

Fresh Fruit and Vegetables

Checklist for CPMA Label Review and On-line Fresh Fruit & Vegetable Labelling Tool



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Canadian Produce
Marketing Association
Association canadienne de la
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Fresh Fruit and Vegetables

Checklist for label review

Packaging

- Bulk
- Prepackaged (including fresh cuts)
- Master and shipping containers



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Checklist for label review (cont'd)

Labelling

- Common name of product (variety and other information when applicable)
- Net contents
- Country/countries of origin
- Grade (if applicable) (presently 30 commodities [plus forced rhubarb, peppers and raspberries if graded – for Ontario])
- Name and address of responsible party



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Labelling (cont'd)

- RPW (if applicable)
- Ingredient list (multi-ingredient)
- Nutrition Facts Table (when exemption lost or voluntary)
- Organic Information (for Quebec, new Canadian regulations due June 30, 2009)
- Irradiation (if applicable – presently only allowed for potatoes and onions)
- Allergens (new requirements coming soon)



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Labelling (cont'd)

- Language requirements
 - Canadian requirements (bilingual for all required information)
 - Quebec requirements (if for Quebec, all information translated to French unless exempted, must be at least as prominent as English)



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Checklist for label review (cont'd)

Bulk

- Exempt from most labelling (with: band <1/2 in., clear wrap with only bar or number codes, environmental statements and product treatment symbols; raspberries or strawberries <1.14L packaged in field)
- Organic information (if applicable - for Quebec)
 - Company holding certification (name or i.d. code)
 - Name of approved certification body
- Language requirements
 - Quebec requirements



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Checklist for label review (cont'd)

Prepackaged (size, format and location)

- Common name
- Net contents
- Country/countries of origin (required for imports, also required for Ontario for domestic)
- Grade
- Name and address of responsible party



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Prepackaged (cont'd)

- Ingredient list (multi-ingredient)
- RPW (if applicable - apples or potatoes)
- Nutrition Facts Table (if exemption lost)
- Organic information
 - Canada - voluntary until June 30, 2009 (must be truthful)
 - Quebec - as for bulk; in addition batch # (if applicable); origin if outside Quebec (for domestic products)



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Prepackaged (cont'd)

- Allergens
- Irradiation
- Language requirements
 - Canadian
 - Quebec



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Checklist for label review (cont'd)

Master containers (not sold or used at retail level)

- Required information same as for prepackaged except:
 - Not required if easily read through outer container
 - Net contents not required

Shipping container

- Same core information as for prepackaged

Language requirements

- One of the official languages (English or French)

Note: if master or shipping container is sold as unit or used for display, all labelling requirements for prepackaged products are triggered.



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Product of Canada / Made in Canada Labelling

- Came into effect December 31, 2008, for foods produced after that date.
- Voluntary
- the "Product of Canada" label may be used for product where all or virtually all (98%) of the contents and processing (labour) are Canadian



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Product of Canada / Made in Canada Labelling

- “Made in Canada from domestic and imported ingredients” may be used for foods that have been processed or manufactured in Canada using domestic and imported ingredients.
- “Made in Canada from imported ingredients” may be used for foods that have been processed or manufactured in Canada using imported ingredients.
- Other claims (un-qualified) may be used on products that do not meet the above requirements, provided they are not false or misleading.



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Language requirements for Quebec with PLU-type label

- Quebec language regulations require translation into French of **all** information on a product unless exempted by *le Charte de la langue française* including: firm name, name of origin, place names outside of Quebec; family names; registered trade marks
- Varietal name- Registered varietal names are exempted
- COOL information on **PLU-type** stickers which contain wording such as “Product of” must be translated. CPMA suggests removing the wording and simply state the country of origin, for example : **U.S.A.**



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CPMA label review service:

- Two free label reviews per year are offered to active members for their own labels
- Additional label reviews beyond the two free are offered at a cost of \$250.00 + GST each.
- Unlimited use of the on-line CPMA Fresh Fruit & Vegetable Labelling Tool is offered free of charge to members only see www.cpma.ca/mycpma



THANK – YOU

