

Packaging Requirements – Retail Perspective

- All legal requirements are non-negotiable
 - Nutritional claims
 - Country of Origin (including new Product of Canada Regulations)
 - Language
- Pertains to all product level customer communication
 - Outer package
 - PLU Sticker
 - Coupons
 - Other pamphlets or communication devises



Impact at Retail

- Customer Experience
 - Avoiding confusion
 - Maximizing education
- Fines from random inspections
 - Fines can go directly to most senior person working in the department at the time (i.e. could be a part time teenaged employee)
- Product could be removed for sale



Response from Retail

- 100% compliance is necessary
- Non-compliance can have a variety of implications
 - Product rejection
 - Penalty system
 - Reduction of business (temporary or permanent)
 - Elimination of business (temporary or permanent)

