

## Label checklist

At all times your Ecocert certification file must be up to date and contain all labels used to market your products. You must send us all labels used.

The following rules apply exclusively for food products.

### **When should I ask for label verification?**

Situation	Send to us	To verify	Costs
First label for a product I require certification for, in my certification registration	Yes	Yes	No
Adding new products after certification has been issued	Yes	Yes	Yes
Changes in the look of the label (no change to the organic statements)	Yes	No	n/a
Changes to the organic statement (adding or withdrawing organic info)	Yes	Yes	Yes
Change of trademark	Yes	Yes	Yes
Minor corrections not in connection with the organic status (Ex: correcting mistakes )	Yes	No	n/a
Change to my name, address...	Yes	No	n/a

### **How to send your labels?**

For verification :

By email to [office.canada@ecocert.com](mailto:office.canada@ecocert.com) with the following info:

1. Subject: label verification + name of company or client code
2. In the message indicate:
  - Your deadline
  - Which country this label will be used for.
3. If you use Outlook. Click the « ! » and the "message received" options.

To update your file (no verification):

By email to [office.canada@ecocert.com](mailto:office.canada@ecocert.com) with the following info:

1. Subject: Update my OSP + name of your company or client code
2. In the message indicate: new labels no need to verify.
3. If you use Outlook click the "message received" option.

### **Note the following rules**

- Non Permitted Claims in Canada
  - "**100% organic**" statement
  - "**Certified organic**" statement without mention of the certification body
  - "**made with organic ingredients**" or "**made with organic (naming the ingredient)**" without mention of the certification body and %
- The use of the ECOCERT logo does not replace the name "Ecocert Canada"
- **Imported products:** the country of origin must be indicated near the Canada Organic logo if it is used.
- **Language Requirements:** the "organic" and the "% organic ingredients" claims or statements must appear on the label in both French and English, unless a bilingual labeling exemption applies to the product

**USDA logo** - rules associated with this logo are as follows:

- Can only be used for food products that contain greater than 95% certified ingredients and which are certified according to the terms of the US-Canada equivalency agreement on organic products.
- The size of the USDA logo must be at least as big as the certifier's logo (ECOCERT logo) if used.
- The statement "Certified by Ecocert Canada" must be written under the contact info of the certified processor or distributor.

## Your tool to verify the organic requirements for food products in Canada

Situation	Action
My product has DIN or NPN #	Use of Canada organic logo is <b>prohibited</b> .
I own the trademark.	My company is identified on the label (name or id code).
The trademark is the property of a company which <u>does not</u> have its own certificate.	My company is identified on the label (name or id code).
The trademark is the property of a company which has its own organic certificate.	The Certification Body reference on the label must be the trademark owner's CB info. It is that Certification Body who will verify the label.
My food product is <b>organic</b> (More than 95% organic ingredients).	I can say it is an Organic product (ex: organic jam).
	The certification body reference: "Certified by Ecocert Canada" <b>must</b> be on the label.
	I can use Ecocert logo and/or Canada organic logo.
	In the ingredient list I <b>must</b> have identified the organic ingredients.
My food product contains " <b>x % organic ingredients</b> " (from 70 and 95% organic ingredients).	I <b>can not</b> say it's an organic product.
	I <b>must</b> state the % of organic content the following way: " <i>Product contains x% organic ingredients</i> " (Example: Product contains 88% organic ingredients).
	The certification body reference: "Certified by Ecocert Canada" <b>must</b> be on the label.
	I can use Ecocert logo.
	In the ingredient list I <b>must</b> have identified the organic ingredients.
	Use of Canada organic logo is <b>prohibited</b> .

### Useful Link:

- Organic Claims information according to the COR regulation:  
<http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/organic-claims/eng/1389725994094/1389726052482>
- Canadian Food labeling requirement for Industry (general requirements):  
<http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/eng/1383607266489/1383607344939>
- The Ecocert Canada labelling guide details all requirements by countries and is available on our website:  
[www.ecocertcanada.com](http://www.ecocertcanada.com)
- Info on Canada organic logo: <http://www.caeq.ca/logo-canada-organic-guides-and-files>