sugars or ingredients that contain sugars that functionally substitute for added sugars. 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. 3) The similar reference food contains added sugars.	See conditions set out for item a) of this table.	Table following B.01.513, item 40
e) "unsweetened"	1) The food meets the conditions set out in column 2 for item d) of this table - "No added sugars". 2) The food does not contain a sweetener set out in column 1 of Table IX to B.16.100 FDR.	See conditions set out for item a) of this table.	B.01.509
f) Representation that the food is for use in an energy-reduced diet Conditions for use with energy claims, see table 7-3 of this Guide.	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

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
g) Representation that a food is "for special dietary use" with respect to the sugar content Conditions for use with energy and sodium claims, see Table 7-3 and 7-10 of this Guide.	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.	Reserved for foods for special dietary use as regulated by B.24.003 The food meets the conditions for the claim "Free of sugars" (see 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(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 years of age) Nutrition Facts table must include the amount of starch expressed in grams per serving of stated size When used in an advertisement, must comply with the requirements for advertisements – see 7.11 of this Guide	B.01.403 B.01.402(4) table, item 13
j) Words that characterize the amount of lactose present in a food	This is not a claim covered by the Regulations. Note: a food claiming to be lactose-free should contain no detectable lactose.	Nutrition Facts table required on products otherwise exempted by B.01.401(2)(a) and (b).	B.01.401(3) (e)(ii)
k) "sweetened", or other claims characterizing the addition of sugars to the food i.e., "Sweetened", "sweetened with honey", "sweetened with fruit juice", etc.	No compositional requirements		

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" "made with 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 2 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.	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 41
b) High source of fibre "high source of fibre" "high fibre" "high 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 4 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 42
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

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions Label or Advertisement**	**FDR Reference**
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 fibre or fibre source is identified in the statement or claim (*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 (*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. 2) The food contains at least: (*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 (*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 is a prepackaged meal.	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 equal; and (*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. (See 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 44

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.

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.

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.

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 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**
a) any vitamin or mineral nutrient claim Examples: "contains" "source of" "contains 8 essential nutrients"	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. The food provides ≥ 5% of RDI 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.	Nutrition Facts table must include a declaration of the % Daily Value of the claimed vitamin or mineral nutrient per serving of stated size. 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	D.01.004 D.02.002 B.01.402 (4) B.01.401(3)*(e)*(ii)
b) "good source of" "high in"	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. The food provides ≥15% of RDI, except ≥30% of RDI for vitamin C 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.	See conditions set out for item a) above.	B.01.401(3)*(e)*(ii)
c) "excellent source of" "very high in" "rich in"	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. The food provides ≥25% of RDI, except ≥50% of RDI for vitamin C 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.	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)

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**	**FDR Reference**
d) "added vitamins" "fortified/enriched with (naming the vitamin or mineral nutrient)" "vitaminized with (naming the vitamin)"	Permitted additions of vitamins and mineral nutrients are listed in D.03.002 (see Annex 7-1). Minimum and maximum amounts to be added are regulated. 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	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)
e) "(%, fraction or (named vitamin or mineral nutrient) than (naming reference food)" "higher in (named vitamin and/or mineral nutrients) than ..."	Compared to the reference food, the product must be: a) ≥ 25% increased in the claimed vitamin or mineral nutrient; **and** b) have a significant absolute difference in the vitamin or mineral nutrient content of ≥ 10% of the Recommended Daily Intake of the vitamin or mineral nutrient. 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.	(The %, fraction or number) more vitamin or mineral nutrient than (naming the reference food) to be either: a) part of, or grouped with, the most prominent claim that the food is higher in a vitamin or mineral nutrient; **or** b) clearly linked to this statement: i) on the principal display panel when the claim is made on the label; **and/or** ii) in the advertisement when the claim is made in the advertisement. Nutrition Facts table must include a declaration of the % Daily Value of the claimed vitamin or mineral per serving. Nutrition Facts table required on products otherwise exempted by FDR 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	D.01.004(1)*(c)* D.02.002(1)(*c)* B.01.402 (4) B.01.401(3)(*e)*(ii)

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**" (≥ 5% RDI)	"**a good source of**" "**high in**" (≥ 15% RDI except ≥ 30% RDI for vitamin C)	"**excellent source**" "**very high in**" (≥ 25% RDI except ≥ 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	50 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**" (≥ 5% RDI)	"**a good source of**" "**high in**" (≥ 15% RDI except ≥ 30%RDI for vitamin C)	"**excellent source**" "**very high in**" (≥ 25% RDI except ≥ 50% RDI for vitamin C)
VITAMINS				
vitamin A	400 RE	20 RE	60 RE	100 RE
vitamin D	10 µg	0.5 µg	1.5 µg	2.5 µg
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 µg	3.3 µg	9.8 µg	16.3 µg
vitamin B_{12}	0.3 µg	0.02 µg	0.05 µg	0.08 µg
pantothenic acid or pantothenate	2 mg	0.1 mg	0.3 mg	0.5 mg
vitamin K	30 µg	1.5 µg	4.5 µg	7.5 µg
biotin	8 µg	0.4 µg	1.2 µg	2.0 µg
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

[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 Section 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 Section 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)

COLUMN 1 **Food**	COLUMN 2 **Vitamin, Mineral Nutrient or Amino Acid**	**FDR Reference**
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) **Also** - other nutritional substances at the same levels found in human milk (for infant formula)	B.25.052 B.25.054 B.24.101 B.24.102
6.1 Food represented for use in a very low-energy diet	***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, chromium, copper, iodine, iron, magnesium, manganese, molybdenum, phosphorus, potassium, selenium, sodium, zinc	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	***Mandatory:*** Thiamine, riboflavin, niacin, pyridoxine, *d*-pantothenic acid, folic acid, vitamin B_{12}, iron, magnesium, potassium, zinc, copper **Amino Acids** - Histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, valine	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	***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 **Minerals** -- calcium, chloride, chromium, copper, iodine, iron, magnesium, manganese, molybdenum, phosphorus, potassium, selenium, sodium, zinc	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

COLUMN 1 **Food**	COLUMN 2 **Vitamin, Mineral Nutrient or Amino Acid**	**FDR Reference**
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 Section 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, *d*-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, *d*-pantothenic acid, folic acid, vitamin B_{12}, alpha-tocopherol, calcium, iron, zinc, potassium	B.22.032 D.01.011
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)

COLUMN 1 **Food**	COLUMN 2 **Vitamin, Mineral Nutrient or Amino Acid**	**FDR Reference**
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 subsection 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 B6, folacin, vitamin B12, pantothenic acid, calcium, phosphorus, magnesium, potassium, iron, zinc	B.22.038

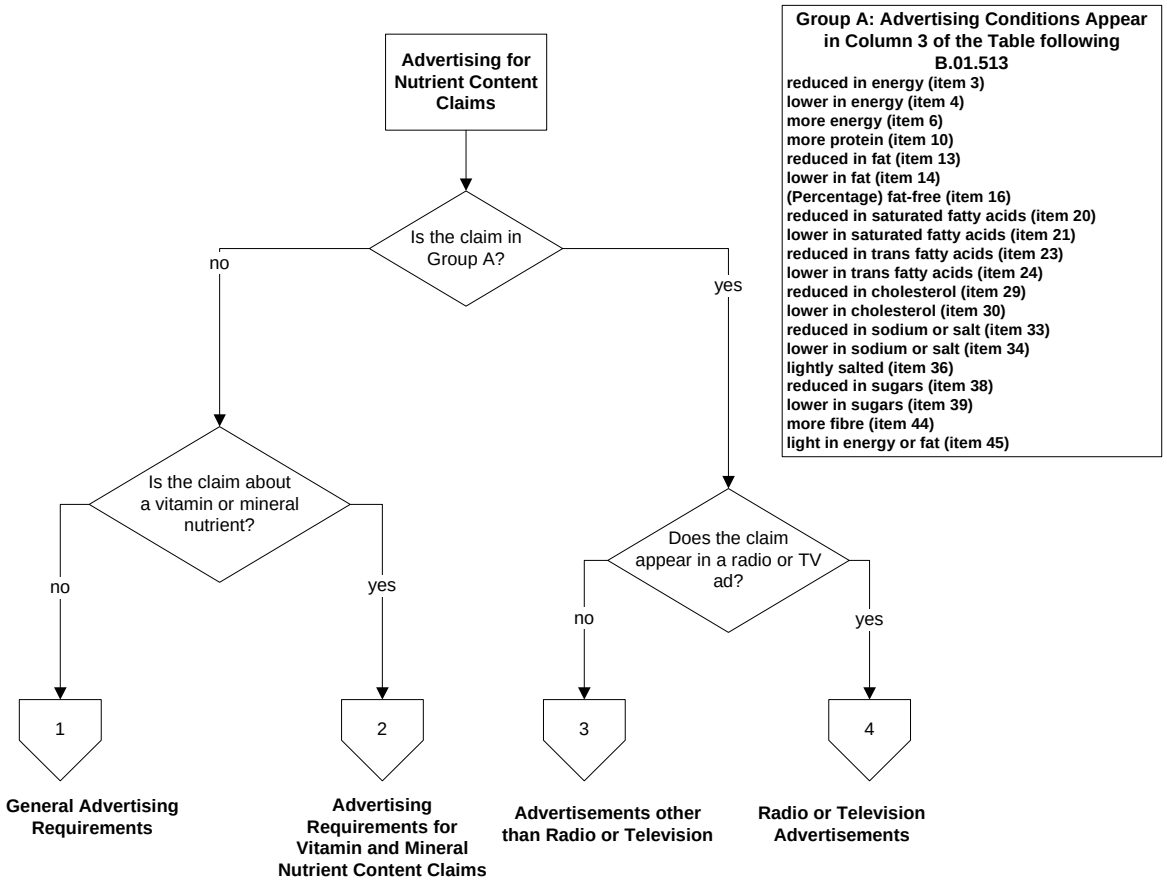
In addition, **Interim Marketing Authorizations** (IMA) have been issued by Health Canada to permit the addition of vitamins and minerals to certain foods, as summarized below. The IMA process [B.01.056] bridges the time between the completion of the scientific evaluation supporting certain amendments (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 Canada Gazette, Part I**
1. Beverages derived from legumes, nuts, cereal grains or potatoes to which a vitamin or mineral nutrient has been added	***Mandatory***: Vitamin A, vitamin D, vitamin B_{12}, riboflavin, calcium, zinc ***Voluntary***: Vitamin B_6, vitamin C, thiamine, niacin, folic acid, pantothenic acid, phosphorus, potassium, magnesium	29-11-1997
2. Corn meal	***Voluntary:*** Thiamine, riboflavin, niacin, folic acid, iron, calcium	25-04-1998
"Enriched" corn meal	***Mandatory:*** Thiamine, riboflavin, niacin, folic acid, iron ***Voluntary***: Calcium	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 subsections B.08.029 (1) and (2) at the prescribed levels)	25-04-1998

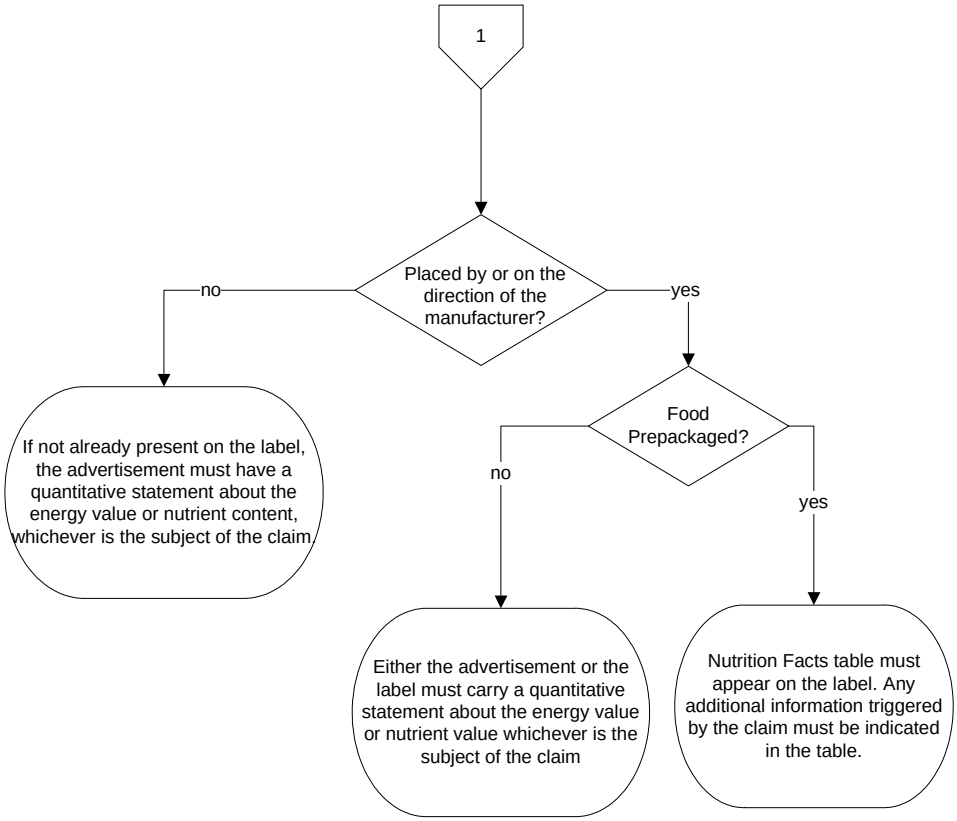
Annex 7-2

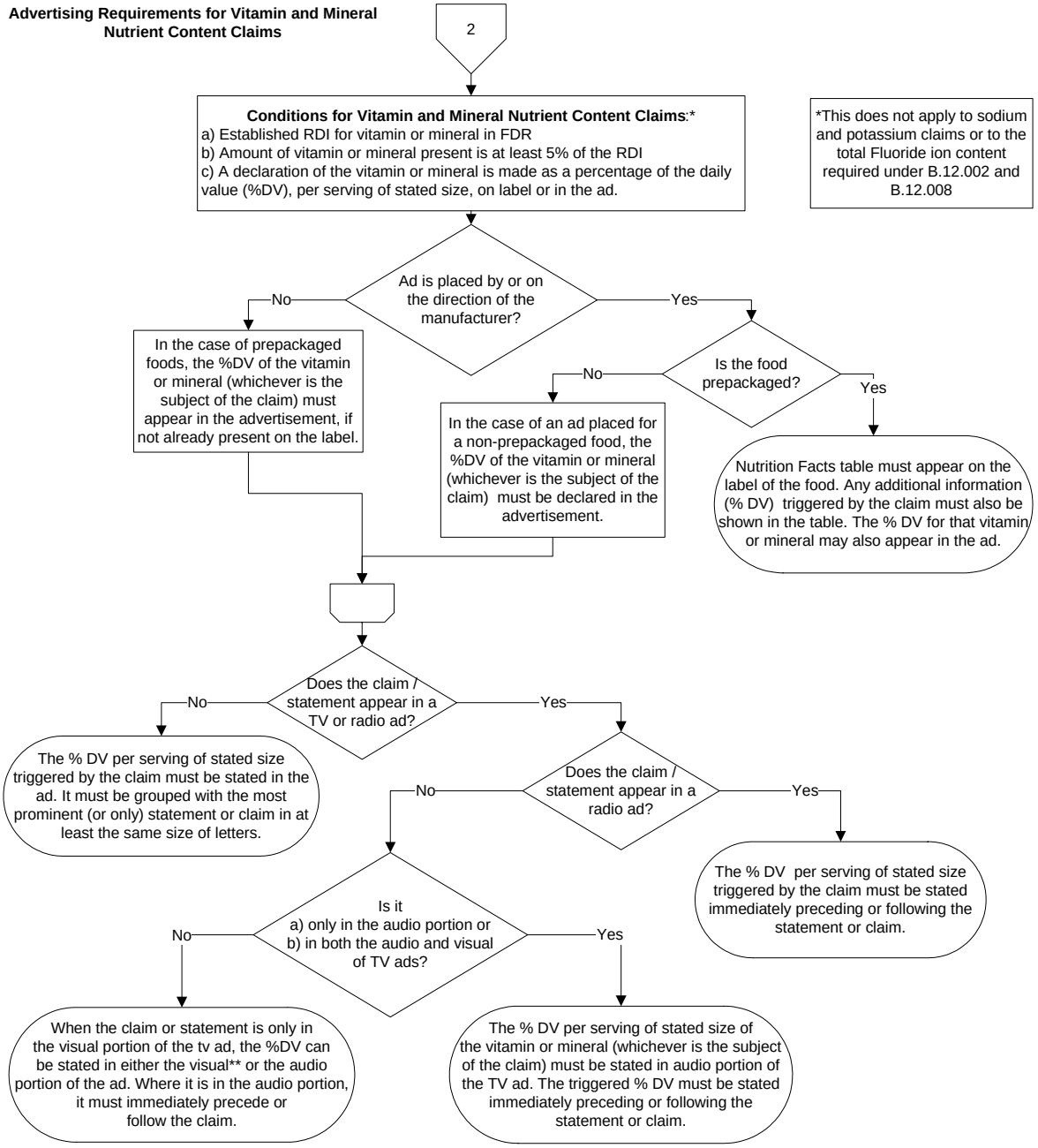
Decision Tree for Advertising Requirements

Nutrient Content Claims



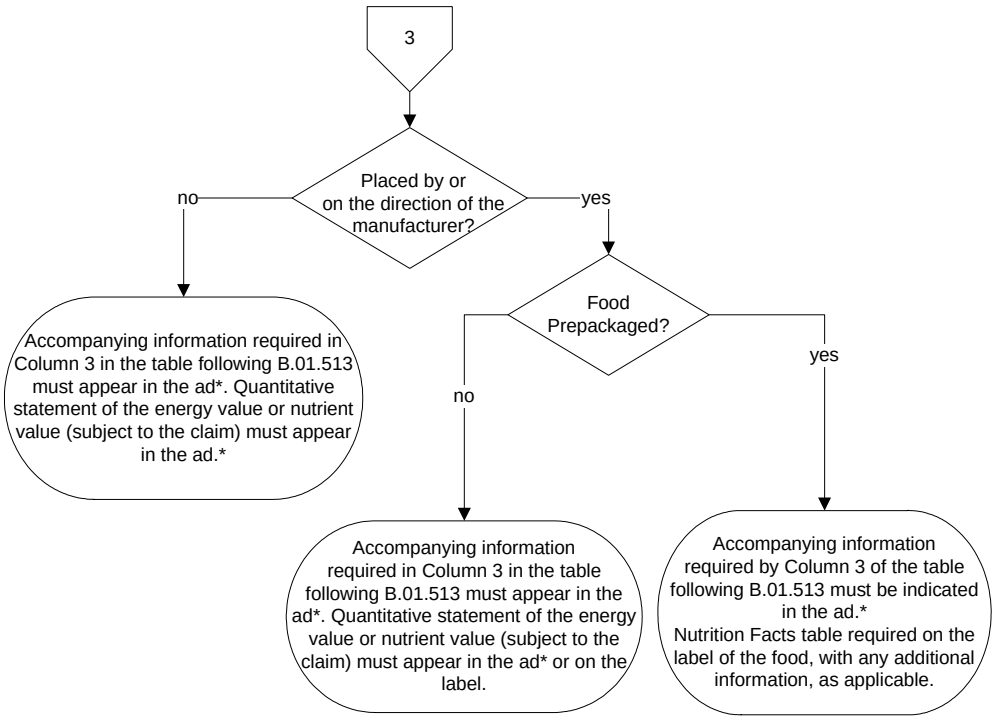
General Advertising Requirements





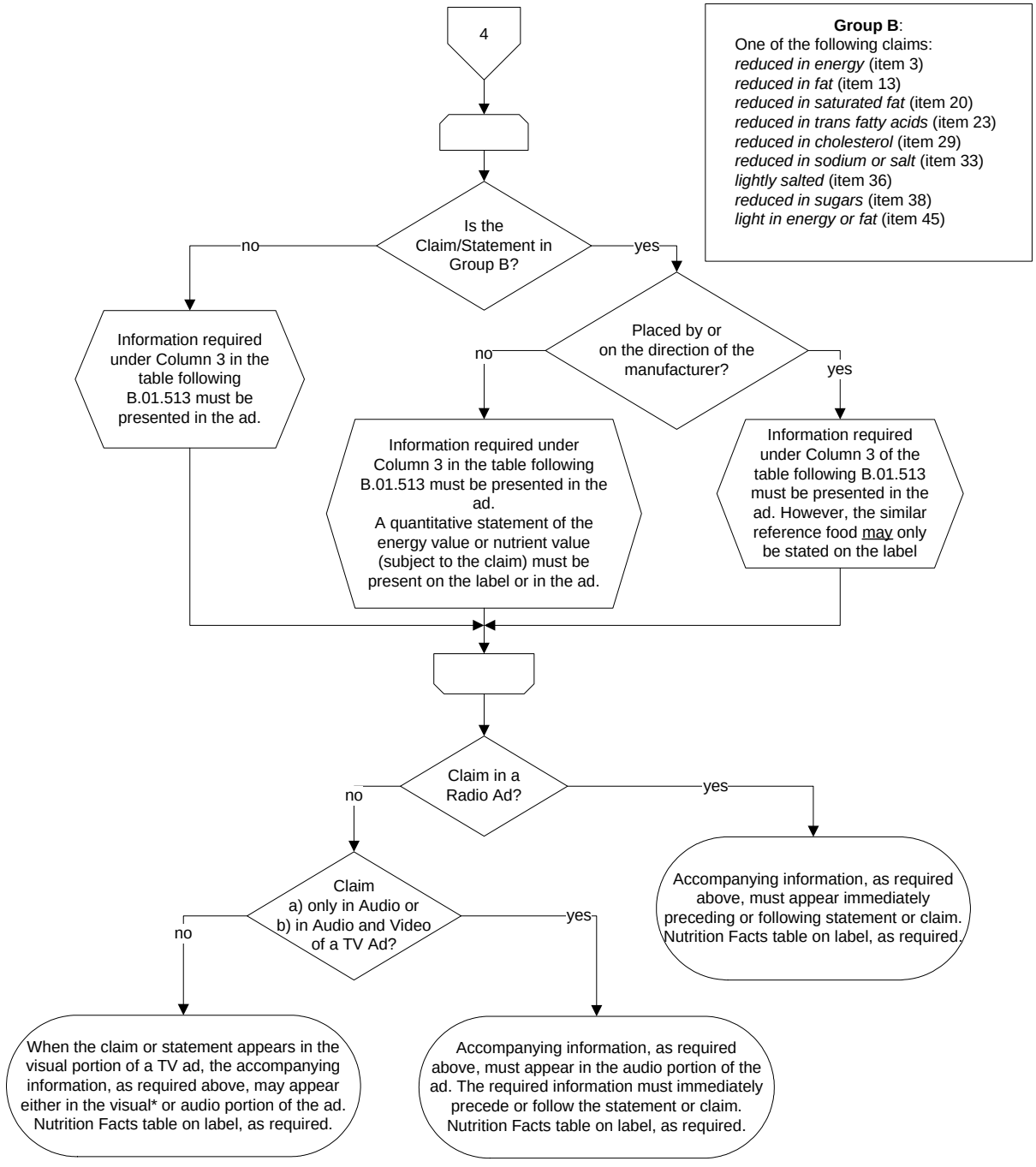
**Where the % Daily Value is communicated in the visual mode of a TV ad, it must appear concurrently and for the same amount of time as the statement or claim; and
it must be adjacent to, without any intervening printed, written or graphic material, the statement or claim, if it is made only once, or 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



*Information must be presented adjacent to, without any intervening printed, written or graphic material, the statement or claim, if it is made only once, or the most prominent statement or claim. It must be shown in letters of at least the same size and prominence as those of the statement or claim, if it is made only once, or the most prominent statement or claim, if it made more than once.

Radio or Television Advertisements



*Where accompanying information 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.

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 8

Health Claims

Chapter 8

Health Claims

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Cross-References and Abbreviations in this Chapter

Cross-References

This chapter routinely refers to specific sections in the *Food and Drugs Act* and the *Food and Drug Regulations*. The references allow the reader to locate specific requirements within the *Food and Drugs Act* and the *Food and Drug Regulations*.

- Sections of the *Food and Drugs Act* are referenced in this Guide in one of the following manners: Section 2 of the Act; Section 2, FDA; subsection 5.(1) of the *Food and Drugs Act*; or subsection 5.(1) of the Act.
- The *Food and Drug Regulations* are numbered and are identified in this Guide in one of the following manners: section B.01.603, B.01.603 or [B.01.603].

Abbreviations

Acceptable Macronutrient Distribution Ranges	AMDR
Adequate Intake	AI
Canadian Food Inspection Agency	CFIA
Colony Forming Units	cfu
Daily Value	DV
Docosahexaenoic acid	DHA
Food and Drugs Act	FDA, Act
Food and Drug Regulations	FDR, Regulations
Guide to Food Labelling and Advertising	Guide
Natural Health Products	NHP
Natural Health Products Regulations	NHPR
Nutrition Facts table	NFT
Percent Daily Value	% DV
Reasonable Daily Intake (Part D, FDR; Schedule K)	RDI
Recommended Dietary Allowance	RDA

Chapter 8

Health Claims

8.1 Introduction

A health claim is any representation in labelling or advertising that states, suggests, or implies that a relationship exists between consumption of a food, or an ingredient in the food, and health. Health claims may be stated explicitly with words, or implied through symbols, graphics, logos or other means such as a name, trade mark or seal of approval. While the term 'health claim' is not formally defined in food regulations in Canada, health claims have been classed into three main categories: disease risk reduction and therapeutic claims; function claims; and general health claims.

Most disease risk reduction and therapeutic claims are drug claims. A drug claim is a claim that suggests that the product has the properties of a drug (e.g., the treatment, mitigation or prevention of a disease, disorder or abnormal physical state or its symptoms) or that the product has an effect on the body that is beyond that which is normally associated with a food (e.g., restoring, correcting or modifying organic functions in the body). Disease risk reduction claims and therapeutic claims are allowed on food only where specifically permitted by the *Food and Drug Regulations* (FDR; the Regulations). **Disease risk reduction claims** are generally statements that link a food or a constituent of a food to reducing the risk of developing a diet-related disease or condition (e.g. osteoporosis, cancer, hypertension) in the context of the total diet. The composition of a food that carries the claim must contribute to a dietary pattern associated with the claimed benefit. One example of such a claim is "*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.*" Currently, there are several disease risk reduction claims permitted on food in Canada; these are discussed in 8.4 of this Guide. **Therapeutic claims**, on the other hand, are claims about treatment or mitigation of a disease or health-related condition, or about restoring, correcting or modifying body functions. At present, no therapeutic claims have been approved for food in Canada.

Broadly defined, **function claims** are claims about the specific beneficial effects that the consumption of a food or a constituent of a food (i.e. nutrient or other component) has on **normal** functions or biological activities of the body. Such claims relate to a positive contribution to health and to the maintenance of a physiological function or to physical or mental performance (see 8.5 of this Guide). Examples of function claims include "*Consumption of green tea helps to protect blood lipids from oxidation*" and "*1/4 cup of Product X contains 7 grams of coarse wheat bran, which promotes regularity*". Claims of this type must be clearly distinguishable from claims about disease risk reduction or therapeutic effects. **Nutrient function claims**, formerly known as biological role claims, are a subset of function claims that describe the well-established roles of energy or known nutrients that are generally **essential** for the maintenance of good health or for normal growth and development (see 8.6 of this Guide). An example of a nutrient function claim is "*Vitamin A aids in the development and maintenance of night vision*."

General health claims are broad claims that promote health through healthy eating or that provide dietary guidance. These claims do not refer to a specific or general health effect, disease, or health condition. In this Guide, 8.8 and 8.11-8.15 provide information on specific aspects of health claims as they relate to vitamin and mineral nutrients (8.8), body weight (8.11), the use of educational material (8.12), third-party endorsements and logos (8.13), heart symbols (8.14), and guidance for healthy eating (8.15).

Compatibility with International Policy

Codex Alimentarius, an international standard-setting body to which Canada is a signatory, has guidelines that set out categories of health claims and conditions for their use (*Guidelines for Use of Nutrition and Health Claims*, CAC/GL 23-1997, Rev. 1-2004 http://www.codexalimentarius.net/download/standards/351/CXG_023e_u.pdf).While there are some differences in the nomenclature and organization of the health claims categories, Canada allows for disease risk reduction claims, nutrient function claims, and function claims for other food substances, consistent with the categories in the Guidelines. Canada also allows the use of claims related to nutrition recommendations. More information on all of these types of claims is provided in this chapter of this Guide.

8.2 General Principles for Health Claims

8.2.1 Avoiding Misleading Claims

All health claims are subject to subsection 5.(1) of the *Food and Drugs Act* (FDA; the Act), which states:

> "No person shall label, package, treat, process, sell or advertise any food in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character, value, quantity, composition, merit or safety."

The following principles will promote the use of health claims that are less likely to be misleading or misunderstood:

- The claim is meaningful. For example, claims that are too vague in nature may be misleading and may not provide clear and meaningful information to the consumer.
- The health claim is based on science and supported by adequate scientific evidence.
- It should be feasible to consume the effective amount of the food or the food constituent that is the subject of the claim in the context of a healthy, balanced diet.
- When a claim is made about disease risk reduction, the food carrying the claim should contribute to a dietary pattern associated with the claimed benefit.
- When a function claim is made about the benefit of a nutrient, the food carrying the claim should be at least a dietary "source" of the nutrient.
- Some food constituents do not have established recommended nutrient intakes (RNI's) and therefore source levels of these substances have not been set. Where these are the subject of a health claim the amount of the food constituent in a serving of stated size of the food should be shown in conjunction with the claim. The amount of the food constituent required to achieve the claimed effect or benefit should also be shown.

Applying these principles and conditions increases the likelihood of developing a claim that is truthful and not misleading under subsection 5.(1) of the Act.

Disease risk reduction claims and nutrient function claims are also governed by specific provisions under Part B and Part D of the *Food and Drug Regulations*. These requirements will be discussed in further detail later in this chapter in the sections dealing with these classes of claims.

Wording of Claims

Care must be given to ensure that the meanings of claims are clear and that consumers are not misled. The context in which a word or phrase is used may have a profound effect upon the message conveyed. For example, the words "soothe" and "relax" may be used to express the comforting qualities of a food (e.g. "a soothing hot drink for those cold days" and "relax with a cup of Earl Grey tea"). However, the same words used in a different context could suggest a health effect or benefit (e.g. "a soothing tea for a good night's sleep" or "helps to relax stiff muscles"). These latter claims would be considered health claims and would be subject to the requirements for health claims set out in this chapter.

Trade Marks, Brand Names, Logos, Slogans

Trade marks, brand names, logos and slogans are subject to subsection 5.(1) of the *Food and Drugs Act*, and must not be false, misleading or deceptive. Any trade mark, brand name, logo or slogan that suggests or implies a health benefit by any means, including through nuance, double meanings, or implied meanings, is generally considered a health claim.

8.2.2 Industry's Responsibility for Health Claims That Are Truthful and Not Misleading

- It is the responsibility of all food manufacturers and importers to ensure that their products comply with Canadian legislation.
- New disease risk reduction claims and therapeutic claims require an amendment to the *Food and Drug Regulations* to permit their use on food. Pre-market assessment of new claims of this type by the Food Directorate of Health Canada is mandatory.
- Health claims are subject to subsection 5.(1) of the *Food and Drugs Act* and should be scientifically validated. For health claims that have not been approved or considered acceptable by Health Canada (e.g., claims not listed in this Guide), companies should have acceptable scientific evidence to validate the claim prior to their use.
- The CFIA may request a company to provide scientific evidence in support of a health claim. This information will be used by the CFIA to verify compliance with the *Food and Drugs Act and Regulations*.

The regulation of health claims varies depending upon the type of health claim being made. In some cases a pre-market assessment of the health claim and the scientific evidence in support of the claim by the Food Directorate of Health Canada is mandatory, while in other cases it is voluntary but encouraged.

Disease risk reduction claims and therapeutic claims require an amendment to the *Food and Drug Regulations* to permit their use on food. Consequently, pre-market assessment of new claims of this type by the Food Directorate is mandatory. In the case of function claims, companies are encouraged to consult with the Food Directorate for guidance on the requirements to comply with subsection 5.(1) of the *Food and Drugs Act* that would pertain to specific claims that companies plan to use on their food products.

It is the responsibility of the industry to ensure that the composition, labelling and advertising of their products comply with Canadian legislation. As stated earlier, all health claims are subject to subsection 5.(1) of the *Food and Drugs Act*, which prohibits the labelling or advertising of a food in a manner that is

false, misleading or deceptive. In order for a health claim to be considered not misleading there must be scientific evidence that substantiates the claimed health effect. Consequently, in order to make a health claim, other than a claim set out in the *Food and Drug Regulations* or a claim set out in this Guide, it is expected that companies should have scientific evidence that validates the health claim prior to its use. This evidence may be requested by the CFIA while carrying out its inspection and compliance activities to evaluate compliance with the Act and Regulations. In these cases, the evaluation of the scientific data will be carried out in collaboration with Health Canada. See 8.5.4 and 8.6.5 of this Guide regarding the acceptability of new function claims and new nutrient function claims, respectively.

Companies should also consult the *Guidance Document for Preparing a Submission for Food Health Claims* (Health Canada, 2009)
http://www.hc-sc.gc.ca/fn-an/legislation/guide-ld/health-claims_guidance-orientation_allegations-sante-eng.php

This document provides guidance for identifying the available scientific evidence and determining the validity of claims. It also provides guidance on how to prepare a submission for review by the Food Directorate of Health Canada for all new claims, other than for nutrient function claims (formerly known as biological role claims). For guidance on submissions for new nutrient function claims, see 8.6.5 of this Guide.

Questions about the substantiation of health claims may be directed to the following mailing address or email address.

Nutrition Labelling and Claims Section, Nutrition Evaluation Division
Food Directorate, Health Products and Food Branch
Health Canada
251 Sir Frederick Banting Driveway
Postal Locator: 2202E
Ottawa, Ontario K1A 0K9

E-mail: healthclaims-allegationssante@hc-sc.gc.ca

As new claims are reviewed and accepted, they will be included in future updates of this Guide.

8.3 Food, Drugs, Natural Health Products and Claims

Definitions

In order to understand how health claims are regulated in Canada, one must first examine the definitions for a food, drug and natural health product.

The terms "food" and "drug" are both defined in the *Food and Drugs Act*. Natural health products (NHP), which are a subset of drugs, are defined and regulated under the *Natural Health Products Regulations* (NHPR). These definitions are central to determining the correct classification of a product (i.e. food, drug or NHP) and whether a specific claim is appropriate for a product.

> **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." (Section 2, FDA)

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." (Section 2, FDA)

Natural health product (NHP) means a substance set out in Schedule 1 [NHPR; see Annex 8-1] or a combination of substances in which all the medicinal ingredients are substances set out in Schedule 1, a homeopathic medicine or a traditional medicine, that is manufactured, sold or represented for use in

(a) the diagnosis, treatment, mitigation or prevention of a disease, disorder or abnormal physical state or its symptoms in humans;
(b) restoring or correcting organic functions in humans; or
(c) modifying organic functions in humans, such as modifying those functions in a manner that maintains or promotes health.

However, a natural health product does not include a substance set out in Schedule 2 [NHPR; see Annex 8-1], any combination of substances that includes a substance set out in Schedule 2 or a homeopathic medicine or traditional medicine that is or includes a substance set out in Schedule 2." (Section 1, NHPR)

Drug Claims

A claim that suggests that a food has an effect on the body that is beyond that which is normally attributed to a food is considered to be a claim reserved for a drug. This includes claims that a food may be used in the diagnosis, treatment, or prevention of a disease, disorder, abnormal physical state or its symptoms, or that a food may be used to restore, correct or modify an organic function. It is inappropriate for a food to carry a drug claim unless the claim is specifically permitted by the *Food and Drug Regulations*. However, it should also be noted that function claims about the specific effects that the consumption of a food or food constituent has on the **normal** functions or biological activities of the body **are not** considered drug claims. (See 8.5 and 8.6 of this Guide for information on function claims and nutrient function claims, respectively.)

Some examples of non-permitted drug claims on foods include:

- "lowers blood triglyceride levels"
- "regulates blood sugar levels"
- "is formulated to have the lowest potential for stomach upset and gas"
- "is a rehabilitative supplement"
- "balances hormone levels"
- "soothes bladder infections"
- "improves memory"

Due to the broad definition for a NHP there is an overlap between the two regulatory frameworks. Examples of products found in the overlap may include beverages and bars that carry health claims and certain substances listed in Schedule 1 of the NHPR (eg. vitamins, minerals and herbs). To clarify the criteria used to determine if a product is subject to the *Food and Drug Regulations* or *Natural Health Product Regulations*, Health Canada published principles and considerations in a guidance document entitled *Classification of Products at the Food-Natural Health Product Interface: Products in Food Formats* http://www.hc-sc.gc.ca/dhp-mps/prodnatur/legislation/docs/food-nhp-aliments-psn-guide-eng.php for determination of its status as either a food or an NHP. Products that are determined to be foods are expected to comply with all applicable food regulations and policies. It is the responsibility of manufacturers or importers to ensure that their products meet all Canadian food legislation.

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 8-2 of this Guide for a list of Schedule A diseases.)

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. Cancer is an example of a Schedule A disease. Claims about such health conditions are prohibited on food products advertised to the general public unless the claim is specifically permitted by the *Food and Drug Regulations*.

Drug Claims That Are Permitted on Food

Certain disease risk reduction claims (see 8.4 of this Guide) are permitted on food. This has been made possible through specific regulatory exemptions in the *Food and Drug Regulations* that permit a closed list of drug-like claims on food. There are currently no therapeutic claims permitted on foods.

To enable additional or new drug-like claims for a food product, an amendment to the *Food and Drug Regulations* is required. Manufacturers or importers wanting to make such health claims on food must make a pre-market submission using the *Guidance Document for Preparing a Submission for Food Health Claims* (Health Canada, 2009 http://www.hc-sc.gc.ca/fn-an/legislation/guide-ld/health-claims_guidance-orientation_allegations-sante-eng.php) to the Food Directorate of Health Canada requesting a regulatory change to allow the claim (see 8.2.2 of this Guide for contact information).

8.4 **Disease Risk Reduction Claims** (formerly called Diet-Related Health Claims)

Objectives of Disease Risk Reduction Claims

The provisions for disease risk reduction claims are designed to help consumers make informed choices, thereby reducing their risk of developing chronic diseases. The standards also aim to ensure that these 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 identified in the health claim.

In 2002, the *Food and Drug Regulations* were amended to allow disease risk reduction claims on food for the first time in Canada. These claims are based on sound scientific evidence that has established a relationship between certain elements of healthy diets and the reduction of risk of developing certain diseases.

Section 3 of the 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. Hypertension and cancer, which are the subjects of two of the permitted claims in the table following section B.01.603, are listed in Schedule A.

However, section B.01.601 of the FDR exempts certain foods bearing specified disease risk reduction claims from the provisions of subsections 3.(1) and 3.(2) of the FDA. In addition, food labelled in such a way is exempt from the provisions of the FDA and FDR 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 disease risk reduction claims, other therapeutic statements or "drug" references would not be allowed on the same food, unless otherwise permitted.

A **disease risk reduction claim** is generally a statement that links a food or a constituent of a food to reducing the risk of developing a diet-related disease or condition (e.g. osteoporosis, cancer, hypertension) in the context of the total diet. The composition of a food that carries the claim must contribute to a dietary pattern associated with the claimed benefit.

For example, the label of or an advertisement for a food that is low in sodium might carry the following claim (provided that 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 Disease Risk Reduction Claims

Please refer to Section 8.4.5 for a summary of the permitted disease risk reduction claims.

8.4.2 Prescribed Wording for Disease Risk Reduction Claims [B.01.601, B.01.603]

The Regulations prescribe the exact wording for the permitted disease risk reduction claims in the table following section B.01.603 (see Table 8-1 of this Guide). The wording of health claims cannot be modified, and no intervening information, graphic sign or symbol may come between parts of the claim. However, words, numbers, signs or symbols may come before or after the health claim, provided that they do not change the nature of the claim. And in the case of advertisements, all parts of the claim must be displayed in equal prominence with no parts highlighted.

Language Requirements

When disease risk reduction claims appear on a label, they must be present in both English and French unless the food is a “local food”, a “test market food”, or a “specialty food” within the meaning of the *Food and Drug Regulations* and the mandatory information is permitted to be shown in only one of those languages [Subsections B.01.012(3) and (7) and section B.01.600].

8.4.3 Presenting Required Information for Disease Risk Reduction Claims

When a disease risk reduction claim is made for a food, the information in column 3 of Table 8-1, *Summary Table of Disease Risk Reduction 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 Table 8-1 of this Guide), the amount of sugar alcohols must be declared, if present (see column 3, item 5 in Table 8-1). The *Food and Drug Regulations* prescribe how this must be done.

Declaration of a Nutrition Facts Table on Labels for Prepackaged Products or Advertisements Placed by Manufacturer

When a disease risk reduction claim **appears on the label of a prepackaged food** or **in advertisements placed by or on the direction of the manufacturer or importer** of the food, the label of the food must declare a Nutrition Facts table (NFT) [B.01.401]. Foods that are normally exempt from declaring a NFT under paragraphs B.01.401(2)(a) and (b) of the FDR, such as fresh fruit and vegetables, lose their exemption and are required to declare a NFT. In addition, the nutrition information required by column 3 of Table 8-1 in this Guide must appear in the NFT on the label [B.01.401(3)(e)(ii)].

Requirements for Claims in Advertisements for Prepackaged Products Placed by Someone Other Than the Manufacturer or Importer or for claims on the Label of or in Advertisements for Non-Prepackaged Products

When a disease risk reduction claim is declared in an advertisement for a prepackaged product (other than a radio or television advertisement) made by **someone other than the manufacturer or importer** (such as a marketing board), the accompanying information - namely the nutrition information required by column 3 of the table following B.01.603 (see table 8-1 below) - must appear in the advertisement adjacent to the most prominent claim in the advertisement (without any intervening material), and it must appear in letters of the same size and prominence as the claim [B.01.602(1)(a)].

Similarly, when a disease risk reduction claim appears on the label of or in an advertisement for a **non-prepackaged food** (such as bulk food) the nutrition information required by column 3 must appear on the label or the advertisement, respectively. The same requirements for placement of information would apply.

Radio Advertisements

When these claims are made in a **radio advertisement** the accompanying information must be communicated immediately preceding or following the claim [B.01.602(1)(b)].

Televison Advertisements

In the case of a **television advertisement**, the manner in which the accompanying information is communicated depends upon the manner in which the disease risk reduction claim is delivered, i.e., audio mode, visual mode, or both the audio and visual modes.

- When the claim is delivered in the **audio portion of the advertisement <u>only</u>** the accompanying information must be communicated immediately preceding or following the claim in audio mode or in both the audio and visual modes.

- When the claim is delivered in the **visual portion of the advertisement only** the accompanying information must be communicated immediately preceding or following the claim in the audio mode or in the visual mode. [B.01.602(1)(*c*)]

- In the case where the claim is made in **both the audio and visual portions of a television advertisement** the accompanying information must be in the audio mode or in both the audio and visual modes.

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. [B.01.602(2)]

8.4.4 Prohibitions on the Use of Disease Risk Reduction Claims

Foods Intended Solely for Children Under Two Years of Age

Disease risk reduction 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. [B.01.601(1)(*c*)(i)]

Foods Represented for Use in a Very Low Energy Diet

Disease risk reduction claims are also not permitted on foods represented for use in very low energy diets. [B.01.601(1)(*c*)(ii)]

8.4.5 Summary Table of Disease Risk Reduction Claims

The disease risk reduction claims currently permitted by the *Food and Drug Regulations* are described in Table 8-1, along with the 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 disease risk reduction claims, see Chapter 7 of this Guide.)

As Health Canada approves new health claims, a summary of assessment and the compositional, labelling and advertising requirements will be available on their website. A list can be found at:

http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/assess-evalu/index-eng.php

Summary Table of Disease Risk Reduction Claims
Table 8-1
(May 2009)

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**
1. Disease Risk Reduction Claims with Respect to Sodium and Potassium (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." (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." (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." (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 food) is a good source of potassium and is low in sodium." (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." (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."	The food (*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 Guide. (*b*) contains at least 10% of the weighted recommended nutrient intake of a vitamin or a mineral nutrient (see Table 6-5), (i) per reference amount and per serving of stated size, or (ii) per serving of stated size, if the food is a prepackaged meal; *(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 Guide (*d)* contains 0.5% or less alcohol; *(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 Guide, 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; *(f)* meets the conditions set out in column 2 of the subject "low in sodium or salt" set out in item b) of 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 *(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.	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 of this Guide [B.01.402(2)]. 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. 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 1, Table following B.01.603]**

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**
2. Disease Risk Reduction Claims with Respect to Calcium and Vitamin D (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." (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." (3) "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." (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." (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." (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."	The food (*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 Guide; (*b*) contains no more phosphorus, excluding that provided by phytate, than calcium; (*c*) contains 0.5% or less alcohol; (*d*) contains, if the label of or advertisement for the food carries statement or claim (1) or (2) set out in column 1, (i) 200 mg or more of calcium per reference amount and per serving of stated size, or (ii) 300 mg or more of calcium per serving of stated size, if the food is a prepackaged meal; (*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, (i) 275 mg or more of calcium per reference amount and per serving of stated size, or (ii) 400 mg or more of calcium per serving of stated size, if the food is a prepackaged meal; and (*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, (i) per reference amount and per serving of stated size, or (ii) per serving of stated size, if the food is a prepackaged meal.	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)]. **or** 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 vitamin D, calcium, and phosphorus per serving of stated sized, in accordance with B.01.602 if applicable. 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 2, Table following B.01.603]**

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**
3. Disease Risk Reduction Claims with Respect to Saturated and *Trans* fats (1) "A healthy diet low in saturated and trans fats may reduce the risk of heart disease. (Naming the food) is free of saturated and trans fats." (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."	The food (*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 Guide; (*b*) contains at least 10% of the weighted recommended nutrient intake of a vitamin or a mineral nutrient (i) per reference amount and per serving of stated size, or (ii) per serving of stated size, if the food is a prepackaged meal; (*c*) contains 100 mg or less of cholesterol per 100 g of food; (*d*) contains 0.5% or less alcohol; (*e*) if it is a fat or an oil, meets the conditions set out in column 2 (i) of the subject "source of omega-3 polyunsaturated fatty acids" (item (a) of Table 7-8) or (ii) the subject "source of omega-6 polyunsaturated fatty acids" (item (b) of Table 7-8), or (iii) both (i) and (ii); (*f*) contains (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 (ii) 960 mg or less of sodium per serving of stated size, if the food is a prepackaged meal; (*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 (*h*) meets the conditions set out in column 2 of the subject "low in 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.	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 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 *trans* fatty acids per serving of stated size, in accordance with B.01.602, if applicable. 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 3, Table following B.01.603]**

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**
4. Disease Risk Reduction 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."	The food (*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: (i) a fresh, frozen, canned or dried vegetable, (ii) a fresh, frozen, canned or dried fruit, (iii) a vegetable or fruit juice, or (iv) a combination of the foods set out in subparagraphs (i) to (iii); (*b*) is not one of the following (i) potatoes, yams, cassava, plantain, corn, mushrooms, mature legumes and their juices, (ii) vegetables or fruit used as condiments, garnishes or flavourings, including maraschino cherries, glacé fruit, candied fruit and onion flakes, (iii) jams or jam-type spreads, marmalades, preserves and jellies, (iv) olives, and (v) powdered vegetables or fruit; and *(c)* contains 0.5% or less alcohol.	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 4, Table following B.01.603]**
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.		

Column 1 **Claim**	Column 2 **Conditions - Food**	Column 3 **Conditions - Label or Advertisement**
5. Disease Risk Reduction 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.	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 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)]** **[Item 5, Table following B.01.603]**

8.5 Function Claims

Food provides energy and the building blocks needed for growth, development, and the maintenance of life and health. Function claims relate to the specific beneficial effects that the consumption of a food or a constituent of a food (nutrient or other component) has on the normal functions or biological activities of the body. Such claims relate to a positive contribution to health and the maintenance of a physiological function or to physical or mental performance.

Function claims are based on the role that the food or the food constituent plays when consumed at levels consistent with normal dietary patterns. See additional information in this Guide regarding quantitative declarations (8.5.2) and standards of evidence (8.5.4(1)).

Nutrient Function Claims

Claims made about known nutrients and their well-established functions that are generally **essential** for the maintenance of good health or for normal growth and development are known as **nutrient function claims**. Nutrient function claims, formerly known as biological role claims, have been allowed on foods for a number of years in Canada. Examples of such claims include "*Protein helps build and repair body tissues" and "Vitamin D is a factor in the formation and maintenance of bones and teeth.*"

Nutrient function claims are considered a subset of function claims. They are discussed separately in this Guide (8.6) because there is a separate set of conditions for making such claims.

8.5.1 Conditions for Function Claims

As with all health claims, function claims are subject to subsection 5.(1) of the *Food and Drugs Act* that prohibits false, misleading or deceptive product representations (see 8.2.1 of this Guide).

A function claim about the physiological effects of food or food constituents **must not** refer directly or indirectly to the treatment, mitigation or prevention of any disease, disorder or abnormal physical state, or of their symptoms. Claims about restoring or correcting abnormal functions of the body or modifying body functions beyond the normal physiological effects of food are considered to be drug claims, not function claims (see 8.3 of this Guide). Such claims would require a pre-market review by Health Canada and (if the claim is supported by sufficient scientific evidence) an amendment to the *Food and Drug Regulations* to permit their use on food.

8.5.2 Labelling Information for Function Claims

Language Requirements

While there are no specific language requirements set out in the *Food and Drug Regulations* for general function claims, it is recommended that when a function claim is made on the label of a food, it appear in both English and French unless the food is exempt from bilingual labelling, such as in the case of local food, specialty food or test market food [B.01.012(3) or (7)].

Declaration of a Nutrition Facts Table

When a function claim **appears on the label of a prepackaged food** or **in advertisements placed by or on the direction of the manufacturer or importer** of the food, the label of the food must declare a Nutrition Facts table (NFT) [B.01.401]. Foods that are normally exempt from declaring a NFT under paragraphs B.01.401(2)(a) and (b) of the FDR, such as fresh fruit and vegetables, lose their exemption and are required to declare a NFT [B.01.401.(3)(e)(ii)].

Quantitative Declarations

Table 8-2, *Summary Table of Acceptable Function Claims as Applied to Food or Food Constituents,* outlines the labelling conditions for each function claim. In many cases, these conditions include a quantitative declaration.

While there are no requirements for quantitative declarations set out in the *Food and Drug Regulations* for general function claims, it is strongly recommended that when a function claim is made about a food constituent on the **label of a prepackaged product** or in **any advertisement for the food that is made or placed by or on the direction of the manufacturer or importer**, a quantitative declaration of the amount of the food constituent (per serving of stated size) appear on the label.

When a function claim appears on the label or in an advertisement for a **non-prepackaged product** or in any **advertisement for a prepackaged product not made or placed by or on the direction of the manufacturer or importer**, the quantitative amount of the food constituent (per serving of stated size) that is the subject of the function claim should also appear on the label or in the advertisement.

In certain situations the amount of the food or food constituent in a serving of food is less than that required to achieve the claimed physiological effect. In these cases, the amount of the food or food constituent required to produce the desired effect and the amount of the food or food constituent in a serving of stated size of the food should be declared as part of the function claim. (See Standards of Evidence, 8.5.4(1) of this Guide.)

8.5.3 Summary Table of Acceptable Function Claims as Applied to Food or Food Constituents

The function claims listed in Table 8-2 when used with the specified conditions would be acceptable. The table will be updated as new claims for food or food constituents are reviewed and found to be acceptable by Health Canada. See 8.5.4 of this Guide on acceptability of new function claims.

Summary Table of Acceptable Function Claims as Applied to Food or Food Constituents
Table 8-2
(May 2009)

Food or Food Constituent	Acceptable Claim	Conditions for Use
Coarse Wheat Bran[1]	a) (Naming the serving) of (naming the product) contains 7 grams (or naming the amount if more than 7 grams) of fibre from coarse wheat bran, which promotes laxation. b) (Naming the serving) of (naming the product) contains 7 grams (or naming the amount if more than 7 grams) of fibre from coarse wheat bran, which promotes regularity. c) (Naming the serving) of (naming the product) provides (naming the amount) of fibre from coarse wheat bran. Consuming 7 grams of fibre from coarse wheat bran (daily*) promotes laxation. d) (Naming the serving) of (naming the product) provides (naming the amount) of fibre from coarse wheat bran. Consuming 7 grams of fibre from coarse wheat bran (daily*) promotes regularity.	A Reasonable Daily Intake (RDI) (Part D; FDR; Schedule K) of the food or one serving contains a minimum of 7 grams of dietary fibre from coarse wheat bran. Where the RDI of a food product comprises one serving and the product provides a minimum of 7 grams of fibre from coarse wheat bran in one serving of stated size, claims (a) or (b) may be made. Where the RDI of a food product comprises more than one serving and the product provides less than 7 grams of fibre from coarse wheat bran in one serving of stated size, claims (c) or (d) may be made. See 8.10.2 of this Guide for more information on laxative and laxation claims.

Food or Food Constituent	Acceptable Claim	Conditions for Use
Green Tea (unfermented leaves and/or bud from *Camellia sinensis*)	Consumption of [1 cup (250 ml) of*] green tea helps to protect blood lipids from oxidation. [Consumption of 1 cup (250 ml) of*] green tea has an antioxidant effect in blood [or on blood lipids]. [Consumption of 1 cup (250 ml) of*] green tea increases antioxidant capacity in the blood.	A green tea infusion brewed following manufacturer directions, which contains at least: - 2.0 grams or more tea leaves per 250 ml, OR - 1 tea bag (containing 2 grams tea leaves) per 250 ml *OR* A reconstituted green tea product (e.g. iced green tea) containing at least 0.8 grams freeze dried or spray dried tea infusion per reference amount and serving of stated size when prepared according to manufacturer directions. Advertising and/or labelling may include a precautionary statement indicating that a maximum of 9 cups per day should not be exceeded due to the caffeine content.
Psyllium[1]	a) (Naming the serving) of (naming the product) contains 3.5 grams (or naming the amount if more than 3.5 grams) of fibre from psyllium seed, which promotes laxation. b) (Naming the serving) of (naming the product) contains 3.5 grams (or naming the amount if more than 3.5 grams) of fibre from psyllium seed, which promotes regularity. c) (Naming the serving) of (naming the product) provides (naming the amount) of fibre from psyllium seed. Consuming 3.5 grams of fibre from psyllium seed (daily*) promotes laxation. d) (Naming the serving) of (naming the product) provides (naming the amount) of fibre from psyllium seed. Consuming 3.5 grams of fibre from psyllium seed (daily*) promotes regularity.	A Reasonable Daily Intake (RDI) (Part D; FDR; Schedule K) of the food or one serving contains a minimum of 3.5 grams of dietary fibre from psyllium seed. Where the RDI of a food product comprises one serving and the product provides a minimum of 3.5 grams of fibre from psyllium seed in one serving of stated size, claims (a) or (b) may be made. Where the RDI of a food product comprises more than one serving and the product provides less than 3.5 grams of fibre from psyllium seed in one serving of stated size, claims (c) or (d) may be made. See 6.8.1 of this Guide for more information about the acceptability and labelling of fibre sources.

* Use of the phrase shown in parentheses is optional. For the claims for green tea, "Consumption of 1 cup (250 ml) of" may be replaced by "Consumption of 1 cup of" or "Consumption of 250 ml of".

[1] Cummings JH. 2001.The effect of dietary fiber on fecal weight and composition. In: *CRC Handbook of Dietary Fiber in Human Nutrition*. 3rd ed. Spiller GA (ed.), pp 183-252. Boca Raton (FL): CRC Press.

8.5.4 Acceptability of New Function Claims

> This section does not apply to new nutrient function claims (formerly known as biological role claims) for nutrients for which a Recommended Dietary Allowance (RDA), Adequate Intake (AI), or Acceptable Macronutrient Distribution Ranges (AMDR) have been established. See 8.6.5 of this Guide for relevant information on that type of function claim.

As discussed in 8.2.2, it is expected that companies, wanting to make function claims, have scientific evidence to validate the claim prior to its use on food labels or in advertisements. This evidence may be used by the CFIA, in collaboration with Health Canada, to evaluate product compliance with the *Food and Drugs Act and Regulations*. Consequently, manufacturers and importers are encouraged to contact the Food Directorate of Health Canada for advice regarding the acceptability of function claims on food products **prior** to their use (see 8.2.2 of this Guide for contact and resource information). Claims reviewed and found to be acceptable will be added to Table 8-2 of this Guide.

Health Canada considers the following factors in determining the acceptability of new function claims:

(1) Standards of Evidence

Manufacturers who make function claims on their food products should ensure that they meet acceptable standards of evidence in supporting their claims. The evidence should be applicable to the target group for the claim. For example, the physiological effect of a food or food constituent (e.g. promotes normal transit time) is **not** considered to be supported when the evidence is based on therapeutic (treatment) effects in sick populations (e.g. treatment of diarrhea).

The amount of the food or food constituent required to achieve the claimed physiological effect should be based on the evidence supporting the claim. In addition, it should be feasible for the target population to consume the amount of food or food constituent required to achieve the effect as part of a healthy, balanced diet. Consequently, it is expected that the amount of the food or food constituent required to achieve the claimed physiological effect could be consumed in a Reasonable Daily Intake (RDI) of the food. (Refer to Schedule K in Part D of the *Food and Drug Regulations* for information on RDI.) Where no RDI has been established, the amount of the food or food constituent to achieve the claimed physiological effect should be consumed in a single serving of stated size, unless the function claim is related to a food constituent that is available in a variety of foods. In this case, the amount of the food constituent in the food per serving of stated size and the amount of the food constituent required to achieve the claimed effect or benefit should be declared along with the claim.

(**2) Clearly Stated Specific Physiological Effect**

Acceptable function claims are claims about a food or food constituent that clearly state a specific and scientifically supported physiological effect (e.g. promotes regularity) associated with good health or performance. Claims that state a specific effect provide more useful information for the consumer and are less likely to be misleading or misunderstood than a claim about a general or broad effect.

Function claims also should not give the impression that the food is "healthier" than, or nutritionally superior to, other similar foods not bearing the claims.

Claims that state a general or broad effect (e.g. supports immune function/system) would not be considered acceptable function claims. As a general rule, a non-specific or broad claim is acceptable only

for a well-established role of energy or a known nutrient in maintaining the functions of the body essential for the maintenance of good health or for normal growth and development (i.e. a nutrient function claim; see 8.6 of this Guide). A non-specific or broad claim is also subject to interpretation and inference and in some cases could be considered a drug claim (see 8.5.1 of this Guide).

8.6 Nutrient Function Claims (Biological Role Claims)

Nutrient function claims, formerly known as biological role claims, describe the well-established roles of energy or known nutrients that are generally **essential** for the maintenance of good health or for normal growth and development. Provisions for nutrient function claims are made in B.01.311, D.01.006 and D.02.004 of the FDR.

"Nutrient" is not defined in the *Food and Drug Regulations* for the purposes of food labelling and advertising. 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 two **general nutrient function 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."**

Note: Nutrient function claims are not made for a food per se; they may only be made respecting the energy value or nutrients in a food.

Acceptable and Unacceptable Nutrient Function Claim Examples

The claims for the action or function 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."

In addition to the two general nutrient function claims listed above, Table 8-3, *Summary Table of Nutrient Function Claims*, lists specific nutrient function claims. The claims in the summary table refer to the scientifically recognized specific role each nutrient has in maintaining good health or in supporting normal growth and development. The following sections (8.6.1-8.6.4) describe the conditions that apply to specific nutrient function claims and the labelling and advertising requirements for all nutrient function claims.

8.6.1 Conditions for Nutrient Function Claims

The conditions for function claims as described in 8.5.1 of this Guide also apply to nutrient function claims.

Nutrient Function Claims for Protein [B.01.305(1)]

When nutrient function 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).

Nutrient Function Claims for Vitamin and Mineral Nutrients [D.01.004, D.02.002]

When nutrient function claims are made for vitamin and mineral nutrients, the vitamin or mineral nutrient must have an established Recommended Daily Intake and the food must contain a minimum of 5% of the Recommended Daily Intake for that vitamin or mineral (i.e. at least a dietary "source" of the nutrient). Recommended Daily Intakes for vitamins and mineral nutrients are found in Table 1 to Divisions 1 and 2 of Part D of the *Food and Drugs Regulations*, respectively.

8.6.2 Labelling Requirements for Nutrient Function Claims for Prepackaged Products and for Advertisements Placed by the Manufacturer or Importer

Language Requirements

When they appear on a label, nutrient function claims must be present in both English and French unless the food is exempt from bilingual labelling, such as in the case of local foods permitted under section B.01.012 [B.01.012(3) or (7), B.01.311(5)].

Declaration of a Nutrition Facts Table

When a nutrient function claim **appears on the label of a prepackaged food** or in **advertisements placed by or on the direction of the manufacturer or importer** of the food, the label of the food must declare a Nutrition Facts table (NFT) [B.01.401]. Foods that are normally exempt from declaring a NFT under B.01.401(2)(a) and (b) of the FDR, such as fresh fruit and vegetables, lose their exemption and are required to declare a NFT [B.01.401(3)(e)(ii)].

Quantitative Declarations

As a general rule, whenever a nutrient function claim is made the consumer must be informed as to the amount of the nutrient present in a serving of the food. This may be achieved through a declaration in the Nutrition Facts table (NFT) or in a quantitative statement outside the NFT; the manner in which the information is provided depends upon a number of factors. [B.01.311(4), B.01.401(3)(e), D.01.004(1)(c), D.02.002(1)(c)).

When a nutrient function claim is made on a **label of a prepackaged product** or in any **advertisement for the product that is made or placed on the direction of the manufacturer or importer**, the label of the food must declare a NFT (see above).

When a nutrient function claim is made for the energy value of a food or one of the nutrients listed in column 1 of the tables to B.01.401 and B.01.402 (which list the nutrients permitted in the NFT), the energy value or nutrient value must be declared in the NFT table on the label of the food.

However, the Regulations also permit nutrient function claims to be made for nutrients other than those listed in the tables to B.01.401 and B.01.402, e.g. fatty acids such as DHA. In these cases, a quantitative declaration of amount of the nutrient(s), in grams per serving of stated size, must appear on the label of the food. [B.01.311(4)]

See section 7.4 of this Guide for further information on quantitative statements.

8.6.3 Requirements for Nutrient Function Claims for Non-Prepackaged Products or for Advertisements Placed by Someone Other Than the Manufacturer or Importer [B.01.312]

When a nutrient function claim appears on the label of or in an advertisement for a **non-prepackaged product** or in an **advertisement for a prepackaged product not made or placed by or on the direction of the manufacturer or importer**, the quantitative amount of the subject of the claim (i.e., energy or nutrient), shall be declared per serving of stated size and shall appear on the label or in the advertisement, where the claim is made.

The quantitative value shall be expressed in calories in the case of energy; in percent Daily Value for vitamins and minerals nutrients; in milligrams for potassium, sodium, and cholesterol; and in grams for any other case. [B.01.300, B.01.311(3), B.01.312, D.01.004(1)(c), D.02.002(1)(c)]

Radio Advertisements

When these claims are made in a **radio advertisement,** the quantitative statement shall be communicated immediately preceding or following the claim [B.01.312(3)].

Televison Advertisements

In the case of a **television advertisement**, the manner in which the quantitative statement is communicated depends upon the manner in which the nutrient function claim is delivered, i.e., audio mode, visual mode, or both audio and visual modes.

- When the claim is delivered in the **audio portion of the advertisement <u>only</u>** then the quantitative statement must be communicated immediately preceding or following the claim in the audio mode or in both the audio and visual modes [B.01.312(4)(a)].

- When the claim is delivered in the **visual portion of the advertisement <u>only</u>** the quantitative information must be communicated immediately preceding or following the claim in the audio mode or in the visual mode.

- In the case where the claim is made in **both the audio and visual portions of a television advertisement** the accompanying information must be in the audio mode or in both the audio and visual modes.

In the case where the quantitative statement 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.

8.6.4 Summary Table of Acceptable Nutrient Function Claims

The nutrient function claims listed in Table 8-3 are considered to be acceptable. Other nutrient function claims may also be acceptable and will be evaluated case by case. The table will be updated as new nutrient function claims are reviewed and found to be acceptable by Health Canada. See 8.6.5 of this Guide on acceptability of new nutrient function claims.

Summary Table of Acceptable Nutrient Function Claims
Table 8-3
(**updated May 2009)**

NUTRIENT	ACCEPTABLE NUTRIENT FUNCTION CLAIMS[1]
PROTEIN	- helps build and repair body tissues - helps build antibodies - helps build strong muscles
FAT	- supplies energy - aids in the absorption of fat-soluble vitamins
DHA	- DHA, an omega-3 fatty acid, supports the normal physical development of the brain, eyes and nerves primarily in children under two years of age.[2]
ARA	- ARA, an omega-6 fatty acid, supports the normal physical development of the brain, eyes and nerves primarily in children under two years of age.[2]
CARBOHYDRATE	- supplies energy - assists in the utilization of fats
VITAMIN A	- 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 - helps build strong bones and teeth - supports night vision - supports healthy skin
VITAMIN D	- factor in the formation and maintenance of bones and teeth - enhances calcium and phosphorus absorption and utilization - helps build strong bones and teeth - builds and maintains strong bones and teeth - improves calcium absorption - improves calcium and phosphorus absorption
VITAMIN E	- a dietary antioxidant - a dietary antioxidant that protects the fat in body tissues from oxidation
VITAMIN C	- a factor in the development and maintenance of bones, cartilage, teeth and gums - a dietary antioxidant - a dietary antioxidant that significantly decreases the adverse effects of free radicals on normal physiological functions - a dietary antioxidant that helps to reduce free radicals and lipid oxidation in body tissues - helps build teeth, bones, cartilage and gums - protects against free radicals - protects against the damage of free radicals - protects against the oxidative effects of free radicals
THIAMINE (VITAMIN B_1)	- releases energy from carbohydrate - aids normal growth
RIBOFLAVIN (VITAMIN B_2)	- factor in energy metabolism and tissue formation

NUTRIENT	ACCEPTABLE NUTRIENT FUNCTION CLAIMS[1]
NIACIN	- aids in normal growth and development - factor in energy metabolism and tissue formation
VITAMIN B_6	- factor in energy metabolism and tissue formation
FOLATE	- aids in red blood cell formation - a factor in normal early fetal development[3] - a factor in the normal early development of the fetal brain and spinal cord[3]
VITAMIN B_{12}	- aids in red blood cell formation
PANTOTHENIC ACID	- factor in energy metabolism and tissue formation
CALCIUM	- aids in the formation and maintenance of bones and teeth
PHOSPHORUS	- factor in the formation and maintenance of bones and teeth
MAGNESIUM	- factor in energy metabolism, tissue formation and bone development
IRON	- factor in red blood cell formation - helps build red blood cells
ZINC	- factor in energy metabolism and tissue formation
IODINE	- factor in the normal function of the thyroid gland
SELENIUM	- a dietary antioxidant involved in the formation of a protein that defends against oxidative stress - dietary antioxidant - helps protect against oxidative stress

1. The following two **general nutrient function 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."**

2. Note that this is a change from the claim previously allowed for DHA. This claim is based on available scientific evidence indicating that the development of the brain, eyes, and nerves in the human infant takes places very early starting in late pregnancy and up to 2 years of age. The Institute of Medicine in their 2005 report* stated that "The developing brain accumulates large amounts of DHA during the pre- and postnatal development and this accumulation continues throughout the first 2 years after birth". **Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids*. Washington, (DC): National Academies Press; 2005. P. 444-5

3. In order to make these two claims for folate, the food must contain at least 40 micrograms of folate (20% Daily Value) per reference amount and per serving of stated size. This is a higher minimum amount than usual for a nutrient function claim for a vitamin because the function referred to in these two claims is associated with an intake that is higher than the Daily Value. These claims should not be used on foods intended solely for children under 2 years of age.

8.6.5 Acceptability of New Nutrient Function Claims

This section applies to nutrients that meet the following criteria:

a) the nutrient is one for which a Recommended Dietary Allowance (RDA), Adequate Intake (AI), or Acceptable Macronutrient Distribution Ranges (AMDR) have been established by the Institute of Medicine of the US National Academies,

AND

b) the function reflects consensus among the broad scientific community and has been published by an authoritative scientific body as its current position with regard to the function(s) within the past 15 years.

Authoritative scientific bodies include the Institute of Medicine (Dietary Reference Intake report series) and the European Food Safety Authority.

To seek advice on the acceptability of a new function claim for a nutrient that meets the above criteria, manufacturers are encouraged to contact the Food Directorate of Health Canada with the following information:

(a) the name of the authoritative body;
(b) the exact wording of the statement;
(c) a copy of the source document in which the statement is published;
(d) a description of the review process undertaken by the authoritative body to develop the statement; and
(e) an indication that there is no conflicting authoritative statement.

See 8.2.2 of this Guide for contact information for the Food Directorate.

See 8.5.4 of this Guide for information on how function claims are assessed for nutrients for which no Recommended Dietary Allowance (RDA), Adequate Intake (AI), or Acceptable Macronutrient Distribution Ranges (AMDR) have been established by the Institute of Medicine of the US National Academies (e.g. DHA).

8.7 Probiotic Claims

Probiotics are microorganisms that are beneficial to human health. Due to the special nature of probiotic microorganisms, Health Canada has prepared a guidance document, *The Use of Probiotic Microorganisms in Food* (Health Canada, 2009), that sets out the conditions under which health claims about probiotics would be considered acceptable.

Probiotic claims that are therapeutic in nature or that are considered “drug” claims are required to undergo a pre-market assessment by the Food Directorate of Health Canada and a regulatory amendment to the *Food and Drug Regulations* to allow their use.

Probiotics are defined as "live microorganisms which when administered in adequate amounts confer a health benefit on the host" (FAO/WHO, 2001; see reference list in Annex 8-3 of this Guide). The term "probiotics" and similar terms or representations (e.g. "with beneficial probiotic cultures", "contains bacteria that are essential to a healthy system", and a Latin name of a microbial species modified to suggest a health benefit) in text or graphics on food labels or in advertising that suggest a food confers a health benefit are examples of health claims.

Two types of probiotic claims can be made on food: strain-specific claims and non-strain-specific claims.

- **Strain-specific claims** are claims about the health benefits or effects of specific strains of probiotics. At the present time, no strain-specific claims have been accepted by Health Canada. As these claims are reviewed and accepted, Health Canada will update a list of acceptable strain-specific claims that will be available on its website.

- **Non-strain-specific claims** are statements about the nature of probiotics. A closed list of non-strain-specific probiotic claims that would be acceptable without the need for the manufacturer to conduct a detailed review of the scientific basis for the claim is provided in 8.7.2 of this Guide.

See 8.2.2 and 8.5.4 of this Guide for more information on the acceptability of new health claims, including new function claims.

8.7.1 Conditions for Probiotic Claims

Health Canada has prepared a guidance document, *The Use of Probiotic Microorganisms in Food* (Health Canada, 2009), that sets out the conditions under which health claims about probiotics would be considered acceptable. The following is a summary of the guidance; the guidance document should be consulted for specific details.

- The use of "probiotic" and other similar terms and representations (including trade names that suggest a health benefit) should be accompanied by specific, validated statements about the benefits or effects of the probiotic. This will reduce the possibility of these statements being vague, uninformative or misleading.
- Validated health claims about the health benefits or effects of probiotics are statements that are supported by strain-specific evidence.
- When making any probiotic claim, the manufacturer or importer of the product should have documentation supporting the identification, safety, viability, concentration and stability of the probiotic strain added to the food product.
- The manufacturer or importer should follow all requirements applicable to the sale of food, including those related to the use and labelling of ingredients used in novel technology in the delivery of a viable microorganism for food application.
- The food should contain, at a minimum, the amount of the probiotic microorganism(s) required to result in the claimed effect or health benefit throughout the shelf life of the product. Documentation to support the functionality aspects of the product (i.e. stability and viability of the probiotic strain or mixed culture) should be maintained.

General information about evidence requirements applicable to health claims of all types, including function claims, also apply to probiotic claims (see 8.2.2 and 8.5.4 of this Guide).

Specific Labelling Guidelines

Specific labelling guidelines relevant to products containing probiotic microorganisms are listed below.

(1) Identification of Strain

A probiotic claim should be accompanied by the Latin name of the microorganism (i.e. genus and species), along with the identity of the strain of the microorganism, using acceptable nomenclature (see Table 8-4 of this Guide for nomenclature of selected bacterial species. For consistency, it is recommended that the strain be identified by using the number assigned by an internationally recognized culture repository (e.g. American Type Culture Collection; ATCC 2008; see reference list in Annex 8-3 of this Guide).

In the case of advertising, if the probiotic microorganism is identified or referred to in the advertisement, then the identity of the microorganism (genus, species and strain) should be declared using acceptable nomenclature. For example, the claim "contains two probiotics" would trigger the identification of both

microorganisms in the advertisement.

(2) Quantitative Declaration

The amount of the probiotic microorganism(s) contained in the product at the end of its shelf life must be declared in colony forming units (cfu) per serving of stated size of the food. This statement should appear adjacent to the Nutrition Facts table or the list of ingredients, or in close proximity to the claim.

In mixed culture, if multiple probiotic genera are used, declaration of the quantity of each genus is generally expected. If multiple species or strains of the same genus are added to a food, the need for the separate declaration of individual species would be determined case by case.

(**3) Ingredient List**

Food containing probiotic microorganism(s) must be labelled with a list of ingredients in accordance with sections B.01.008-B.01.010, FDR (see 2.8 of this Guide). The probiotic microorganism(s) must be identified by its (their) common name(s) or by a class name set out in section B.01.010. The class name "bacterial culture" may be used to describe all bacterial species added to a food product. When the class name (e.g. bacterial culture) is used in the list of ingredients, the identity (i.e. the genus, species and strain) of the probiotic bacterial culture(s) should be declared in close proximity to the claim using acceptable nomenclature.

8.7.2 Acceptable Non-Strain-Specific Claims for Probiotics

Probiotic microorganisms generally have been isolated from the gastrointestinal tract of healthy individuals. A limited number of **non-strain-specific** claims about the nature of probiotics (e.g. that they naturally form part of the gut flora) have been accepted for use on food. Any of the statements listed in Table 8-4 of this Guide may be made for one or more of the specific bacterial species included in the table when the guidance specified below is followed.

Conditions of Use for These Claims

(1) General Conditions

When making any of the claims listed in Table 8-4 of this Guide, the manufacturer or importer of the product should follow guidelines outlined in 8.7.1 of this Guide regarding documentation supporting the identification, safety, viability, concentration and stability of the probiotic strain added to the food product, as well as specific labelling requirements.

(2) Specific Conditions

a) Eligible species
These claims can be used only when the product contains one or more of the specific species listed in Table 8-4 of this Guide.

b) Minimum levels in the product
A serving of stated size of a product should contain a minimum level of 1.0×10^9 cfu of one or more of the eligible microorganism(s) that is(are) the subject of the claim (Gill and Prasad 2008; Hawrelak 2006; Lenoir-Wijnkoop et al. 2007; Picard et al. 2005; Reid et al. 2003; see reference list in Annex 8-3 of this Guide).

8.7.3 Summary Table of Acceptable Non-Strain-Specific Claims for Probiotics and Eligible Species for the Claims

The non-strain-specific probiotic claims listed in Table 8-4 are considered to be acceptable when the guidance outlined in 8.7.1 and 8.7.2 of this Guide is followed.

Summary Table of Acceptable Non-Strain-Specific Claims for Probiotics and Eligible Species for the Claims
Table 8-4

Eligible bacterial species[1] **Latin name (acceptable nomenclature**[2]**) and synonym where applicable**	**Acceptable Non-Strain-Specific Probiotic Claims for Food**
Bifidobacterium adolescentis	Probiotic that naturally forms part of the gut flora.[4] Provides live microorganisms that naturally form part of the gut flora.[4] Probiotic that contributes to healthy gut flora.[4] Provides live microorganisms that contribute to healthy gut flora.[4]
Bifidobacterium animalis subsp. *animalis*	
Bifidobacterium animalis subsp*. lactis* -synonym: *B. lactis*	
Bifidobacterium bifidum	
Bifidobacterium breve	
Bifidobacterium longum subsp*. infantis* comb. nov.[3]	
Bifidobacterium longum subsp*. longum* subsp. nov.[3]	
Lactobacillus acidophilus	
Lactobacillus casei	
Lactobacillus fermentum	
Lactobacillus gasseri	
Lactobacillus johnsonii	
Lactobacillus paracasei	
Lactobacillus plantarum	
Lactobacillus rhamnosus	
Lactobacillus salivarius	

1 References reviewed for the bacterial species included: EFSA 2007, Gilliland 2001, Reid 2001 (see Annex 8-3 of this Guide).

2 References reviewed for acceptable nomenclature: ATCC 2008, Euzéby 2008, Skerman et al. 1989 (see Annex 8-3 of this Guide).

3 In product labelling, *Bifidobacterium longum* subsp*. infantis* and *Bifidobacterium longum* subsp. *longum* would be considered acceptable nomenclature.

4 The word "gut" may be replaced by the expression "digestive tract" in these claims.

8.8 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 or reproduce any testimonial [D.01.012, D.02.008].

8.9 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, 8.12 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,* 8.13 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*.

8.10 Some Examples of Non-Permitted Drug Claims for Foods

8.10.1"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*.

8.10.2 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 g** 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.)

8.10.3 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**".

8.11 Obesity, Weight Loss, Weight Reduction and Maintenance

8.11.1 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 this condition. 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 web site at: www.hc-sc.gc.ca

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.*)

8.11.2 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 must 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 Statements from *Health Canada's Eating Well with Canada's Food Guide,* see Health Canada's web site General Principles for the Use of Content from Canada's Food Guide Resources in Labelling and Advertising for the use of statements.

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, FDR 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.

8.12 Educational Material Versus Advertising Material

[Based on the 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 in *Canada's Food Guide* (see section 8.15 of this Guide).

- 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 without giving it undue prominence. 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.

8.13 Third-Party Endorsements, Logos and Seals of Approval

[Based on the *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, statement, 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. They may also be considered misleading if they are used in such a way as to suggest that consuming the food may, in and of itself, confer health benefits or prevent, treat or cure a disease.

Minimizing the Potential for Misrepresentation

Third-party endorsements or logos should be used with caution. The reason for their presence on the food label or advertisement should be made clear. 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 a person's total diet rather than by the consumption of 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, cure or treat a disease, including Schedule A diseases. Such a suggestion is false and specifically prohibited by the *Food and Drugs Act*.

As such, at least one of the following should appear on the label:

a) **A statement that clearly explains the reason for the appearance of the third party's name, statement, logo, etc**. (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? Is the symbol present because a certain amount of the proceeds from the sale of the product will go towards an organizational charity?)

b) **The name of the third party (with or without its logo, symbol, or other proprietary mark) clearly shown, 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 *Eating Well with Canada's Food Guide* (see 8.15 of this Guide).

c) **A clear indication that the name, statement, logo, etc. of the third party does not constitute an endorsement of the food**.

When a health-related name, statement, logo, symbol, seal of approval or other proprietary mark **appears on the label of a prepackaged food** or in **advertisements placed by or on the direction of the manufacturer or importer** of the food, the label of the food must declare a Nutrition Facts table (NFT)

[B.01.401]. Foods that are normally exempt from declaring a NFT under B.01.401(2) (a) and (b) of the FDR, such as fresh fruit and vegetables, lose their exemption and are required to declare a NFT [B.01.401(3)(e)(iii)].

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** (e.g. the Dairy Association providing nutrition information for dairy products). It also does not apply to the gluten-free symbol of the Canadian Celiac Association. This symbol is recognized by consumers with celiac disease and is unlikely to be perceived by the general public as an endorsement by a health organization. Additional exceptions will be considered case by case.

8.14 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.

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.

8.14.1 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, treat or cure 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 8.13 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".

8.14.2 Heart Symbols and Disease Risk Reduction 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." The use of these symbols should not give the impression that the food itself may have a positive effect on health, or that there is a role beyond the disease risk reduction claim.

See Annex 8-4 for the *Policy Respecting the Use of Heart Symbols and Heart Health Claims on Food Labels and in Food Advertisements.*

8.15 Eating Well with Canada's Food Guide and Eating Well with Canada's Food Guide: A Resource for Educators and Communicators

See Annex 8-5 of this *Guide*: *Eating Well with Canada's Food Guide*.

Information detailing the policies around *Eating Well with Canada's Food Guide and Eating Well with Canada's Food Guide: A Resource for Educators and Communicators* can be found on the following Health Canada web site:

http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-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. The *General Principles for the Use of Content from Canada's Food Guide Resources in Labelling and Advertising* can be found on the following Health Canada web site:

http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/gen_prin-eng.php

8.15.1 Reproduction of Eating Well with Canada's Food Guide

Information on Health Canada's web site has been posted with the intent that it be readily available for personal and public non-commercial use and may be reproduced, in part or in whole and by any means, without charge or further permission from Health Canada.

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1. Users exercise due diligence in ensuring the accuracy of the materials reproduced;

2. Health Canada be identified as the source; and,

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8.16 References

See Annex 8-6 of this Guide for a reference list of historical policy documents that are the basis of the information provided in this chapter. See Annex 8-3 of this Guide for a list of references related to probiotic claims.

Annex 8-1

Schedule 1 (Subsection 1(1)) - INCLUDED NATURAL HEALTH PRODUCT SUBSTANCES

Item	Substances
1	A plant or a plant material, an alga, a bacterium, a fungus or a non-human animal material
2	An extract or isolate of a substance described in item 1, the primary molecular structure of which is identical to that which it had prior to its extraction or isolation
3	Any of the following vitamins: biotin folate niacin pantothenic acid riboflavin thiamine vitamin A vitamin B6 vitamin B12 vitamin C vitamin D vitamin E
4	An amino acid
5	An essential fatty acid
6	A synthetic duplicate of a substance described in any of items 2 to 5
7	A mineral
8	A probiotic

Schedule 2 - (Subsection 1(1)) - EXCLUDED NATURAL HEALTH PRODUCT SUBSTANCES

Item	Substances
1	A substance set out in Schedule C to the Act
2	A substance set out in Schedule D to the Act, except for the following: (a) a drug that is prepared from any of the following micro-organisms, namely, an alga, a bacterium or a fungus; and (b) any substance set out on Schedule D when it is prepared in accordance with the practices of homeopathic pharmacy
3	A substance regulated under the *Tobacco* Act
4	A substance set out in any of Schedules I to V of the *Controlled Drugs and Substances Act*
5	A substance that is administered by puncturing the dermis
6	An antibiotic prepared from an alga, a bacterium or a fungus or a synthetic duplicate of that antibiotic

Annex 8 - 2
Schedule A Diseases from the Food and Drugs Act [Section 3]

Acute alcoholism
Acute anxiety state
Acute infectious respiratory syndromes
Acute, inflammatory and debilitating arthritis
Acute psychotic conditions
Addiction (except nicotine addiction)
Appendicitis
Arteriosclerosis
Asthma
Cancer
Congestive heart failure
Convulsions
Dementia
Depression
Diabetes
Gangrene
Glaucoma
Haematologic bleeding disorders
Hepatitis
Hypertension
Nausea and vomiting of pregnancy
Obesity
Rheumatic fever
Septicemia
Sexually transmitted diseases
Strangulated hernia
Thrombotic and Embolic disorders
Thyroid disease
Ulcer of the gastro-intestinal tract

Annex 8 - 3
Reference List for Probiotic Claims

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Annex 8 - 4
Policy Respecting the Use of Heart Symbols and Heart Health Claims on Food Labels and in Food Advertisements

Background

Representations such as the use of "**heart**" **symbols** and statements such as "**heart healthy**" on food labels or in advertising are 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 [2 (drug definition), 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 aforenoted 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) of the *Food and Drugs Act*, 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 (item #1 of this annex) and label or menu claims (items #2, 3 and 4 of this annex) 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.

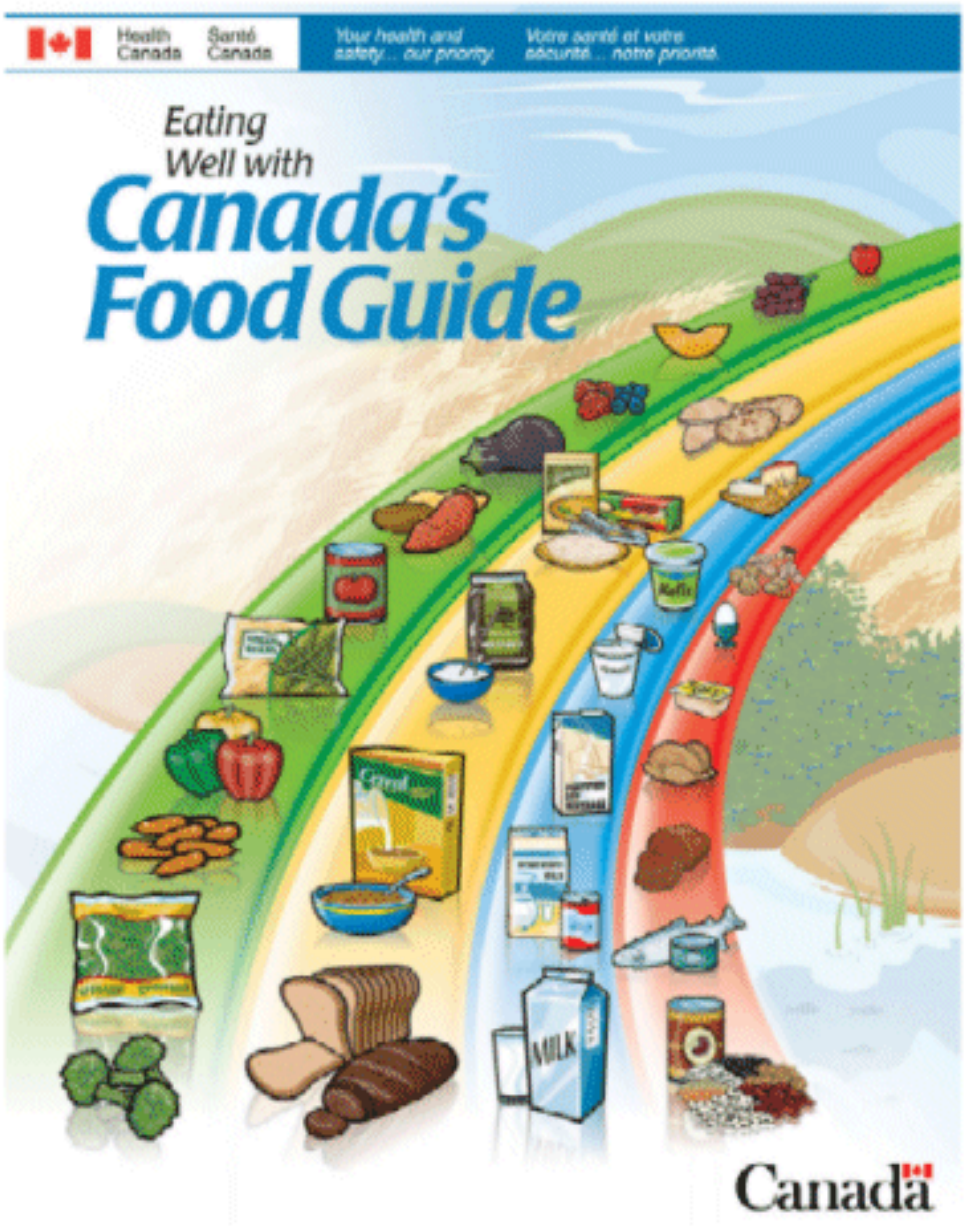
Food Directorate
Health Protection Branch
Health Canada

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 - 5
Eating Well with Canada's Food Guide



Recommended Number of Food Guide Servings per Day

	Children			Teens		Adults			
Age in Years	2-3	4-8	9-13	14-18		19-50		51+	
Sex	Girls and Boys			Females	Males	Females	Males	Females	Males
Vegetables and Fruit	4	5	6	7	8	7-8	8-10	7	7
Grain Products	3	4	6	6	7	6-7	8	6	7
Milk and Alternatives	2	2	3-4	3-4	3-4	2	2	3	3
Meat and Alternatives	1	1	1-2	2	3	2	3	2	3

The chart above shows how many Food Guide Servings you need from each of the four food groups every day.

Having the amount and type of food recommended and following the tips in *Canada's Food Guide* will help:

- Meet your needs for vitamins, minerals and other nutrients.
- Reduce your risk of obesity, type 2 diabetes, heart disease, certain types of cancer and osteoporosis.
- Contribute to your overall health and vitality.

Annex 8 - 6
Reference List of Historical Policy Documents

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.
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- Health Canada. 2009. *Classification of Products at the Food-Natural Health Product Interface: Products in Food Formats*. Available from http://www.hc-sc.gc.ca/dhp-mps/prodnatur/legislation/docs/food-nhp-aliments-psn-guide-eng.php
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Available from
http://www.hc-sc.gc.ca/fn-an/legislation/guide-ld/health-claims_guidance-orientation_allegations-sante-eng.php

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 9

Supplementary Information on Specific Products

Chapter 9

Supplementary Information on Specific Products

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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 polices 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 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 provided it is not packaged, sold or advertised for use in a weight-reduction diet. 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 *FDR* [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

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 2 in 6.1 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, 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 subsection 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 was 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", “(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*, refers to 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 B_6, 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 7.23 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 B_6, 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 Division13, *FDR*, 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 a Fruit Bread as specified in Table 9-1 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 “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

Specialty Breads		
Type of Bread	**Specialty Ingredient**	**Minimum amount of Specialty Ingredient as % of Flour**
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 B_6, 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), *FDR,* 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 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*.

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.

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 may not be advertised to the general public [B.24.100] and should not be confused with infant formula. (See Infant Foods and Infant Formulas, 9.10 of this *Guide.*)

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 Cal (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 Cal (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 *Eating Well with Canada's Food Guide* (refer to Health Canada’s web site 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 to using a vitamin or mineral nutrient supplement is permitted on labels or in advertisements. The label or advertisement should not create the impression that consuming a vitamin or mineral nutrient supplement is 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.

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), *FDR*, 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, FDR. (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 of the *FDR*. Some of the menu plan requirements are listed here:

- The daily menu must include at least one serving from each of the four food groups in *Eating Well with Canada's Food Guide*.
- 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 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, have detailed and explicit labelling requirements, including nutrition labelling requirements, set out in Division 25, *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** for children under two with respect to the 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.

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 10

Alcoholic Beverages

Chapter 10

Alcoholic Beverages

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Chapter 10

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 Beverage

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 *Food and Drug Regulations*. 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 of the FDR. It is also included as a requirement under subparagraph 10(b)(ii) of the *Consumer Packaging and Labelling Act* (CPLA) and section 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) and 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, and 14 & 15, CPLR].

10.2.6 Language

The common name must appear in English and French [B.01.012(2), and 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 and 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 section 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), and 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), and 13, CPLR].

10.6.3 Type Size

The minimum size is 1.6 mm in height based upon the lowercase "o" [A.01.016, and 14, 15, CPLR].

10.6.4 Language

The name and address may be shown in English or French [B.01.012(9), and 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. Accompanied by 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 - Geographic Origin

A wine name appearing on the List of Geographical Indications for Wines and Spirits maintained by the Canadian Intellectual Property Office (CIPO) must originate from the geographical region after which it is named and can no longer be modified by the addition of qualifiers, for example, "Canadian Champagne" or "California Burgundy". A Geographical Indication describes a product which has a quality, reputation or other characteristic that is essentially attributable to its geographic origin. A list of Geographical Indications eligible for protection and the country of the responsible authority can be found in the List of Geographical Indications for Wines and Spirits on the CIPO web site at:

http://napoleon.ic.gc.ca/cipo/listgiws.nsf/alpha-e?OpenForm

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.

10.7.5 Names of Spirits - Distinctive Products

Under the terms of the *Agreement Between Canada and the European Community on Trade in Wines and Spirit Drinks*, Canada agreed to restrict the use of certain spirit drink names to spirit drinks originating from specific countries only. Protection of these spirit drink names is provided for in Canada in the *Spirit Drinks Trade Act* (SDTA) which is administered by Agriculture and Agri-Food Canada (AAFC). A list of spirit drink names that can only be used to describe a product if the product originates in a specific geographic area follows:

Spirit Drink Name	Country of Origin
Armagnac	France
Bourbon whisky	United States of America
Caribbean rum	Carribean
Cognac	France
Grappa	Italy
Grappa di Ticino	Italy
Jägertee, Jagertee, Jagatee	Austria
Korn, Kornbrand	Germany or Austria
Mezcal	Mexico
Ouzo, Oúζo	Greece
Pacharán	Spain
Scotch whisky	Scotland
Tennessee whisky	United States of America
Tequila	Mexico

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.

10.8.1.1 Declaration of Food Allergens, Gluten Sources and Sulphites

On February 16, 2011, amendments to the *Food and Drug Regulations*, were published in the *Canada Gazette*, Part II prescribing enhanced labelling requirements for food allergen, gluten sources and sulphites. The new requirements will come into force on August 4, 2012. Although the new regulations do not come into force until August 4, 2012, companies may start using the new requirements to prepare new food labels prior to that date.

Despite the exemption from declaring a list of ingredients for bourbon whisky and standardized alcoholic beverages [B.01.008(2)(f)], if added allergens, gluten sources and sulphites at level of 10 ppm or more are present, they must to be declared. The new labelling requirements do not

apply to standardized beer, ale, stout, porter or malt liquor products. These products will be dealt with once further consultations and discussions can be held by Health Canada.

For more information on allergen labelling please refer to the Food Allergens and Allergen Labelling section of the CFIA website at www.inspection.gc.ca/english/fssa/labeti/allerg/allerge.shtml.

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 and 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 nutrition labelling regulations, see Chapter 5 of this Guide.

10.13 Use of the term “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 [B.02.030] and whisky [B.02.010], where sugar could be added indirectly as part of the flavouring, the range of residual sugar content is very small and 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 Use of the term “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, NF
A1B 3V1
Tel.: 709-724-1112
http://www.nfliquor.com

Nova Scotia Liquor Corporation
93 Chain Lake Drive
Bayers Lake Business Park
Halifax, NS
B3S 1A3
Tel.: 902-450-5802
http://www.nsliquor.ns.ca

Prince Edward Island Liquor Control Commission
P.O. Box 967
Charlottetown, PE
C1A 7M4
Tel.: 902-368-5720
http://www.peilcc.ca/

New Brunswick Liquor Corporation
P.O. Box 20787
Fredericton, NB
E3B 5B8
Tel.: 506-452-6826
http://www.nbliquor.nb.com

Société des alcools du Québec
905, avenue Delorimier
Montréal, QC
H2K 3V9
Tel.: 514-873-3816
http://www.saq.com

Liquor Control Board of Ontario
55 Lakeshore Boulevard East
Toronto, ON
M5E 1A4
Tel.: 416-864-2453
http://www.lcbo.com

Manitoba Liquor Control Commission
P.O. Box 1023
Winnipeg, MB
R3C 2X1
Tel.: 204-284-2501
http://www.mlcc.mb.ca

Saskatchewan Liquor and Gaming Authority
P.O. Box 5054
Regina, SK
S4P 3M3
Tel.: 306-787-1738
http://www.slga.gov.sk.ca

Alberta Gaming and Liquor Commission
50 Corriveau Avenue
St-Albert, AB
T8N 3T5
Tel.: 403-447-8600
http://www.aglc.gov.ab.ca

British Columbia Liquor Distribution Branch
2625 Rupert Street
Vancouver, BC
V5M 3T5
Tel.: 604-252-3000
http://www.bcliquorstores.com

N.W.T. Liquor Commission
31 Capital Drive
Suite 201
Hay River, NT
X0E IG2
Tel.: 867-874-2100

Yukon Liquor Corporation Board
9031 Quartz Road
Whitehorse, YT
Y1A 4P9
Tel.: 867-667-5245
http://www.ylc.yk.ca

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 11

Processed Fruits and Vegetables

Chapter 11
Processed Fruits and Vegetables

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Chapter 11

Processed Fruits and Vegetables

Introduction

This chapter explains the mandatory 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 when processed fruits and vegetables listed in Table 11-1 of this *Chapter* are sold in interprovincial trade, international trade or marked with a grade.

The labelling requirements for processed fruits and vegetables subject to the PPR are stated in Part IV-Marking of the PPR. Those products 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 in Canada.

NOTE: All the regulatory requirements stated in this chapter apply also to products destined for hotels, restaurants and institutions (HRI).

Definitions

Principal Display Surface (PDS) means, in most cases, the total area or surface that is displayed or is visible under normal conditions of sale or use. This usually does not include the side(s), top, or the bottom of containers. In the case of a container that does not have a particular side for display (e.g., round can), the PDS is 40 per cent of the total surface area of the container, excluding the top and bottom. (For the complete definition, please refer to Section 2 of the CPLR.)

As the common name, net quantity and grade must be declared on the "principal display panel", its meaning is summarized as:

"Principal Display Panel (PDP)" means, in most cases, the label that is applied to the PDS and is visible under normal conditions of sale or use.

11.1 Common Name

The common name of a processed fruit or vegetable is :

- the prescribed name in the *Processed Products Regulations* (PPR);
- the name of the food printed in boldface type in the *Food and Drug Regulations* (FDR); or
- if the name of the food is not so printed or prescribed, the name by which the food is generally known

Examples:

1. Canned "Apple Juice" is specifically listed in Schedule I, Table I, Item 3, of the PPR. It must be named "apple juice".
2. "Orange Juice" is not specifically listed in the PPR. It falls under the generic standard of identity "fruit juice" in Schedule II, Item 13, of the PPR. Since Section B.11.128 of the FDR has "orange juice" in bold face type, the common name of the food must be declared as "orange juice".
3. Canned "hearts of palm" are not specifically listed in the PPR. The product falls under the generic standard of identity "canned vegetable" in Schedule II, Item 23, of the PPR. The FDR does not have "hearts of palm" as a bold face name. The common name of the food becomes the name by which it is generally known, i.e., "hearts of palm".

11.1.1 Location

The common name must be shown on the principal display panel of the container [42(1), PPR; B.01.006(1);12, CPLR].

11.1.2 Type Size

The common name must be shown in letters of at least 1.6 mm in height based on the lower-case letter “o” [36 PPR ; 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 must be shown by metric volume, metric weight or count, as prescribed in Schedule 5, Sections 4 and 5 of the PPR.

When the quantity is given in both metric and imperial units, the metric units should be displayed first and the two must be grouped together, while leaving sufficient space between them to prevent any confusion. [31(f), PPR; 21, 22, CPLR]

Indicating the net quantity in brackets is not permitted. All metric and imperial symbols must not be followed by a period. Ex: “ fl.oz.” is not acceptable.

Metric units must be shown in:

- millilitres (mL, ml or mℓ) or litres (L, l or ℓ) for volume
- grams (g) or kilograms (kg) for weight

Imperial units must be shown in:

- fluid ounces (fl oz) for volume
- ounces (oz) and pounds (lb) for weight

For conversion purposes:

1 U.S. fl oz = 1.04084 Canadian 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). Since this is not clearly displayed, the net quantity of the product must still be shown on the product label.

When the product offers an extra quantity as a bonus within the same container, 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 on the label must be 750 mL. This new net quantity must comply with the standardized container sizes (if applicable), see 11.2.2 below.

Schedule IV of the PPR contains specific requirements for minimum net and drained weights for several processed fruits and vegetables. However, this information does not have to be declared on the label.

11.2.2 Standardized Container Sizes

Some processed fruits and vegetables are subject to standardized container sizes prescribed in Schedule III of the PPR. Table 11-1 of this chapter contains a column called “Standard Containers”. This column is divided in 4 sub-columns :

- The first 2 sub-columns specify which tables and sections of the PPR outline the standardized container size for each product.
- The third column indicates the largest standardized container size (as per Schedule III of the PPR), and;
- The last column indicates if the product can be packed in a container smaller than the smallest standardized size in Schedule III of the PPR.

When a product is **subject to standardized container sizes**, the net quantity declared on the label must :

- Correspond to one of the standardized sizes in Schedule III of the PPR, or;
- Be larger than the largest standardized container size (“LTL”) but, smaller or equal to 20 kg or 20 L, and a multiple of 500 g or 500 ml [Section 25(1), PPR] or;
- Be smaller than the smallest standardized container size, if permitted [Sections 21(2), 25(2) and 25(3), PPR]

When a product is **not subject to standardized container sizes**, it can be marketed in any format.

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 type height 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 based on the principal display surface, shown in the following table [36, PPR; 14, CPLR]:

Principal Display Surface of the packaging (PDS)		**Minimum Height for Numerals in the Net Quantity and Characters in the Grade**	
square centimetres	square inches	millimetres	inches
≤ 32	≤ 5	1.6	1/16
> 32 to ≤ 258	> 5 to ≤ 40	3.2	⅛
> 258 to ≤ 645	> 40 to ≤ 100	6.4	¼
> 645 to ≤ 2580	> 100 to ≤ 400	9.5	⅜
> 2580	> 400	12.7	½

11.2.5 Language

- The net quantity must be shown in English and French [32, PPR; 6(2), CPLR].
- All **METRIC** symbols are considered bilingual
- Indicating “oz fl” is considered bilingual.

11.3 Grade

11.3.1 Use of Grade Names [37, 38, PPR]

Grades are used in the following conditions:

- The product is listed in Schedule I of the PPR*: 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; and
- The product was manufactured or graded and repackaged in a registered establishment, or is imported and sold in its original container.

* Foods subject to grades 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 *Processed Products Regulations* do not prescribe any grade standard [38, PPR]. For further information on foreign grades, refer to Section 11.3.3 of this Chapter.

11.3.2 Declaration of Grades [31(*e*), 37, Schedule V, PPR]

Products packed in registered establishments in Canada must indicate a grade beginning with "CANADA". The grade declaration must be in capital letters, as shown in Schedule V of the PPR. The declaration of grades can also be displayed in such a way that the words "FANCY", "CHOICE" or "STANDARD" or the letters "A", "B" or "C" may figure directly under the word "CANADA" rather than next to it.

Examples:

- Apples from Québec are processed into apple juice in a registered establishment in Canada. The apple juice must be marked either "CANADA FANCY" or "CANADA CHOICE".
- Cherries from France imported into Canada in bulk, repackaged and graded in a registered Canadian establishment must be marked either "CANADA FANCY", "CANADA CHOICE" or "CANADA STANDARD".
- Imported apples from USA are processed into apple sauce in a registered establishment in Canada. The apple sauce will therefore be labelled either "CANADA FANCY" or "CANADA CHOICE".

Products imported and **sold in their original container** must indicate a grade ending with the word "GRADE" for canned products or beginning with the word "GRADE" for frozen products. The declaration of grades can also be displayed in such a way that the words "FANCY", "CHOICE" or "STANDARD" or the letters "A", "B" or "C" may figure directly under the word "CANADA" rather than next to it.

	Canned / Hermetically sealed container	Frozen
Products packed in a registered establishment (domestic or imported)	CANADA FANCY	CANADA A
	CANADA CHOICE	CANADA B
	CANADA STANDARD	CANADA C
	SUBSTANDARD	SUBSTANDARD
Imported Products (*sold in original container*)	FANCY GRADE	GRADE A
	CHOICE GRADE	GRADE B
	STANDARD GRADE	GRADE C

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. Furthermore, 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 for this product in

Canada. 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; “USA Grade A - Spain #1”.

11.3.4 Location

The grade designation must be shown on the principal display panel of the container [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 Table in section 11.2.4 of this Chapter*). The letters must be in capitals, as illustrated in Schedule V of the PPR.

11.3.6 Language

The grade must be shown in English and French [32, PPR].

11.4 Size Grading of Vegetables [31(g), 40, PPR]

11.4.1 Use of Size Grading

The following vegetables should be graded by size, to indicate the size of the vegetable;

- Asparagus (tips or spears) - **canned or frozen**
- Beans (green or wax) - **canned or frozen**
- Cut carrots- (cut carrots-baby whole style, cut carrots- whole style, whole baby carrots, whole carrots) - **frozen**
- Lima beans - **canned or frozen**
- Peas - **canned or frozen**
- Potatoes (whole, white) - **canned or frozen**
- Brussels Sprouts- **frozen**: the size grading is optional

11.4.2 Declaration of Size Grading

The declaration of size grading of vegetables must be declared on the label as follows:

- The number designation or the word designation as prescribed in Schedule VI of the PPR;
- When the product contains two or more sizes, the description “ASSORTED SIZES” or “MIXED SIZES” must be used; or
- 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]

11.4.3 Location

The size grading may be shown on any label panel, except the bottom of the container [42(2), PPR].

11.4.4 Type Size

The size grading must be shown in letters of at least 1.6 mm in height based on the lower-case letter “o” [36(1), PPR].

11.4.5 Language

The size grading must be shown in English and French [32, PPR].

11.5 List of Ingredients

11.5.1 Manner of Declaring Ingredients

Ingredients and components must be shown by their common name in decreasing order of proportion by weight [B.01.008(3), (5)]. See section 2.8 of this *Guide*.

11.5.2 Location

The list of ingredients may be shown anywhere on the label, except the bottom of the container [42(2), PPR; B.01.005].

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].

11.5.4 Language

The list of ingredients must be shown in English and French [32, PPR; B.01.012(2)].

11.6 Name and Address

11.6.1 Manner of declaring the Name and Address

The legal name of the person (individual, corporation, business, distributor, importer) for whom and/or by whom the product was manufactured must be shown on the label [31(a), PPR; B.01.007(1.1)(a); 10(b)(I), *CPLA*].

When the name and address declared are those of the *first dealer* *, wording such as: “**Prepared for** ...”, “**Distributed by**...”, “**Packed for**..” is **mandatory** and must precede the name and address.

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.

When the name and address declared on the label are those of the *manufacturer*, the wording: "**Packed by** ...", "**Prepared by** ..." is **optional**.

* *First dealer:* means any person operating as a wholesaler, retailer or distributor who buys and sells under his own private label any food product packed for him by another person; (*premier commerçant*)

The address must be complete enough to allow consumers to communicate in writing with the party responsible. The address must include the following information:

Canadian addresses: city, province, postal code **or** city, Canada, postal code.

Foreign addresses: country and all other information necessary to forward the mail.

The address shown on the label may be that of the company's head office. Specifying the place of manufacture and telephone number is optional. However, the establishment's registration number or his identifying code mark must be declared.

11.6.2 Location

The name and address of the responsible party may be shown anywhere on the label, except the bottom of the container [42(2), PPR; B.01.005, B.01.007(1.1)(a); 13, CPLR].

11.6.3 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].

11.6.4 Language

The name and the address can be shown in English, French or both. [32, PPR; B.01.012 (9); 6(2), CPLR].

11.7 Country of Origin

11.7.1 Indication of the Country of Origin

All country names must be written out in full, except for the United States which may be abbreviated to USA as it is recognized worldwide.

11.7.1.1 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 or Packaged by: Mauna Loa Macadamia Nut Corp., Hilo, Hawaii 96720, USA

- as a separate declaration indicating the country of origin:

  "Product of USA"

*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:

- Frozen carrots are imported from Belgium and repackaged in Canada; the packaging operation does not change the nature of the product. Therefore, the label must read: "**Product of Belgium**"
- Olives are imported from Spain and repackaged in Canada in their original brine; they remain a "**Product of Spain**"

11.7.1.2 Products completely prepared in Canada from fruits and vegetables grown and processed in Canada

11.7.1.3 Processed fruit and vegetable products prepared in Canada from imported fruits or vegetables

11.7.1.4 Processed fruit and vegetable products prepared in Canada from a mix of imported and domestic fruits or vegetables

For the above situations (**11.7.1.2 to 11.7.1.4**), indicating the country of origin is **optional**.

A Canadian packer who wishes to declare its product as being of Canadian origin must be careful to avoid giving misleading information to consumers. 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 stated in Chapter 4, section 4.19 of the *Guide to Food Labelling and Advertising*: http://www.inspection.gc.ca/english/fssa/labeti/guide/ch4ae.shtml#a4.19

Please refer to these guidelines to determine if the claim "Product of Canada"/"Made in Canada" can be made.

11.7.2 Location

The country of origin may be shown anywhere on the label, except on the bottom of the container [42(2), PPR].

11.7.3 Type Size

When imported processed fruit and vegetable products are prepared for a **Canadian importer under their private label**, the country of origin must be declared clearly and conspicuously on the label, in lettering [41(2), PPR]:

- not less than 1/4 inch or 6.4 mm high for containers over 10 ounces (> 284 g or > 284 ml);
- at least 1/8 inch or 3.2 mm for containers 10 ounces and under ($\leq$ 284 g or $\leq$ 284 ml)

When the country of origin is declared as part of the **foreign name and address**, the minimum height of the letters of the declaration of country of origin is 1/16 inch or 1.6 mm. [41(1), PPR].

11.7.4 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”).

11.8 Registration Number

11.8.1 Definition

A unique registration number is assigned to establishments registered with the Canadian Food Inspection Agency (CFIA). Products regulated by the PPR and marketed in interprovincial trade, export trade or marked with a Canadian grade must be prepared in a registered establishment.

11.8.2 Declaration

When the product has been packed in Canada, the registration number of the establishment (where the product was prepared) or his identifying mark 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]
- on the label of all shipping containers [46(e), PPR]

The registration number assigned to an establishment can not be applied to 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.

There are no objections to declare a registration number on a label of a product not covered under the *Processed Products Regulations*, but prepared in a registered establishment.

11.8.3 Location

The registration number may be shown anywhere on the label, except the bottom of the container. However, it is recommended that the registration number be shown near the name and address of the responsible party [42 & 46, PPR].

11.8.4 Type Size

The registration number must be at least 1.6 mm in height. [36(1), PPR].

11.9 Production Code

11.9.1 Declaration

Each hermetically sealed container of ***fruit and vegetable products, for which a grade is established*** in the regulation, must be identified with a code. This code can be embossed or marked with indelible ink on the container and must permit the identification of the following: [31(aa), PPR];

- 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).

Each hermetically sealed container of ***low-acid food*** must be identified with a code. This code can be embossed or marked with indelible ink on the container and must permit identification of the following:

- The establishment where the product was thermally processed;
- The food product
- The date of manufacture (day, month and year or day and year depending on the type of code used); [30.3(d), PPR]

A ***low-acid food*** product is a product 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].

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**.

11.10 Special Label Wording

There are several types of mandatory special label wording that must be indicated on the labels of processed fruits and vegetables; please refer to Table 11-2 of this Chapter.

11.11 Nutrition Labelling

Amendments to the *Food and Drug Regulations* made nutrition labelling mandatory for most prepackaged products as of 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 had until December 12, 2007 to comply. These regulations affect processed products. Details on the nutrition labelling requirements are located in Chapter 5 and Chapter 6 of this *Guide*.

11.12 Nutrient Content Claims and Health Claims

Nutrient content claims and health claims can be made on some processed products. For more information on the conditions for making these claims, refer to Chapter 7 and Chapter 8 of this *Guide*, respectively.

11.13 Registration of Labels

For a label to be registered, it must meet the PPR requirements.

11.13.1 Processed Fruit and Vegetable Products Packed in a Registered Establishment

11.13.1.1 Sold in Canada

Prepackaged Consumer Sizes: The labels on these products must be registered in Ottawa [44(1), PPR].

Institutional Sizes: (including Larger than the Largest Size (LTL) and all other sizes) : The labels on these products must be registered in Ottawa [25(1)(d) and 44(1), PPR].

Note: LTL are institutional sizes up to 20 Kg or 20 L, for products subject to standardized container sizes in Schedule III of the PPR. They include bulk packages and institutional packages containing prepackaged but unlabelled smaller sizes (example: 1 case containing 10 x 2 kg of unlabelled frozen carrots)

Smaller than the Smallest Size: The labels on these products must be registered in Ottawa [21(2), 25(2), 25(3) and 44(1), PPR].

Shipping Containers: The labels on these products are NOT subject to registration.

Note: These are the outer packages containing fully labelled consumer size containers. They are exempt from label registration as they are outside the scope of sections 25 and 44 of the PPR.

11.13.1.2 Exported

These labels are subject to the same registration requirements as the ones for products sold in Canada (as above) unless Section 57 of the PPR is applied. This section allows products to be exported, under certain conditions, which do not meet the requirements of the PPR relating to grades, standards, packaging and/or marking.

11.13.2 Imported Processed Fruit and Vegetable Products sold in their Original Containers

Prepackaged Consumer Sizes: The labels on these imported products are not subject to registration.

Note: These labels can be voluntarily submitted to a local CFIA office for review, subject to operational availability . This review is not an approval process.

Larger than the Largest Size (LTL): The labels on these imported products must be registered [25(1)(e), PPR].

Smaller than the Smallest Size: The labels on these imported products are not subject to registration.

Note: These labels can be voluntarily submitted to a local CFIA office for review .

Shipping Containers: are not subject to registration.

11.13.3 Exceptions to Label Registration

Labels exempt from being registered in Ottawa include labels of products which have been granted :

- A Test Market Authorization (TMA) [9.1, PPR]: TMAs are granted on the basis of a regulatory deviation (e.g., non-prescribed container size, non-permitted ingredient, etc)
- A Ministerial Exemption [63, PPR (for import trade)]: To alleviate a shortage in Canada

11.13.4 Label Registration Procedure

Regardless of label registration requirements, all labels are subject to enforcement action when labelling violations are encountered.

Labels are registered (and applications for modification processed) by the Label and Recipe Registration Unit (LRRU). The company must submit an application in writing, using the 1478 CFIA form, accompanied by three (3) copies of the label to the following address:

Clerk / Label and Recipe Registration Unit (LRRU)
Canadian Food Inspection Agency
8 Colonnade Rd
Ottawa, Ontario K1A 0Y9

Form 1478 is available on the CFIA website : http://www.inspection.gc.ca/english/for/mpppe.shtml

The Director then registers the label or indicates any modifications necessary to meet the applicable requirements.

11.14 **Shipping Containers** (see definition in PPR, section 2)

For details concerning the labelling of shipping containers, please refer to Table 11-3 of this Chapter.

Table 11-1
Regulated CANNED Products Found in the *Processed Products Regulations* (PPR)

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Apples (sliced)	2	-	1	-	2.84 L	No	A-1	1(14)	-
Apple Juice	3	-	3	-	2 L	Yes	-	-	-
Apple Juice - Concentrated	4	-	-	-	-	No	-	-	-
Apple Juice from Concentrate	5	-	3	-	2 L	Yes	-	-	-
Apple Sauce	6	-	1	-	2.84 L	No	A-2	-	-
Apricot (whole or halves)	7		1	-	2.84 L	No	A-3	1(1)	-
Apricot Nectar	-	40	-	-	-	No	-	-	-
Asparagus (tips or spears)	8	-	4	-	2.84 L	No	C-1	-	IV
Asparagus (cuts or cuttings)	9	-	4	-	2.84 L	No	C-1	-	-
Beans (Green or Wax with/without seasoning)	10	-	2	-	2.84 L	No	B-1	-	I
Beans, Vegetarian Beans	-	29	-	1	2.84 L	No	B-3	-	-
Beans (Lima)	11	-	2	-	2.84 L	No	B-2	-	III
Beans (Lima): Ripe, Dried Soaked, Dry, Cooked Dry	-	31	-	-	-	No	-	-	-
Bean Sprouts	-	27	-	10	2.84 L	No	B-5	-	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Beans with Pork, Beans with Pork and Tomato Sauce	-	28	-	1	2.84 L	No	B-4	-	-
Beets (whole)	12	-	2	-	2.84 L	No	B-6	-	-
Beets (sliced)	13	-	2	-	2.84 L	No	B-6	-	-
Beets (diced or cubed)	14	-	2	-	2.84 L	No	B-6	-	-
Beets (cut or quartered)	15	-	2	-	2.84 L	No	B-6	-	-
Beets (julienne or shoestrings)	16	-	2	-	2.84 L	No	B-6	-	-
Blackberries	-	11*	-	-	-	No	A-4	1(2)	-
Blueberries	18	-	1	-	2.84 L	No	A-5	1(15)	-
Boysenberries	-	11*	-	-	-	No	A-4	1(3)	-
Cantaloupe, Melons	-	11*	-	-	-	No	-	2(1)	-
Carrots (whole)	20	-	2	-	2.84 L	No	B-7	-	-
Carrots (sliced)	21	-	2	-	2.84 L	No	B-7	-	-
Carrots (diced or cubed)	22	-	2	-	2.84 L	No	B-7	-	-
Carrots (julienne or shoestring)	23	-	2	-	2.84 L	No	B-7	-	-
Cherries (Red Sour Pitted)	24	-	1	-	2.84 L	No	A-6	1(4)	-
Cherries (Sweet)	25	-	1	-	2.84 L	No	A-7	1(16)	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Cherries (Maraschino, Creme de Menthe or Cocktail)	26	-	10	-	4 L	No	A-8	3(1)	-
Chutneys	27	38	-	17	4 L	Yes	-	-	-
Corn (whole or cut kernel, with or without seasoning)	27	-	2	-	2.13 L	No	B-8	-	-
Corn (whole kernel) vacuum packed	27	-	5	-	540 mL	No	-	-	-
Corn (cream style)	28	-	-	-	-	No	-	-	-
Corn on the Cob	29	-	-	-	-	No	-	-	-
Corn: Hominy	-	32	-	-	-	No	B-8	-	-
Crab Apples	-	11*	-	-	-	No	A-1	1(5)	-
Cranberry Jelly, Jellied Cranberry	-	9	-	-	-	No	-	-	-
Cranberries, Cranberry Sauce	-	10	-	-	-	No	-	-	-
Fruit Cocktail	30	-	1	-	2.84 L	No	A-9	2(2)	-
Fruits for Salad	31	-	1	-	2.84 L	No	A-10	2(4)	-
Fruit Salad	32	-	1	-	2.84 L	No	A-10	2(3)	-
Fruits (Other)	-	11	-	-	-	No	-	-	-
Fruit Juices (Other)	-	13	-	8	2 L	Yes	-	-	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Fruit Peel, Cut Mixed Peel	-	19	-	12	450 g	No	-	-	-
Glace Fruit, Cut Mixed Fruit	-	18	-	12	450 g	No	-	-	-
Gooseberries	-	11*	-	-	-	No	A-11	1(7)	-
Grape Juice	-	14	-	16	2 L	Yes	-	-	-
Grape Juice Concentrate, Concentrated Grape Juice	-	15	-	16	2 L	Yes	-	-	-
Grape Juice from Concentrate	-	16	-	16	2 L	Yes	-	-	-
Grapefruit Sections	-	11*	-	7	2.84 L	No	A-12	1(18)	-
Grapefruit and Orange Sections	-	11*	-	7	2.84 L	No	A-13	-	-
Horseradish Sauce, Creamed Horseradish	-	-	-	20	4 L	Yes	-	-	-
Infant Food and Junior Food	-	-	-	2	213 mL	No	-	-	-
Jams	-	2	-	14	4 L	Yes	-	-	-
Jellies	-	3	-	14	4 L	Yes	-	-	-
Lawton berries	-	11*	-	-	-	No	A-14	1(8)	-
Loganberries	-	11*	-	-	-	No	A-14	1(9)	-
Marmalade - Citrus	-	4	-	14	4 L	Yes	-	-	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Mincemeat, Fruit Mince	-	20	-	-	-	No	-	-	-
Mushrooms (whole, button, sliced button, sliced)	35	-	7	-	2.84 L	No	B-11	-	-
Mushrooms (stems and pieces)	-	34	-	9	2.84 L	No	B-11	-	-
Mushroom - Creamed: (whole sliced or chopped)	-	35	-	9	2.84 L	No	-	-	-
Olives (green)	-	36	-	18	2 L	Yes	-	-	-
Olives (black, ripe, California ripe)	-	36	-	-	-	No	-	-	-
Onions	-	37	-	-	-	No	B-12	-	-
Oranges (mandarin)	-	11*	-	15	2.42 L	No	-	2(8)	-
Orange Sections - Canned	-	11*	-	7	2.84 L	No	-	-	-
Peaches (whole, halved, sliced, diced or quartered)	36	-	1	-	2.84 L	No	A-15	2(5)	-
Peach Nectar	-	40.1	-	-	-	No	-	-	-
Pears (whole, halved, sliced, diced or quartered)	37	-	1	-	2.84 L	No	A-16	2(6)	-
Pear Nectar	-	40.1	-	-	-	No	-	-	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Peas	39	-	2	-	2.84 L	No	B-13	-	II
Peas: Ripe, Dried Soaked, Dry, Cooked Dry	-	30	-	-	-	No	B-14	-	-
Peas & Carrots (or Carrots & Peas)	40	-	2	-	2.84 L	No	B-15	-	-
Pickles	-	38	-	17	4 L	Yes	-	-	-
Pie Fillers, Pie Filling	-	21	-	11	2.84 L	No	-	-	-
Pie Fruits (Solid Pack or Heavy Pack)	-	22	-	11	2.84 L	No	A-1 to A-20	-	-
Pineapple	-	11	-	6	2.84 L	No	E-1	2(7)	-
Plums, Prune Plums	38	-	1	-	2.84 L	No	A-18	1(17)	-
Potatoes - White (whole)	41	-	2	-	2.84 L	No	B-16	-	V
Potatoes - White (sliced)	42	-	2	-	2.84 L	No	B-16	-	-
Potatoes - White (diced or cubed)	43	-	2	-	2.84 L	No	B-16	-	-
Potatoes - White (julienne, shoestring, regular cut, or crinkle cut)	44	-	2	-	2.84 L	No	B-16	-	-
Potatoes - Sweet (cut)	45	-	11	-	2.84 L	No	D-1	2(9)	-
Potatoes - Sweet (whole)	45	-	12	-	597 mL	No	D-1	2(9)	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Preserves (conserves)	-	6	-	14	4 L	Yes	-	-	-
Prune Nectar	-	41	-	-	-	No	-	-	-
Pumpkin	46	-	2	-	2.84 L	No	-	-	-
Raspberries	-	11*	-	-	-	No	A-19	1(10)	-
Relishes	-	38	-	17	4 L	Yes	-	-	-
Rhubarb	-	11*	-	-	-	No	A-20	1(11)	-
Sauerkraut	48	-	-	-	-	No	B-18	-	-
Sauerkraut with Preservative	-	42	-	19	2.84 L	No	-	-	-
Spaghetti in Tomato Sauce	-	-	-	5	2.84 L	No	-	-	-
Spinach	50	-	2	-	2.84 L	No	F-1	-	-
Squash	47	-	2	-	2.84 L	No	B-17	-	-
Strawberries	19	-	1	-	2.84 L	No	A-21	1(12)	-
Thimbleberries	-	11*	-	-	-	No	-	1(13)	-
Tomatoes (whole, whole and pieces, wedges, sliced, diced or chopped)	52	-	2	-	2.84 L	No	B-22	-	-
Tomatoes - Stewed	53	-	2	-	2.84 L	No	-	-	-
Tomato Juice	54	-	3	-	2 L	Yes	-	-	-
Tomato Juice - Concentrated	55	-	9	-	3.58 L	No	-	-	-
Tomato Catsup (optional grade)	60	-	13	-	1.5 L	No	-	-	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Tomato Chili Sauce (optional grade)	61	-	-	-	-	No	-	-	-
Tomato Paste, Concentrated Tomato Paste (optional grade)	59	-	8	-	3.58 L	No	-	-	-
Tomato Pulp (optional grade)	58	-	9	-	3.58 L	No	-	-	-
Tomato Puree (optional grade)	57	-	9	-	3.58 L	No	-	-	-
Vegetable for Chop Suey	-	27	-	10	2.84 L	No	B-23	-	-
Vegetables - Leafy Greens (other than Spinach)	-	23*	-	-	-	No	B-9	-	-
Vegetables - Mixed Macedoine (optional grade)	33	-	2	-	2.84 L	No	B-10	-	-
Vegetables with - Sauce, Butter, Butter Sauce, Cheese Sauce or Tomato Sauce	-	24	-	-	-	No	-	-	-
Vegetables (Other)	-	23	-	-	-	No	-	-	-
Vegetable Juices (Other)	-	26	-	-	-	No	-	-	-
Vegetable Soups, Condensed	-	-	-	3	2.84 L	No	-	-	-

CANNED Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III				Drained Weights Sch. IV	% Soluble Solids Sch. IV	Size Grading Sch. VI
	Table I Section #	Section #	Table I Section #	Table III Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table I Section #	Table III Section #	Table #
Vegetable Soups, Ready-to-Serve	-	-	-	4	2.84 L	No	-	-	-

11* : Generic standard of identity for canned fruits

23* : Generic Standard of identity for canned vegetables

Table 11-1
Regulated FROZEN Products Found in the *Processed Products Regulations* (PPR)

FROZEN Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III			% Soluble Solids Sch. IV	%Sweet ingredient Sch. IV	Size Grading Sch.VI
	Table II Section #	Section #	Table II Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table III Section #	Table IV Section #	Table #
Frozen Apples (sliced)	3	-	1 & 2	2 kg	No	1(14)	-	-
Frozen Apple Juice - Concentrated	4	-	11	1.36 L	No	-	-	-
Frozen Apricots	5	-	1 & 2	2 kg	No	1(1)	-	-
Frozen Asparagus (tips or spears)	6	-	7	2 kg	Yes	-	-	IV
Frozen Asparagus (cuts or cuttings)	7	-	7	2 kg	Yes	-	-	-
Frozen Beans (Green or Wax)	8	-	7	2 kg	Yes	-	-	I

FROZEN Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III			% Soluble Solids Sch. IV	%Sweet ingredient Sch. IV	Size Grading Sch.VI
	Table II Section #	Section #	Table II Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table III Section #	Table IV Section #	Table #
Frozen Beans (Lima)	9	-	3	2 kg	Yes	-	-	III
Frozen Blackberries	-	12*	-	2 kg	No	1(2)	8	-
Frozen Blueberries	11	-	1 & 2	2 kg	No	1(15)	5	-
Frozen Boysenberries	-	12*	-	-	No	1(3)	IV-6	-
Frozen Broccoli (spears, cut or chopped)	14	-	7	2 kg	Yes	-	-	-
Frozen Brussel Sprouts	15	-	7	2 kg	Yes	-	-	VI
Frozen Cantaloupe, Melons	-	12*	-	-	No	2(1)	-	-
Frozen Carrots (cut carrots- baby whole style, cut carrots- whole style, whole style baby carrots, whole carrots)	16	-	5	2 kg	Yes	-	-	VII
Frozen carrots (diced or sliced)	16	-	5	2 kg	Yes	-	-	-
Frozen Cauliflower	17	-	7	2 kg	Yes	-	-	-
Frozen Cherries (Red Sour Pitted)	18	-	1 & 2	2 kg	No	1(4)	1 & 12	-
Frozen Cherries (Sweet)	19	-	1 & 2	2 kg	No	1(16)	-	-

FROZEN Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III			% Soluble Solids Sch. IV	%Sweet ingredient Sch. IV	Size Grading Sch.VI
	Table II Section #	Section #	Table II Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table III Section #	Table IV Section #	Table #
Frozen Corn - Whole Kernel (whole grain)	20	-	3	2 kg	Yes	-	-	-
Frozen Corn on the Cob	22	-	10	-	No	-	-	-
Frozen Crab Apples	-	12*	-	-	No	1(5)	-	-
Frozen French Fried Potatoes (* from white potatoes) (straight cut or regular cut, shoestring or julienne, crinkle cut, crinkle cut shoestring or crinkle cut julienne)	31	-	9	20 kg	Yes	-	-	-
Frozen Fruit Cocktail	23	-	1 & 2	2 kg	No	2(2)	-	-
Frozen Fruit for Salad	24	-	1 & 2	2 kg	No	2(4)	-	-
Frozen Fruit Salad	25	-	1 & 2	2 kg	No	2(3)	-	-
Frozen Fruits (Other)	-	12	-	-	No	-	-	-
Frozen Gooseberries	-	12*	-	-	No	1(7)	-	-
Frozen Grapefruit	-	12*	-	-	No	1(18)	-	-
Frozen Lawton berries	-	12*	-	-	No	1(8)	-	-

FROZEN Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III			% Soluble Solids Sch. IV	%Sweet ingredient Sch. IV	Size Grading Sch.VI
	Table II Section #	Section #	Table II Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table III Section #	Table IV Section #	Table #
Frozen Loganberries	-	12*	-		No	1(9)	7	-
Frozen Mandarin Oranges	-	12*	-	-	No	2(8)	-	-
Frozen Mushrooms (whole, sliced, diced, chopped, stems and pieces or pieces and stems)	-	33	-	-	No	-	-	-
Frozen Onions	-	37	-	-	No	-	-	-
Frozen Orange Juice - Frozen Concentrated	27.2	-	-	-	No	-	-	-
Frozen Orange Juice - Sweetened Frozen Concentrated	-	44	-	-	No	-	-	-
Frozen Peaches (halved, sliced, diced or quartered)	28	-	1 & 2	2 kg	No	2(5)	10	-
Frozen Pears	-	12*	-	-	No	2(6)	-	-
Frozen Peas	29	-	3	2 kg	Yes	-	-	II
Frozen Peas - Snow	-	25*	-	-	No	-	-	-
Frozen Peas and Carrots (diced, sliced or whole)	30	-	5	2 kg	Yes	-	-	-

FROZEN Food Product	Grade Sch. I	Standard of Identity Sch. II	Standard Container Sizes Schedule III			% Soluble Solids Sch. IV	%Sweet ingredient Sch. IV	Size Grading Sch.VI
	Table II Section #	Section #	Table II Section #	Largest Container Prescribed	Can be packed in smaller than smallest container size	Table III Section #	Table IV Section #	Table #
Frozen Pineapple	-	12*	-		No	2(7)	-	-
Frozen Plums, Prune Plums	-	12*	-		No	1(17)	-	-
Frozen Potatoes, Sweet	-	25*	-		No	2(9)	-	-
Frozen Potatoes (whole white)	-	25*	-	-	No	-	-	V
Frozen Raspberries	-	12*	-	-	No	1(10)	4	-
Frozen Rhubarb (cut)	34	-	1 & 2	2 kg	No	1(11)	9	-
Frozen Spinach (whole leaf, cut or chopped)	35	-	4	2 kg	Yes	-	-	-
Frozen Squash - Cooked	32	-	8	2 kg	Yes	-	-	-
Frozen Squash - Uncooked (diced or cubed)	33	-	8	2 kg	Yes	-	-	-
Frozen Strawberries (whole)	12	-	1 & 2	2 kg	No	1(12)	3	-
Frozen Strawberries (sliced)	13	-	1 & 2	2 kg	No	1(12)	3	-
Frozen Thimbleberries	-	12*	-	-	No	1(13)	-	-
Frozen Vegetables	27	-	5	2 kg	Yes	-	-	-

FROZEN Food Product	**Grade Sch. I**	**Standard of Identity Sch. II**	**Standard Container Sizes Schedule III**			**% Soluble Solids Sch. IV**	**%Sweet ingredient Sch. IV**	**Size Grading Sch.VI**
	Table II Section #	**Section #**	**Table II Section #**	**Largest Container Prescribed**	**Can be packed in smaller than smallest container size**	**Table III Section #**	**Table IV Section #**	**Table #**
Frozen Vegetables: Special Blends of Frozen Vegetables	27.1	-	6	2 kg	Yes	-	-	-
Frozen Vegetables (Other)	**-**	25	-	-	No	**-**	**-**	**-**

12* Generic standard of identity for frozen fruits

25* Generic standard of identity fot frozen vegetables

Table 11-2
Mandatory Label Wording for Processed Products

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Products**	**Height of Letters**	**Location**	**References (PPR)**
SPECIAL LABEL WORDING must be in English AND French	N/A	N/A	N/A	32
" **Brand / Marque** " When the brand name refers to a geographic name or some other descriptive name	N/A	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.	N/A	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
"**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

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Products**	**Height of Letters**	**Location**	**References (PPR)**
"**keep refrigerated**"	Non-Hermetically Sealed Apple Juice From Concentrate With Added Sodium Benzoate**,** Non-Hermetically Sealed Grape Juice From Concentrate With Added Sodium Benzoate and sauerkraut with preservative	minimum 1.6 mm	any surface except the bottom	Schedule I 5(1)e. schedule II 16(k) 31.pp 31.oo 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**" , "**heavy pack**" , "**in water**" **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 Schedule I 2(1) Schedule II 22 Schedule I 46(2)
"in water"	for products packed in water	minimum 1.6 mm	any surface except the bottom	31.j

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Products**	**Height of Letters**	**Location**	**References (PPR)**
"**....% sugar, invert sugar, dextrose or glucose added**"	frozen fruits packed in sweetening ingredients (Schedule IV, Table IV)	minimum 1.6 mm	any surface except the bottom	35(2) & 42(2)
"**sweetened**"	sweetened frozen concentrated orange juice	same as the words "concentrated orange juice "	principal display panel of container	31.ss & 42(2)
"**tips removed**" or "**without tips**"	Canada Choice grade asparagus, without tips	minimum 1.6 mm	under the product name	31.s & 42(1)
Variety of fruit or vegetable: If named on the label, it must be true and correct	N/A	minimum 1.6 mm	any surface except the bottom	31.d & 42(2) optional
"**extra heavy syrup**" or "**extra heavy fruit juice syrup**"; "**heavy syrup**" or "**heavy fruit juice syrup**"; "**light syrup**" or "**light fruit juice syrup**" "**slightly sweetened water or slightly sweetened fruit juice" "packed in (name of fruit**(s)**) juice"** or **"Packed 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	35(1) 42(2) & Schedule IV

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Products**	**Height of Letters**	**Location**	**References (PPR)**
"**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, prune nectar, apricot nectar, grape juice or grape juice from concentrate to which ascorbic acid has been added **to increase the Vitamin C content"** When Vitamin C has been added, the vitamin levels specified for the product must be followed: **apple juice**: minimum 35 mg/100 mL and maximum 60 mg/114 mL **grape juice** : minimum 18 mg/100 mL and maximum 60 mg/ 114 mL **the nectars** must meet the standards set out in the *Food and Drug Regulations*, i.e. minimum 20 mg/114 mL and maximum 60 mg/114 mL). (D.01.009 to D.01.011)	prune nectar 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) Schedule I 3(2)(g) Schedule II 14(1)(l) Schedule II 15(k) Schedule II 16(j) Schedule II 40 Schedule II 41
"**a water extract of dried prunes**"	prune nectar	minimum 1.6 m	following the product name	31.mm & 42(1)

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Products**	**Height of Letters**	**Location**	**References (PPR)**
"**whole**", "**cut**", "**whole vertical pack**", "**asparagus style**" or "**shoestring**"	green beans or wax beans canned or frozen	minimum 1.6 mm	any surface except the bottom	31.r & 42(2)
"**wild"** or "**cultivated**" and "**individually quick frozen (I.Q.F.)** " or "**non-free flowing**"	frozen blueberries	minimum 1.6 mm	any surface except the bottom	31.qq & 42(2)
"**with pectin**"	jam, jelly, marmalade	minimum 1/8 inch height for containers >10 ounces minimum 3/32 inch containers < 10 ounces	under the product name	31.o & 42(1) when applicable

Table 11-3
Summary of Labelling Requirements for Shipping Containers

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Height of Letters**	**Location**	**Language**	**References (PPR)**
Common Name The product name must be as prescribed by the standard	minimum 1.6 mm	any surface except the bottom	English OR French	46(a) **mandatory**
Grade As indicated on the labels of the containers	minumum 1.6 mm	any surface except the bottom	English OR French	46(c) **mandatory**
Number and Size of the Container	minimum 1.6 mm	any surface except bottom	N/A	46(d) **mandatory**
Label Wording: "Keep refrigerated" Canned low-acid food which must be kept continuously refrigerated	minumum 1.6 mm	on the main panel	English OR French	30.1(2)(a), B.27.002(2)(a) FDR
Label Wording: "Keep frozen" Canned low-acid food which must be kept continuously frozen	minumum 1.6 mm	on the main panel	English OR French	30.1(2)(b) B.27.002(2)(b) FDR
Registration Number The number must be the number of the establishment where the product was packaged	minumum 1.6 mm	any surface except bottom	N/A	46(e) **mandatory if Canadian product**
Country of origin Imported product: "**Product of** ..." or the country of origin is part of the name and address of the foreign dealer	minumum 1.6 mm	any surface except bottom	English OR French	41 **mandatory if imported product**

PROCESSED FRUITS AND VEGETABLES ***Prepackaged*** **Domestic, Import and Export**				
Requirements	**Height of Letters**	**Location**	**Language**	**References (PPR)**
Name and Address **Domestic product:** name and address of the manufacturer; **or** name and address of the first dealer preceded by: "prepared for", "distributed by " **Imported product** (while following the criteria set out above for the country of origin): name and address of the manufacturer; **or** name and address of the first dealer; or **or** name and address of the Canadian importer preceded by: "prepared for" ", "distributed by", "imported by"" or grouped with the declaration of country of origin	minimum 1.6 mm	any surface except bottom	English OR French	46(b) **mandatory**

GUIDE TO FOOD LABELLING AND ADVERTISING

Chapter 12

Honey

Chapter 12

Honey

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Summary Table of Labelling Requirements for Packages and Bulk Containers of Honey
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Chapter 12

Honey

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 composition standard 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), *HR*; B.01.001, B.01.006; 10(*b)*(ii), CPLA]

Honey Covered by the *Honey Regulations*

The common names for honey are detailed in *section 35(1) 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 B.16.025-B.18.027. 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, *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), *HR*; 14(1), 15, CPLR]

The minimum type height must be 1.6 mm.

12.1.3 Language [35(2), *HR*; B.01.012(2); 6(2), CPLR]

The common name must appear in both French and English.

12.2 Net Quantity Declaration [35, 36, *HR*; 4, CPLA; 22(1), CPLR]

For honey, the net quantity must declared in metric units of weight (grams “g” or kilograms “kg”). For honey graded under the *Honey Regulations*, there are standard container sizes which you can find listed below.

12.2.1 Standard Container Sizes for Honey [29(2), *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 - 150 g, 250 g, 375 g, 500 g, 750 g, 1 kg, 1.5 kg, 2 kg, 3 kg or 5 kg

12.2.2 Location on the Label [35(1)(*a)*(iv), *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(3), *HR*; 14, 15, CPLR]

For the type height requirements for the numeric portion of the net quantity declaration, please refer to 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), *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 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 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).

Canadian Honey	Canada N^{o} 1 Canada N^{o} 2 Canada N^{o} 3 substandard / sous-régulière (see above)
Imported Honey	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 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 FDR]

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 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 in^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)
- 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 Names [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:

the 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 in 12.6.1.

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 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”.

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 [13, 31(4), *CPLR*; 35(1)(*b)*, *HR*]

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 on any surface of the container, with the exception of the bottom in both English and French. 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 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*.

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 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 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.

12.12.6 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 White	not darker than Extra White	not more than 13 mm
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 Applicable Words

The following words are required, where applicable [36(1)(*g*), 47(1)(d)(vi), *HR*]

- “liquid” or “liquide”
- “creamed” or “en crème” or any other words indicating the contents are granulated
- “pasteurized” or “pasteurisé”
- “pressed” or “de presse”

12.12.8 Lot Number [36(1)(*f*), *HR*]

A lot number is required on 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(*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), *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.

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 Prepackaged Honey
Table 12-1

Prepackaged HONEY *Import* (47, *HR*) *Export* (34, 53, *HR*) ~ *Interprovincial* (53, 54.2, *HR*)				
Requirements	**Type Height**	**Location on Label**	**Language**	**References (*HR*)**
Common Name : "Honey" "Honey" only or accompanied with the name of the flower	1.6 mm	principal display panel	English and French	35(1)(*a*)(i), 35(2), 35(3), 47(1)(*c*)(i), 47(2), 47(4), Schedule I Table IV mandatory
Net quantity g or kg **Standard containers** are prescribed for prepacked honey (29 (2)) any size up to and including 150g; 250g; 375g; 500g; 750g; 1kg; 1.5kg; 2kg; 3kg; 5kg; The Minister may permit the sale of novelty containers of non standard sizes or experimental use sizes.	minimum 1.6 mm (Numeric portion - see 12.4.4 of this *Guide*)	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
Grade **Packed in Canada:** CANADA no 1; CANADA no.2 ; CANADA no. 3; sous-régulière / substandard **If imported**, the grade designation is as follows: "Grade no. X" or "No. 1", "No. 2" , "No. 3" Note: There is no "substandard " grade designation for imported products.	minimum 1.6 mm (see 12.4.4)	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

Prepackaged HONEY *Import* (47, *HR*) *Export* (34, 53, *HR*) ~ *Interprovincial* (53, 54.2, *HR*)				
Requirements	**Type Height**	**Location on Label**	**Language**	**References (*HR*)**
Colour - white; golden; amber; dark	minimum 1.6 mm (see 12.4.4)	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 "**liquid**" as applicable - Only if the honey has been heat-treated to avoid rapid cristallisation "**creamed**" as applicable - or any other word(s) indicating that the contents are granulated. "**pressed**" when applicable "**pasteurisé**" / **pasteurized**" - 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	minimum 1.6 mm	principal display panel	English and French	35(1)(*a*)(v), 35(2), 35(3), 47(1)(*c*)(vii), 47(2), 47(4) mandatory
Name and Address **domestic product:** Name and address 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 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) CPLR mandatory

Prepackaged HONEY *Import* (47, *HR*) *Export* (34, 53, *HR*) ~ *Interprovincial* (53, 54.2, *HR*)				
Requirements	**Type Height**	**Location on Label**	**Language**	**References (*HR*)**
Country of origin **Canadian honey** "Product of Canada" or "Canadian honey" **Imported honey** "Product of ..." **Blended from different countries** A blend of Canadian and...honey" or "A blend of...honey and Canadian honey"	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

Summary Table of Labelling Requirements for Packages and Bulk Containers of Honey
Table 12-2

Prepackaged HONEY *Import* (47, *HR*) *Export* (34, 53, *HR*) ~ *Interprovincial* (53, 54.2, *HR*)				
Requirements	**Type Height**	**Location on Label**	**Language**	**References (*HR*)**
Common Name : "Honey" "Honey" only or accompanied with the name of the flowers	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), FDR 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 are 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), FDR mandatory
Grade **Packed in Canada:** CANADA no 1; CANADA no.2 ; CANADA no. 3; substandard **If imported**, the grade designation is as follows: Grade no. X" or "No. 1", "No. 2" , "No. 3" There is no "substandard " grade designation for imported products	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)	5(1), 7, 36(1)(*b*), 36(2), 47(1)(*d*)(i), 47(4), Schedule I, Table III B.01.012(11), *FDR* mandatory

Prepackaged HONEY *Import* (47, *HR*) *Export* (34, 53, *HR*) ~ *Interprovincial* (53, 54.2, *HR*)				
Requirements	**Type Height**	**Location on Label**	**Language**	**References (*HR*)**
Colour extra white; white; golden; light amber; dark amber; dark	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)(*b*), 36(2), 47(1)(*d*), 47(1)(d)(ii), 47(4), Schedule 1, Table II mandatory
Other Requirements: "**liquid**" as applicable - Only if the honey has been heat-treated to avoid rapid crystallisation "**creamed**" as applicable - or any other word(s) indicating that the contents are granulated. "**pressed**" when applicable "**pasteurized**" - Only if the honey has been heat-treated by a **registered pasteurizing plant** so that the honey is free of viable sugar-tolerant yeasts. (Domestic product only)	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)(*g*), 47(1)(*d*)(viii), 47(4) B.01.012(11), *FDR* mandatory
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), *FDR* mandatory

Prepackaged HONEY *Import* (47, *HR*) *Export* (34, 53, *HR*) ~ *Interprovincial* (53, 54.2, *HR*)				
Requirements	**Type Height**	**Location on Label**	**Language**	**References (*HR*)**
Country of origin **Canadian honey** "Product of Canada" or "Canadian honey" **Imported honey** "Product of ..." **Blended from different countries** "A blend of Canadian and...honey" or "A blend of...honey and Canadian honey"	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)	37(1),(2),(3), 47(1)(*d*)(v), 52(1), 52(2) B.01.005, *FDR* mandatory

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Chapter 14

Meat and Poultry Products

Chapter 14

Meat and Poultry Products

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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, 1990*, (MIR, 1990) are addressed in Chapter 7 of the *Meat Hygiene Manual of Procedures* available 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 FDR, B.01.090, B.01.091, B14.021, 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 (or poultry meat): A solid cut meat (or poultry meat) is a whole cut of meat (or poultry meat) or a product consisting of at least 80% of pieces of boneless, skinless meat (or poultry 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" and "chopped & formed" meat products: This unstandardized 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 & formed” meat products (Type 2): These unstandardized products should, 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; or

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 cm^2 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

a) The following tables summarize the labelling requirements for foods packaged for retail sale by manufacturers and by retailers.

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 for which a minimum level of meat protein is prescribed in the MIR, 1990 (Section 7 or Schedule I) or Division 14 or 22 of the FDR	No	No	Yes	Yes

b) The following table summarizes the labelling requirements for foods packaged from bulk on retail premises, domestic & imported.

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 up	Yes	No	No	Yes
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 for which a minimum level of meat protein is prescribed in the MIR, 1990 (Section 7 or Schedule I) or Division 14 or 22 of the FDR	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 the 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 analysed as a single sample, or may be analysed 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 analysed by trained staff using recognized methods of measurement such as AOAC methods. The analyst may determine how best to collect and analyse 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 I; 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*** Burger Meat*** Chopette Meat*** Croquette Meat*** Cutlette Meat*** Steakette	11.5% (uncooked)	Preserved Sausage or (if sodium or potassium nitrite or both, or sodium erythorbate or erythorbic acid are added) Cured Sausage	7.5% (uncooked)
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%

Column 1	Column 2	Column 1	Column 2
Meat Product	**Minimum Meat Product Protein****	**Meat Product**	**Minimum Meat Product Protein****
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.

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Chapter 15

Fish and Fish Products

Canada

Chapter 15

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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, 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 (FPIM), at http://www.inspection.gc.ca/english/anima/fispoi/manman/fpimip/toctdme.shtml

- *Fish Products Standards and Methods Manual*, at http://www.inspection.gc.ca/english/anima/fispoi/manman/samnem/toctdme.shtml

- *Fish Products Inspection Manual*, at http://www.inspection.gc.ca/english/anima/fispoi/manman/fimmii/toctdme.shtml

- *Canadian Shellfish Sanitation Program*, at http://www.inspection.gc.ca/english/anima/fispoi/manman/cssppccsm/toctdme.shtml

- *Guide to Permitted Additives in Fish and Fish Products,* at http://www.inspection.gc.ca/english/anima/fispoi/product/additi/guidee.shtml

- *The Canadian Fish List*, at http://www.inspection.gc.ca/english/anima/fispoi/fishlist/canadahomee.shtml

- *Questions and Answers*, at http://www.inspection.gc.ca/english/anima/fispoi/product/questions/indexe.shtml

15.2 Common Name [25(1), 25(2)(*b*), 26(1), 27, *FIR*]

(i) In addition to 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 the Industry Notice of 3 September 2011, "Naming of Fish Species Marketed or Further Processed in Canada".

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 centimeters, 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 of *FIR,* 65(*a*).

(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, *FPIM*]

(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, *FPIM*.

(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*, FPIM* (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/ m^2/24 h at 24^{0}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 "flash fried" breaded fish portions), and which may be perceived as such by consumers, must be labelled as follows [Industry Notice, 14 November 2008, "Labelling of Raw Fish Products that have a Cooked Appearance and may be Mistaken for a Ready-to-eat Product"]:

- information indicating that the product is raw and must be properly cooked prior to use must be clearly visible and present in both official languages on the principal display panel (PDP);

- statements such as "ready-to-eat," "heat and serve", "grilled fillets", "fried fish" or other statements giving any impression that the product can be consumed without further cooking are not permitted.
- cooking instructions are optional. However, if present, they must be adequate to ensure safety of the product.
- if a vignette is present which creates an impression that the product is ready-to-eat, the statement "Serving suggestion" (or similar) in both official languages must be on, or adjacent to, the vignette.
- storage conditions to ensure safety of the product must be present on the label in both official languages (e.g., "keep frozen" statement on frozen products; "keep refrigerated" and "best before" date on products sold under refrigeration).

(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 germo*),
- "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 [31, 32, 33, 6(2)(*a*), 6(3), *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 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*.

Note that prepackaged 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 Disease Risk Reduction Claims

Nutrient content claims and disease risk reduction 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
means
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
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
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 **but does not include**
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 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 *Canada' s Food Guide to Healthy Eating*

CAPA
acronym for *Canada Agricultural Products Act*

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 *Food and Drug Regulations*
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) (*CPLA*)

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 *Consumer Packaging and Labelling Act*

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 *Food and Drugs Act*

FDR
acronym for *Food and Drug Regulations*

FIA
acronym for *Fish Inspection Act*

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, *FDA*]

Food for Special Dietary Use
means 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 [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]

Meat Inspection Act
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
Meat Inspection Act

Monounsaturated Fatty Acids
Monounsaturated Fat
Monounsaturates
or
Monounsaturated
means *cis*-monounsaturated fatty acids [B.01.001]

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 alpha-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
omega-6
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-gamma-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]

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 *cis*-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 *Food and Drug Regulations* [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 *Consumer Packaging and Labelling Act* the principal display panel as defined in the *Consumer Packaging and Labelling Regulations*,
b) in the case of a label applied to a prepackaged product that is not subject to the *Consumer Packaging and Labelling Act*, 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 of Eating
refers to the following three guidance documents; *Canada' s Food Guide to Healthy Eating (CFGHE), Canada's Guidelines for Healthy Eating (CGHE)* and *Nutrition Recommendations for Canadians (NRC)*

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 *FDR*, 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]

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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 *Food and Drug Regulations* [B.01.001]

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