

**CANADIAN VINTNERS ASSOCIATION**  
**CONSUMER/FOOD PRODUCT LABELLING REQUIREMENTS IN CANADA**  
June 2012

<b>LABEL DESIGNATION</b>	<b>PRODUCT</b>	<b>CONTENT SPECIFICATION</b>	<b>REGULATION</b>	<b>COUNTRY OF ORIGIN STATEMENT</b>
Product of Canada	Food Products	≥ 98% Canadian ≤ 2% Foreign	“all or virtually all” of the contents of a food product must be Canadian to use this label designation, with a 2% allowance for foreign-sourced additives or processing aids	Product of Canada
Made in Canada	Food Products	> 0% but < 98% Canadian	Any food product that does not qualify as “Product of Canada” and where the last substantial transformation <sup>1</sup> occurs in Canada, is considered to be “Made in Canada”	“Made in Canada from domestic and imported ingredients”  or  “Made in Canada from imported ingredients”
Cellared in Canada	Wine	>0% but < 98% Canadian	If a product does not meet the criteria for either the “Product of Canada” or the “Made in Canada” claim, then alternative claims may be used provided they are truthful and not misleading to the consumer. These alternative claims should not trigger the need for stating the country of origin declaration, unless otherwise specified in regulations.  Interim order requires this designation to be on the principal display panel in both official languages	“Cellared in Canada by (name of winery)(winery location), Canada from (imported and/or domestic) wines”

<sup>1</sup>: “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.”

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Brewed in Canada	Beer	>0% but < 98% Canadian	If a product does not meet the criteria for either the "Product of Canada" or the "Made in Canada" claim, then alternative claims may be used provided they are truthful and not misleading to the consumer. These alternative claims should not trigger the need for stating the country of origin declaration, unless otherwise specified in regulations.	Brewed in Canada
Roasted and Blended in Canada	Coffee	0% Canadian 100% Foreign	If a product does not meet the criteria for either the "Product of Canada" or the "Made in Canada" claim, then alternative claims may be used provided they are truthful and not misleading to the consumer. These alternative claims should not trigger the need for stating the country of origin declaration, unless otherwise specified in regulations.  Recognized that coffee beans are not grown in Canada.	Roasted and Blended in Canada
A blend of Caribbean and Canadian Rum	Rum	1.0% to 1.5% Canadian  98.5% to 99.0% Caribbean	<b>Spirit Drinks Trade Act</b>  14. (1) Caribbean rum may be sold under that name if it has been  (a) made from sugar cane products of a Commonwealth Caribbean country and distilled and fermented in a Commonwealth Caribbean	A blend of Caribbean and Canadian Rum

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			<p>country; or</p> <p>(b) imported in bulk from a Commonwealth Caribbean country for bottling and sale in Canada as Caribbean rum and blended or modified by</p> <p>(i) blending it with other rum of a Commonwealth Caribbean country,</p> <p>(ii) blending it with Canadian rum in proportions that result in 1 to 1.5% Canadian rum by volume in the final product</p>	
Product of Country X	Wine	75% Specified Country 25% any other country	<p>A wine may claim to be wine of a country if:</p> <p>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,</p> <p>or</p> <p>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</p>	<p>“Product of France”</p> <p>or</p> <p>“French Wine”</p>
Made in Canada	Non-Food Products	Case by Case consideration	<p>Competition Bureau requires the following criteria:</p> <ul style="list-style-type: none"> <li>• The last substantial transformation of the good occurred in Canada</li> <li>• At least 51% of the total</li> </ul>	<p>“Made in Canada from Imported Parts”</p> <p>or</p>

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			<p>direct costs of producing or manufacturing the good have been incurred in Canada</p> <ul style="list-style-type: none"><li>• The “Made in Canada” representation is accompanied by an appropriate qualifying statement</li></ul>	“Made in Canada with Domestic and Imported Parts”