

ECOCERT CANADA

# **LABELLING GUIDE**

For Canadian Certified Organic Products



2012

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## Validation of Label Designs

All label designs intended to be used to market certified organic products must be submitted to Ecocert Canada prior to printing to ensure the organic standard's labelling requirements are met.

Ecocert Canada will only verify compliance according to the organic regulation and standards. The owner of the product is responsible for ensuring that labels meet all other Canadian regulations (bilingual, nutritional data, weight, category, etc...)

During annual organic inspections, labels must be available for verification by the inspector.

### **Validation of Label Design**

#### ***Extract from CARTV accreditation criteria:***

*14.4 In order to prevent any inappropriate use of permitted statements and certifier's mark in the labelling and advertising related to certified products, the certification body shall ensure in advance that certified products will be labelled in accordance with applicable regulatory requirements.*

Artwork can be sent directly by your graphic designer to : [office.canada@ecocert.com](mailto:office.canada@ecocert.com).

The subject line of the message should be "label verification" and the (!) symbol should be activated. We suggest that you indicate in the message your deadline and that you check "acknowledgement of receipt". You can expect a delay of up to 2 working days for a validation.

If you wish to prepare your labels before obtaining certification of your products, you can send the design ahead however Ecocert Canada will not be held responsible for any printing costs for products that are not certifiable. Approved labels can not be used as long as a valid organic certificate has been issued for the product.

This service is free of charge. Only validated labels can be used. Any changes made to labelling following validation must be submitted to Ecocert Canada to ensure that your Organic System Plan is updated.

## Use of Ecocert Trademark:

Ecocert Canada's clients are authorized to use Ecocert's trademark and logos to market organic products that have been certified by Ecocert Canada. The use of Ecocert's name and logos must not create confusion for the consumer.

The following logos belong to Ecocert:



When adding a new product or making changes to certified products, the company must wait until the new organic certificate is issued before making the organic claim or using Ecocert Canada's trademark and logos.

When certification is not renewed or is refused, suspended, or cancelled, the company must stop any reference to Ecocert Canada's trademark on labels, publicity, website etc.

## Changes to Labels

When labels are found to be non-compliant or have not been submitted to Ecocert Canada for validation prior to printing, the owner must:

- Inform Ecocert Canada of the number of labels in inventory.
- Inform Ecocert Canada of the expected date of reprint
- Ensure that the new art work is sent to Ecocert Canada before printing.

Depending on the nature of the required changes, Ecocert Canada can:

- Allow the use of **a portion** of the incorrect labels.
- Ask the owner to seek the accreditation body's agreement to use the incorrect labels (The accreditation body might have fees for this service) A copy of the accreditation body's authorization must be sent to Ecocert Canada
- Require immediate correction and a product withdrawal from the market.

Reminder: Changes to verified labels must be communicated to Ecocert .

## Organic Labelling Requirements

### **Certification Decisions**

The organic certificate authorizes a reference to Ecocert Canada and to the “organic” claim only for those products listed on the certificate.

The name of the company and the trademark registered on the certificate must be identical to the name and trademark used to market the certified products and identical to the name and trademark declared in the Organic System Plan submitted with the annual registration.

When certification is refused, suspended or cancelled, the products cannot refer to Ecocert Canada nor to an “organic” claim on their labels and marketing materials.

### **Ecocert Canada’s Licensed Companies**

A license allows private brand owners to use the Ecocert Canada reference and trademark issued to their supplier’s Ecocert Canada certified products.

Suppliers must inform Ecocert Canada of the name and trademarks of companies they work with and with whom they have a “private brand agreement” allowing the reference to the supplier’s certification. The trademarks must be listed on the supplier’s organic certificate.

When the private brand owner does not want the name of the supplier to appear on the label, Ecocert Canada can authorize the use of a identification code instead.

A license must be renewed every year. When not renewed, the private brand owner must stop any reference to Ecocert Canada.

#### **Private brand**

When processing products for a private brand, your client may request that the label bear the private brand company’s organic reference from their own certification body. This is allowed in Canada.

### **Pre certification**

The “organic” claim and the use of Ecocert Canada’s trademark and logos are prohibited when the enterprise is still undergoing conversion.

## Product Labels for Canadian Markets

The following information must appear on labels of products sold in Canada:

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*95% or more organic content:*

- Organic product identification
- Name of product certificate owner (or identification code)
- The statement “Certified by Ecocert Canada”
- The identification of organic ingredients in the ingredients list
- Name of country of origin for imported products.
- Lot number

**Optional:** Organic Canada, Ecocert or Garantie Bio logos

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*Between 70 and 95% organic content*

- The statement “product made of xx% organic ingredients”
- Name of product certificate owner (or identification code)
- The statement “Certified by Ecocert Canada”
- Organic ingredients identified in the ingredient list
- Name of country of origin for imported products.
- Lot number

**Optional:** Ecocert or Garantie Bio logos

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Less than 70% organic content (certification optional)

- Name of product certificate owner (or identification code)
  - Organic ingredients identified in the ingredient list
  - “Verified by Ecocert Canada”
  - Name of country of origin for imported products.
  - Lot number
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The Canada Organic logo can be used on products made of at least 95% organic ingredients. Imported products must show the words “imported” or “product of *name of the country*” near the logo.

## Prohibited and Other Information

The following labelling claims are prohibited in Canada :

- “Wine made of organic grapes” The only allowed labelling is “Organic wine”.
- A non-GMO claim is only permitted on products that are also available as GMO and must be proven by an independent third party analysis.
- Gluten free or Health claims must be proven.

### **Export**

If your product is sold to a company who will export it, the labels must meet the importing countries requirements.

The owner of the product at the time of export has the responsibility to comply with the labelling requirements.

## Product Labels for United States Market

Organic products certified according to the Canadian regulation, except for milk products which have specific additional requirements to meet, can be sold on the USA market according to the Canada/USA equivalency agreement.

Labelling requirements for the USA are similar to the Canadian requirements (see page 6)

**100%  
Organic**

NOP standards permit the labelling of products as 100% Organic products. Canada does not allow this type of claim as it could mean that these products hold a more “organic” certification than the ones in the 95% and over category.



The USDA logo can be used on all products certified according to the US/Canada equivalency agreement containing 95% or more organic content.

## Product Labels for the European Market Covered by the Equivalency Agreement

Products covered by the Canada/Europe equivalency agreement must be 100% cultivated in Canada.

The following requirements must be met for product labels covered by this agreement:

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### *95% and more organic content*

- Organic product identification
- Name of product certificate owner (or identification code)
- Ecocert Canada code: CA-ORG-006
- Organic ingredients identified in the ingredient list
- Lot number
- Name of country of origin in the following way: CANADA Agriculture

**Optional:** The Euroleaf and Ecocert Logos



The Euroleaf logo can be used on labels of products containing 95% and more organic ingredients. The country of origin and Ecocert Canada's code must be written under the logo.

## Product Labels for the European Market NOT Covered by the Equivalency Agreement.

Products that contain agricultural ingredients not produced in Canada are not covered by the agreement. These products must be certified according to the EU Regulation (CE 834/2007)

The following requirements must be met for products not covered by the equivalency agreement:

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### *95% or more organic content*

- Organic product identification
- Name of product certificate owner (or identification code)
- Ecocert SA code: CA-ORG-602
- Organic ingredients identified in the ingredient list
- Lot number
- The origin of the raw materials shall be indicated:

“EU Agriculture”

“Non EU Agriculture”

“EU/non EU Agriculture”

“Name of the country Agriculture” (if all raw materials come from one country only)

**Optional:** The Euroleaf and Ecocert logos

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### *Less than 95% organic content:*

- Ecocert SA code “CA-BIO-602”
- Organic ingredients identified in the ingredient list
- Name of country of origin as mentioned above, (see + 95%)
- Lot number



The Euroleaf logo can be used on labels of products that contain 95% or more organic ingredients. The country of origin and Ecocert SA's code must be written under the logo.

## Product Labels for Japanese Market

Products sold to Japan must be JAS certified. JAS requires that the JAS logo be shown on both labels and transaction documentation all along the production chain from the farm to import to Japan.

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### Producers (agricultural products)

- Name of organic product
- JAS Logo (Ecocert QAI name included in logo)

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### Processors and Repackers (processed products)

- Technical name of the organic product.
- Organic ingredients identified in the ingredient list
- JAS logo (Ecocert QAI name included in logo)



The JAS logo is the proof of JAS certification. A product exported to Japan without the JAS logo can not be marketed as JAS certified.

## Product Labels for Sale in Other countries

Ask your buyer about the standards required for importing your products.

Contact your Ecocert Office to verify these requirements.

## Appendix 1 – Labelling Requirements in the Canadian Organic Regulation

### Extracts from the Organic Product Regulation (Canada):

**2.** These Regulations apply to food and drink intended for human consumption and food intended to feed livestock, including agricultural crops used for those purposes. They also apply to the cultivation of plants.

#### LANGUAGES

**21.** Any claim or statement referred to in sections 24 and 25 shall appear on the label of an organic product in English and in French or in one of those languages if, in accordance with subsection B.01.012(3), (7) or (11) of the *Food and Drug Regulations*, the information that is required by those Regulations to be shown on the label of the food may be shown in that language only.

#### LOGO

**22.** The logo set out in Schedule 2 is prescribed as an agricultural product legend.

#### USE OF THE AGRICULTURAL PRODUCT LEGEND

**23. (1) No person shall affix the logo set out in Schedule 2 to a product other than an organic product.**  
 (2) Despite subsection (1), no person shall affix the logo set out in Schedule 2 to a multi-ingredient product whose organic content is less than 95%.

#### LABELLING AND ADVERTISING REQUIREMENTS

**24. (1) No person shall affix a label to a product, or make an advertisement for a product, that contains the words “organic”, “organically grown”, “organically raised”, “organically produced” — or similar words, including abbreviations of, symbols for and phonetic renderings of those words unless the product is (a) an organic product, other than an organic product that is a multi-ingredient product; or b) a multi-ingredient product that is an organic product and that contain At least 95% organic contents.**

(2) Despite subsection (1), a multi-ingredient product that is an organic product but contains less than 95% organic contents may be labelled or advertised with the words “organic ingredients” if those words (a) are immediately preceded with the percentage, rounded down to the nearest whole number, of the contents that are organic; and (b) are of the same size and prominence as the preceding words, numbers, signs or symbols that indicate the applicable percentage.

(3) Despite subsection (1), a list of ingredients on a label affixed to a multi-ingredient product that is not an organic product may indicate which of the ingredients are organic.

#### OTHER REQUIREMENTS

**25. No person shall affix a label containing the words** referred to in subsection 24(1) or (2) to an organic product unless the label also contains (a) the name of the certification body that has certified the product as organic; (b) in the case of a multi-ingredient product, the organic contents identified as organic in its list of ingredients; and (c) in the case of an imported product for which the agricultural product legend is used on the label, the statement “Product of immediately preceding the name of the country of origin or the statement “Imported” in close proximity to the legend.



Please note that this Regulation only applies to food products. The Canadian logo or any reference to this Regulation is not permitted for non food products.

## Appendix 2- Logo Graphic Charter

It is prohibited to alter a logo's form and typography.



### Canada Organic logo:

- Can be used in color (green Pantone 368, red Pantone 186), or in black and white.
- To use this logo in marketing materials you must get permission from the CFIA (registration form available on their website)



### Ecocert logo:

- Must be used in color (red Pantone 185). Black or white permitted on contrasting background.
- Minimal length of 8 mm, with respect to proportions.
- The logo must be surrounded by an empty space measuring at least one third of its length.



### USDA logo:

- Can be used in color (green PMS 348, brown PMS 175) or black and white

### Euroleaf logo:



- Can be used in color (green Pantone 376). The black and white version can be used on contrasting background (EuroLeaf guide available on our website)
- The height of the green background is used as the unit of measurement of this logo. Proportion reflects the EU flag proportion (1 : 1,5)
- The logo must be surrounded by an empty space measuring at least 1/10th of its height.

### JAS logo:

- Must be higher than 5 mm
- Width must be twice the height
- "JAS" word must 3/10 of internal height
- "JAS" word and "Ecocert-QAI" words must be the same size



Appendix 3- Label Samples

*Canadian cultivated or processed product (over 95% category)*



*Organic products imported to Canada (over 95% category)*



Label Samples

*Products made with between 70 and 95% organic ingredients sold in Canada*



*Product certified according to the USA/Canada equivalency agreement (over 95% organic content) sold to the USA*



## Label Samples

*Canadian products covered by the EU agreement sold to Europe*



*Canadian products not covered by the UE agreement sold to Europe*



## Label Samples

100% organic certified products that meet requirements for both equivalency agreements (Eu and USA)



Ecocert and Garantie Bio logos can be used on labels of Ecocert Canada's certified products that contain over 70% organic ingredients.



In the ingredient lists, organic ingredients can be identified using an “ \* ” with reference to the word “organic” at the end of the list.