



ADVISORY CONCERNING PLU COOL LABELLING FOR QUEBEC MARKET

Despite ongoing attempts to encourage compliance from vendors, Canadian retailers operating in the province of Quebec continue to experience problems relative to incorrect language on PLU stickers, including PLU/GS1 DataBar stickers. These problems can result in fines to retailers and potentially withdrawal of product from retail operations.

The Canadian Produce Marketing Association (CPMA) and the Quebec Produce Marketing Association (QPMA) members engaged in commerce in Canada using PLU/GS1 DataBar stickers which include **country of origin** information, specifically shipping product which may be sold in the province of Quebec, are reminded to provide country of origin information in the form of **country name only**. (E.g. Do not use "Product of", "Grown in", etc. when designating the country/state/growing region name). **Any information on the PLU/GS1 DataBar stickers not exempted under the Quebec Charter of the French Language will require translation into French.** This language legislation exempts only the following information on a product from translation into French:

1. the firm name of a firm established exclusively outside Québec;
2. a **name of origin**, the denomination of an exotic product or foreign specialty, a heraldic motto or any other non-commercial motto;
3. a **place name** designating a place situated outside Québec or a place name in such other language as officialized by the Commission de toponymie du Québec, a family name, a given name or the name of a personality or character or a distinctive name of a cultural nature; and
4. a recognized trade mark within the meaning of the Trade Marks Act (R.S.C. (1985). c. T-13), unless a French version has been registered.

THIS ADVISORY APPLIES ONLY TO PLU/GS1 DATABAR STICKERS USED ON INDIVIDUAL FRESH FRUIT AND VEGETABLE ITEMS. THIS ADVISORY DOES NOT APPLY TO PACKAGED ITEMS OR CONTAINERS. SUPPLIERS ARE RESPONSIBLE TO ENSURE THAT PRODUCTS CONTINUE TO COMPLY WITH ALL CANADIAN FEDERAL AND PROVINCIAL PACKAGING AND LABELLING REGULATIONS, INCLUDING COUNTRY OF ORIGIN REQUIREMENTS.

RESOURCES:

Quebec Charter of the French Language

<http://www.oqlf.gouv.qc.ca/english/regulations.html>

Exceptions to Section 51 of the Charter of the French

Language:http://www2.publicationsduquebec.gouv.qc.ca/dynamicSearch/telecharge.php?type=3&file=/C_11/C11R9_A.HTM

CPMA website

Produce Coding and Identification in Canada: <http://www.cpma.ca/en/industry-resources/produce-codes-in-canada.aspx>

PLU FAQ: <http://www.cpma.ca/en/industry-resources/produce-codes-in-canada/plu-faq.aspx>

Label review service: <http://www.cpma.ca/en/regulations/fruit-and-vegetable-labelling/LabelReviewService.aspx>