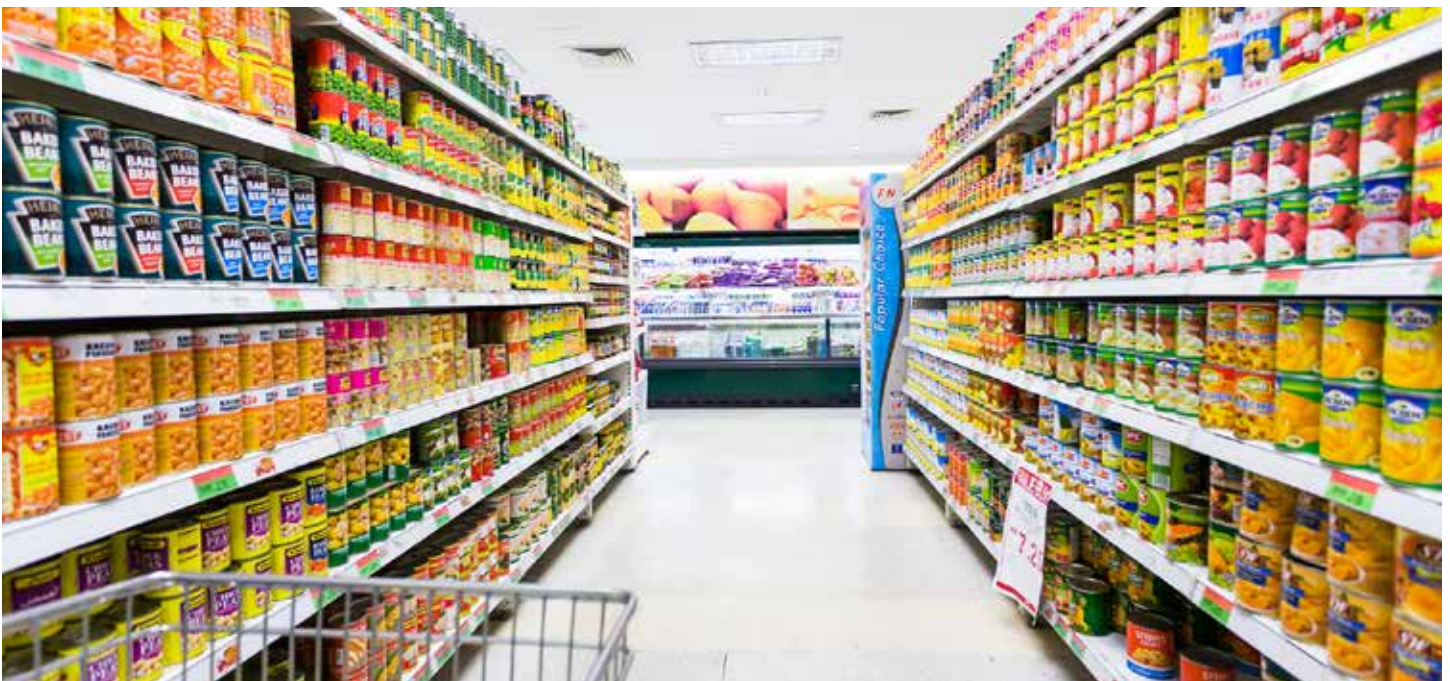


Everything you always wanted to know about food labelling*

*but didn't know who to ask.



When it comes to safe food practices, rules and regulations abound! And for good reason. A successful relationship between producer and consumer is based on consistently supplying safe, high-quality products in a clean, customer-friendly environment.

Producers and processors must be aware of the federal and provincial legislative requirements for producing and marketing agri-food products. You need to know and adhere to the legislation that applies to your farm direct marketing operation. Failure to comply may lead to fines or other penalties and possibly decreased sales.

In addition to following safe food practices when preparing your product, you must also apply the same attention to detail when labelling the package. Including the correct information will

build trust among your customers, thereby encouraging return business, as well as helping to reduce the number of expensive, potentially debilitating food recalls that may occur.

In 2015, the Canadian Food Inspection Agency issued 124 recalls for 445 products. In addition to the health hazard these recalls pose to the consumer, they also impose a heavy toll on the producer—in the form of lost revenue, marketplace reputation and costs.

In general terms, labeling legislation is federal—it is developed by Health Canada and enforced by the Canadian Food Inspection Agency.

There are three primary pieces of labeling legislation: the *Food and Drugs Act* (FDA) and Regulations (FDR) which covers all foods

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Labelling Your Food Product

Ensure your label meets the federal requirements for all food labels in Canada.

Brand name

Crunchy Munch is the corporate brand (like *Kraft*) and as such, does not require translation.

Common name descriptor

The common name of your product (*Granola*) must be included in both English and French.

Product name

The name of your product (*Almond Bacon*) must be included in both English and French.

Net quantity

By weight (in grams) or volume (in milliliters).

Grading standards¹

If applicable (i.e.: Canada Grade A) in English and French.

Storage instructions

If different than normal room storage conditions, i.e.: *refrigerate after opening*, *keep refrigerated* or *keep frozen*, in English and French.

Best before date²

In English and French. This item can also be stamped on the package rather than printed on your label, and may include a lot or batch number.

Nutrition facts table³

Showing calorie content and 13 nutrients in a standardized format in English and French.

List of ingredients⁴

In descending order based on weight, and in English and French.

List of known allergens⁵

In English and French. Some common allergens: eggs, sesame seeds, milk, soy, mustard, sulphites, peanuts, tree nuts, seafood, grains containing gluten.

Notice of any CFIA health claims⁶

In English and French.

Registered UPC code⁷

Available through GS1 Canada, so retailers can scan your product at checkout.

Where's the meat?

If your product contains any meat, you must also include the Canadian meat inspection symbol with certification number.

Contact information

Your company name and address identifies the responsible party and provides contact details.



¹⁻⁶For more detailed information regarding the elements required on your packaging, visit <http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/eng/1383607266489/1383607344939>

To watch an interactive video about correct labelling, visit http://active.inspection.gc.ca/video/label_eng.html

⁷To obtain a UPC code, visit www.gs1ca.org

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and all levels of trade; the *Consumer Packaging and Labelling Act* (CPLA) and Regulations (CPLR) which covers prepackaged (retail) food; the *Weights and Measurements Act* (WMA) and Regulations (WMAR) which cover non-consumer prepackaged foods (food service, further manufacture).

Your business may be subject to other legislation depending on your level of trade (provincial, federal or export as well as retail vs further manufacturing) and the type of product you produce (e.g. organic, meat and fish products from federally registered plants). The *Canada Agricultural Products Act* (CAPA) and Regulations (CAPR), which is specific legislation for federally inspected agriculture products, includes labeling for eggs as well as dairy and honey products.

However, please keep in mind that as the *Safe Food for Canadians Act* (SFCA), comes into force, it and its regulations (SFCAR) when complete, will replace the three pieces of legislation currently in place. The main difference will be that the SFCA/SFCR will cover all foods and will not distinguish between different food products.

Although not part of the SFCA, Health Canada (HC) recently announced proposed changes to labeling legislation, specifically the Food and Drug Regulations:

1. In June 2015 HC proposed updates to the ingredient and Nutrition Facts Table requirements. HC is making adjustments to the proposal based on the feedback received; the final regulatory amendments are targeted to be published by the end of this year.
2. As part of *Healthy Eating Strategy* approach, HC launched a consultation on Front-of-Package (FOP) nutrition labeling. The FOP labelling will highlight sodium,

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sugars and saturated fat on the front of the package.

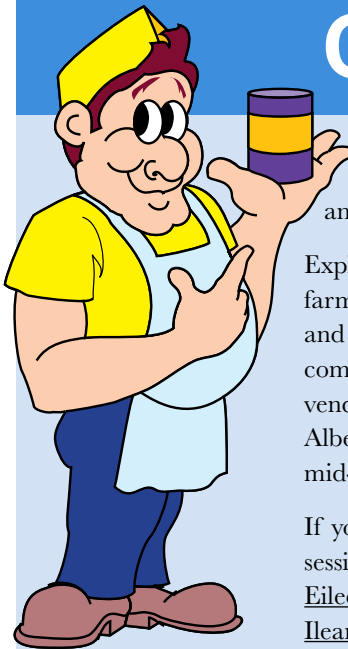
The following links provide more complete information on the topics discussed here:

General Legislation: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex15139/\\$file/844_1apr15.pdf](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex15139/$file/844_1apr15.pdf)

Food Labels: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex15164/\\$file/844-2_web.pdf](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex15164/$file/844-2_web.pdf)

Food Claims: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex15368/\\$file/844_3_web.pdf](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex15368/$file/844_3_web.pdf)

Food Recalls: <https://www.burtonsoftware.com/MediaContentItem/Details/63>. ●



Coming soon!

Are you an existing farmers' market vendor?
Are you interested in having your food labels reviewed and the results shared with other market vendors?

Explore Local is in the early stages of planning two farmers' market visits to view and discuss labelling do's and don'ts, and share the findings within the vendor community. The sessions are open only to current market vendors, no outsiders will be involved. The visits to two Alberta approved farmers' markets are planned for mid- to late-February 2017.

If you qualify and are interested in attending either session, contact Karen.Goad@gov.ab.ca, Eileen.Kotowich@gov.ab.ca, or Ileana.Costiuc@gov.ab.ca for further details. ●

Now accepting applications



Two popular programs offered through *Growing Forward 2* are now accepting applications.

Business Management Skills Development Program

The purpose of this program is to help Alberta's new or established producers, agri-processing companies and agricultural organizations improve their business management skills, thereby enhancing the industry's competitiveness and sustainability.

Successful applicants are eligible for reimbursement of up to 75 per cent of

eligible costs for approved business skills development training courses, and 75 per cent of tuition fees or the cost to hire an instructor for a group skill-training course.

Individuals can apply for multiple projects to a maximum of \$10,000 per individual for the life of the program. Groups can apply for multiple projects to a maximum of \$20,000 per application and a maximum of \$40,000 for the life of the program.

For further information about this program, or to find out if you qualify, visit http://www.growingforward.alberta.ca/Programs/index.htm?contentId=BUS_SKL_D_PRG&useSecondary=true or contact Dana Gibson at (780) 980-4220 or dana.gibson@gov.ab.ca.

On Farm Energy Program

This program shares the cost of investments that improve energy efficiency on Alberta farms which enables producers to conserve energy and reduce carbon

emissions, ultimately reducing the environmental footprint of Alberta's agriculture industry.

There have been some changes made to the program which took effect on October 24, 2016, most notably that the cost share rate has been increased from 35 to 70 per cent, increasing the maximum amount of available funds to \$750,000. The program is retroactive, so purchases made as far back as April 1, 2013 are eligible for reimbursement.

Currently active grants can be terminated so they can apply under the new rules, but if equipment has already been claimed at a lower cost-share rate, it cannot be topped-up. Applicants who had previously reached their cap are eligible again.

For further information about this program, or to find out if you qualify, visit http://www.growingforward.alberta.ca/Programs/index.htm?contentId=ON_FARM_ENRG_PRG&useSecondary=true. ●

Upcoming Events

WEBINAR SERIES

GET IT OFF THE SHELF: USING YOUR BUSINESS PLAN

Wed, Dec. 7 (9 AM MDT)

A business plan is a written description of your business future, what you plan to do and how you plan to do it. Jan Warren with Alberta Agriculture and Forestry will share tips and actions for entrepreneurs to stay on track to fulfilling their dreams!

Registration link: <https://albertaagriculture.webex.com/albertaagriculture/onstage/g.php?MTID=e403d826226fcca67bdc7739a26b6f182>

MARKETING MEATS

Wed, Jan. 11 (9 AM MDT)

Beef is one of the top three local food items purchased, but there is still a strong un-met consumer demand in the Calgary and Edmonton regions. Learn how established marketers incorporate best practices into their meat business.

Registration link: <https://albertaagriculture.webex.com/albertaagriculture/onstage/g.php?MTID=e585e1924c74d4bc43e98dbb2bab8d28>

MARKETING YOUR STORY: LEPP FAMILY FARM

Wed, Feb. 15 (9 AM MDT)

Charlotte Lepp from Lepp Farm Market in Abbotsford, BC will share how she has incorporated their farm story into all aspects of their very successful farm retail operation. Registration link: <https://albertaagriculture.webex.com/albertaagriculture/onstage/g.php?MTID=e13b90965e9f714f3a4bdf422a116fb6>

WORKSHOP SERIES

GETTING INTO RETAIL

Tue, Dec. 8, Lacombe

\$25pp incl. breaks & lunch

Learn how to make connections with retailers and brokers; how to present your product to buyers; how to get your product to the retailer; how to get into and stay in the retail game and how to make sure your product will stand out.

MARKETING ESSENTIALS: INTRO TO MARKETING

Thu, Dec. 12, Stony Plain

\$25pp incl. breaks & lunch

This one-day workshop will focus on practical information and tools to help you develop and implement an effective marketing strategy for your business.

TROUBLESHOOTING SHELF LIFE

Tue, Jan. 10, Lacombe

\$25pp incl. breaks & lunch

One of the challenges of producing your own processed food product is knowing how long the product is good for. This workshop will help small scale food processors understand the process of determining shelf life, pH and water activity testing and much more. Two locations! Additional details posted as available.

KEEPING YOUR SMALL FLOCK HEALTHY

Sat, Jan. 28, Whitecourt (a few spots left) Free, incl. breaks & lunch

Learn practical strategies to keep your small flock healthy! Register for a FREE biosecurity workshop in your area.

Hands-on activities, producer/owner participation and guest speakers will discuss common small-flock challenges to help keep multi-generational poultry flocks healthy. Register early—space is limited to 20 participants.

For more information contact Dr. Chunu Mainali at 780-415-9624 (dial 310-0000 first for toll-free access in Alberta) or Nichole Boutilier at 780-233-0472.

ON-FARM RETAIL BUS TOUR

Wed, Jan. 18, Petro-Pass near Aldersyde, Hwy 547 & Hwy 2

\$25 incl. gst, lunch, refreshments

This one-day bus tour examines selling your food products direct to consumers from your farm. We visit Chinook Honey, Lambtastic Farms, Meadow Creek Sausage and The Saskatoon Farm. To register call 1-800-387-6030 or contact delores.serafin@gov.ab.ca, 780-427-4611.

HUMAN RESOURCE (HR) ESSENTIALS

Tue, Jan. 31, Airdrie Ag Centre

Wed, Feb. 1, Stony Plain Prov Bldg.

\$25 incl. gst, lunch, refreshments

Learn the basics about staff—hiring, compensating, training, motivating, etc. Two locations! Additional details posted as available.

EVENTS



To register for any of these events call 1-800-387-6030. For more information on any of these events, visit explorelocal.ca and click on the “Events” tab.

Field Notes is published up to four times per year and is available online at explorelocal.ca. For further information about anything you've read here, or to be included on our email list, please contact Donna Skorworodko at donna.skoworodko@gov.ab.ca.