



# LABELLING GUIDE

For Canadian Certified Organic Products certified according to the Canada Organic Regime (COR)

V06

ECOCERT CANADA

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## 2 - Label Designs and-Validating Labels

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 (nutritional data, weight, category, etc...)

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

### a) Validating Label Designs

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 read: "label verification + name of company or client code" and the high-priority (!) symbol should be activated. We suggest that you indicate in the message your deadline, which country this label will be used for, and that you check "acknowledgement of receipt". You can expect up to 5 working days for the validation to be completed.

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, in the end, are not certifiable. Labels cannot be approved unless a valid organic certificate has been issued for the product.

Only validated labels can be used, and any changes made to labelling following validation must be submitted to Ecocert Canada to ensure that your Organic System Plan is updated. This service will be invoiced.

### b) Non compliant Labels

When the labels are non-compliant, the company in question must correct the non-compliances. The company must:

- Inform us of the number of wrong labels used and the number still in stock (number of labels; number of ready and labeled products in stock; number of products sold with the wrong label);
- Inform us of your plan to resolve the non-compliances found on the labels;
- Ensure that the new label design is sent to Ecocert for validating before printing;
- Inform Ecocert Canada the date for the reprint;

### **Marketing in Quebec:**

Regardless of their origin, all approved products or services covered by the CARTV (Conseil des Appellations réservées et des terms valorisants)—in Quebec, but whose labels contain information referring to the "organic" status of the product which does not fulfill CARTV requirements may only be marketed in Québec if their names appear on the Register of Certified Products Granted Temporary Exemption.

Registration of a product in the Register of Certified Products Granted Temporary Exemption may be obtained by contacting the CARTV.

To be included on the Register of Certified Products Granted Temporary Exemption, the applicant company must provide the CARTV and the certification body with a corrective plan and agree to comply with it. The labelling of every product listed on the Register of Certified Products Granted Temporary Exemption must be compliant before the stipulated expiration date.

This product can only be sold in Québec.

### **3. 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 according to the COR (Canada Organic Regime) or under Quebec organic designation. The use of Ecocert's name and logos must not create confusion for the consumer. The charter of use must be respected (color, size, positioning, exceptions ...). The charter is available upon request and sent with the Ecocert logo. Please see below:



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.

## 4. Organic Labelling Requirements

### a) Certification Decision

The organic certificate authorizes a reference to “Certified by 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 or attestation 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 or to an “organic” claim on their labels and marketing materials.

### b) Ecocert Canada’s Private Brand Agreement

A Private Brand Agreement allows private brand owners to use the Ecocert Canada reference and trademark, which is 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.” It is this agreement that allows the reference to the supplier’s certification. These trademarks must be listed on the supplier’s organic certificate.

The supplier certified by ECOCERT CANADA must be identified on the label of private brand. 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 the ECOCERT CANADA identification code instead.

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

### c) Pre certification

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

Statements, such as, “product produced during a period of transition” to “organic production,” or any other similar wording referring to conversion or pre-certification are prohibited.

## 5. Product Label Requirements

### a) Product Labels for Canadian market

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

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#### **ORGANIC PRODUCT (more than 95% organic ingredients):**

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##### **Mandatory:**

- "Organic" statement or derivative (ex. ORG)
- Name of product certificate owner (or identification code)
- The statement "Certified by Ecocert Canada" or "Certified organic by Ecocert Canada"\*\*\*
- The identification of organic ingredients in the ingredients list

**Optional:** Canada Organic, Ecocert, and USDA logos

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#### **"% ORGANIC INGREDIENTS" (from 70 and 95% organic ingredients)**

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##### **Mandatory:**

- The statement "contains x% of organic ingredients" ( same size and prominence)
- Name of product certificate owner (or identification code)
- The statement "Certified by Ecocert Canada" or "Certified organic by Ecocert Canada"\*\*\*
- Organic ingredients identified in the ingredient list

**Optional:** Ecocert logo

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#### **CANADA ORGANIC LOGO:**



- The Canada Organic logo can only be used on **products made of at least 95% organic ingredients** and have been certified according to the requirements of the Canada Organic Regime. The use of the organic logo is voluntary, but when used it is subject to the requirements of the SFCR [359(1), SFCR].

- Imported products must show the words "imported" or "product of \_\_\_\_\_ (*name of the country of origin*)" near the logo and must meet the requirements of the Canada Organic Regime.

- It's prohibited to use the Canada Organic logo on the labels of products not covered by the Safe Food for Canadians Regulations, Part 13 (Organic Products).

- The graphic charter and the rules of use of bio-Canada logo are available in Appendix I

\*\*\* The use of the ECOCERT logo does not replace the name of Ecocert Canada in the claims: " Certified by Ecocert Canada".

#### **List of ingredients:**

When a product is not composed entirely of organic ingredients, the list of ingredients shall clearly differentiate organic ingredients from those that are not. However, organic ingredients

must be listed in a format, a color, and style similar to those used to list the non-organic ingredients. Non-agricultural ingredients such as water or salt should never be identified as organic.

**Organic ingredients identification in the ingredient list**

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

*Ex : - Ingredients: Apple\*, Sunflower oil\*, Sugar\*, Salt. (\* organic)*

**OR**

*- In the ingredient lists, organic ingredients can be identified using "Organic" or "org"*

*Ex :- Ingredients: Organic Apple, Organic Sunflower Oil, Organic Sugar, Salt.*

The list of ingredients must itemize all ingredients, in accordance with the current regulations, without favouring organic ingredients. It is forbidden to obscure unauthorized ingredients through an overly general statement of ingredients.

**Prohibited statements on Canadian labels**

The following labelling claims are prohibited in Canada:

- "Wine made of organic grapes" The only allowed labelling is "Organic wine".
- The statement "100% organic"
- The mention "Certified Organic" without being followed by the name of the Certification Body
- The claims "made with organic ingredients" or "made with organic (naming the ingredient)"

**Bilingualism:**

According to the Safe Food for Canadians Regulations, Part 13 (Organic Products), the following statements must appear in English and in French:

- The statements « organic/ biologique» and « x% organic ingredients/ contient x% d'ingrédients biologiques »
- The statements « Product of.../ Produit du... » and « imported/ importé » in case of imported products (mandatory when use of bio-canada logo).
- List of ingredients with the identification of organic ingredients
- The statement « Certified by ECOCERT CANADA / Certifié par ECOCERT CANADA »

This information must appear on the labels in French and in English, unless the product is covered by an exemption from bilingual labeling. Exemptions from bilingual labeling are listed on the [Safe Food for Canadians Regulation, Part 13 \(Organic Products\), 355 \(2\)](#).

**Exporting:**

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.

## **Labelling Fruits and Vegetables (Quebec Criteria):**

Perishable foods, including fruits and vegetables, which are shipped for sale, must be labeled per unit by the operator certified for these products.

The sales unit (example: grape or broccoli bunch, parsley bundle, etc.) should be minimally equipped with a label when the nature of the product does not allow individual labeling.

Minimal information :

- Enterprise's name or identification code
- Name of the Certification body

If a PLU code beginning with 9 on a fruit or vegetable is present on a product, all of the criteria in the [Specification Manual Related to Products Carrying Descriptive Labeling Referring to Organic Production Method](#) must be met



## b) 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.

The terms of this equivalency agreement are available on the [CFIA](#) website.

### **100% Organic:**

Unlike the Canadian standard, the NOP standard includes a "100% organic product" category. This category must contain only 100% organic ingredients (excluding water and salt).

In Canada, the statement 100% organic is prohibited on the labels because it may suggest to consumers that it is a higher level of certification.

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

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### **100% organic**

#### **Mandatory:**

- "Organic" statement
- Name of product certificate owner (or identification code)
- The statement "Certified organic by Ecocert Canada". This statement must be on the information panel under the information identifying the processor or distributor of the product

#### **Optional:**

- The identification of organic ingredients in the ingredients list
- Organic Canada, Ecocert, and USDA Logos\*

*\* When the USDA logo and the CB logo (ECOCERT) are used on the same label, the ECOCERT logo must not be more predominant than the USDA logo.*

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### **ORGANIC PRODUCT (more than 95% organic ingredients):**

#### **Mandatory:**

- "Organic" statement
- Name of product certificate owner (or identification code)
- The statement "Certified organic by Ecocert Canada". This statement must be on the information panel under the information identifying the processor or distributor of the product
- The identification of organic ingredients in the ingredients list

#### **Optional:**

- The percentage of organic ingredients
- Organic Canada, Ecocert, and USDA Logos\*

*\* When the USDA logo and the CB logo (ECOCERT) are used on the same label, the ECOCERT logo must not be more predominant than the USDA logo.*

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### **"% organic ingredients" (from 70 and 95% organic ingredients)**

#### **Mandatory:**

- The statement "contains x% of organic ingredients" (same size and prominence)
- Name of product certificate owner (or identification code)
- The statement "Certified organic by Ecocert Canada". This statement must be on the information panel under the information identifying the processor or distributor of the product
- Organic ingredients identified in the ingredient list

#### **Optional:**

ECOCERT logo

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**USDA LOGO :**



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

-When the USDA logo and the CB logo (ECOCERT) are used on the same label, the ECOCERT logo must not be more predominant than the USDA logo.

- The graphics and the USDA logo usage rules are available in Appendix I

## c) Product Labels for the European market

### Product covered by the CANADA-EU equivalency agreement

Only the products covered by the Canada/EU equivalency agreement can be exported to the European Union:

#### **Products covered by the Canada/EU equivalency agreement:**

- All agricultural Canadian organic products certified according to the Canada Organic Regulation (COR)
- All processed Canadian products certified according to the Canada Organic Regulation (COR) no matter the origin of their ingredients.
- Canadian organic wines certified according to the Canada Organic Regulation (COR)

\*\*\* The organic products imported into Canada for which the packaging or label is being modified in Canada cannot be exported to the European Union. For example: Chia from Peru repacked in Canada can't be exported to the EU; dried fruit processed in US and exported from a Canadian broker can't be exported to the EU

The terms of this equivalency agreement are available on the [CFIA](#) website.

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

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#### ***ORGANIC PRODUCT (more than 95% organic ingredients):***

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Mandatory

- "Organic" statement
- Reference to a manufacturer's manager and / or packager and / or seller in the European Community (name or company name + address)
- ECOCERT CANADA CODE : CA-ORG-006\*
- The identification of organic ingredients in the ingredients list

Optional: The The Euroleaf\*\*, Ecocert Logo, and the name of the product certificate owner (or identification code)

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#### **\*CODE CA-ORG-006**

The European Community replaces the reference to the certification body by a code. Therefore, each certification body has a code. ECOCERT Canada's code is CA-ORG-006.

**Mandatory:** It is the Certification Body of the operator who has carried out the most recent production or preparation operation that must have their reference code number displayed on the labels. (NB: packaging and labelling are also preparation operations). If it is you, the code to use is the CA-ORG-006.

If you are also responsible for the distribution or brokerage of products, you **may** include a reference to your own CB code, **but** you must mention the operations controlled by each certification body:

E.g. « processing certified by **code number of manufacturer Certification Body** » and  
 « distribution certified by **code number and/or name of vendor Certification Body** »

**\*\*Euroleaf logo**

- The Euroleaf logo can be used on labels of products containing 95% and more organic ingredients.
- If the Euroleaf logo is used you must refer to, under the logo:
  - Ecocert Canada Code: **CA-ORG-006**
  - The country of origin, this way: **NON-EU Agriculture** or Canada Agriculture

Ex:



CA-ORG-006  
NON-EU Agriculture

- The graphics and the rules for using the logo Euroleaf are available in Appendix I.

## d) Label of a product sold in Japan

### EXPORT under the agreement CANADA-JAS

Since January 1<sup>st</sup>, 2015, there has been an equivalency agreement between Canada and Japan. The products of plant origin (including fungi) and plant-based processed products must bear the JAS logo to be recognized as organic in Japan.

According to the Canada-Japan agreement, the products exported to Japan must be imported by a JAS certified importer.

- If there is a contract between you and this importer, the contract will inform you to affix the JAS logo (JAS logo + name of the certification body of your JAS certified importer under the logo). The JAS logo can be affixed on products in Canada, but only on the product exported to this certified JAS importer.
- Without a contract with a certified importer, your products will be shipped to Japan without the JAS logo. The JAS logo then must be affixed by your importer in Japan.

The terms of this equivalency agreement are available on the [CFIA](#) website.

### EXPORT under the JAS certification

Without the JAS certified importer, Canadian operators must hold a JAS certificate to ship their products into Japan with the JAS logo.

Labeling rules for operators who hold a JAS certificate with ECOCERT Japan:

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#### **Agricultural products of plant origin including fungi**

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- Name of organic product
- JAS Logo (Ecocert name is part of the logo)

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#### **Agricultural products processed from plant products**

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- Technical name of the organic product. ("Name of product + the word Organic")  
*ex: Organic Orange juice, Organic Bread...*
- Organic ingredients identified in the ingredient list
- JAS Logo (Ecocert name is part of the logo)

The commercial name of products (ex: Pure Organic Orange juice, Super Organic Orange Juice...) may also be used on the label but the Technical name of products must always be present.

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## **JAS SEAL**



- The JAS logo is the proof of JAS certification. A product exported to Japan without the JAS logo cannot be marketed as organic in Japan
- The logo can't be changed. The Ecocert name is part of the logo.
- The JAS logo is prohibited for the following products: Honey, Alcohol, Dairy, and Meat product.
- The graphics and the rules for using the JAS logo are available in Appendix I.

### **e) Product Labels for Sale in Other countries**

If you export to other countries, please contact the ECOCERT CANADA customer service team.






## **6. Publicity and presentation materials (advertisement, flyers, websites, and others):**

Mandatory information or claims that are allowed on a food label may also be used to advertise that food. Information forbidden on labels is also forbidden in advertising, display material, brochures, websites, etc.

The use of the term “organic” or the expression “certified organic”, as well as any other similar terms used to identify the type of operation (i.e., bio, organic culture, organic breeding, organic cooking, etc.) practiced by a company are only allowed in advertising and on display material when all products resulting from this operation are certified, so as to conform to the reference manual applied to products within this category.

## APPENDIX I – LOGO GRAPHIC CHARTER



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

	<p><u>Canada Organic logo:</u></p> <ul style="list-style-type: none"> <li>• Can be used in color (green Pantone 368, red Pantone 186), or in black and white.</li> <li>• <i>The logo is displayed in either black with a white background (as illustrated), in black with a transparent background or in colour. If displayed in colour, the background is white or transparent, the outer and inner borders are green (Pantone no. 368), the maple leaf is red (Pantone no. 186) and the lettering is black.</i></li> </ul>
	<p><u>ECOCERT Logo</u></p> <ul style="list-style-type: none"> <li>• Must be used in color (red Pantone 185). Black or white permitted on contrasting background.</li> <li>• Minimal length of 8 mm, with respect to proportions.</li> <li>• The logo must be surrounded by an empty space measuring at least one third of its length.</li> <li>• See Rules for the reference to Ecocert certification and certification trademark (TS17)</li> </ul>
	<p><u>USDA Logo:</u></p> <ul style="list-style-type: none"> <li>• Can be used in color (green PMS 348, brown PMS 175) or black and white</li> </ul>
	<p><u>Euroleaf logo:</u></p> <ul style="list-style-type: none"> <li>• Can be used in color (green Pantone 376). The black and white version can be used on contrasting background (<a href="#">Euroleaf guide available here</a>).</li> <li>• The logo should not be smaller than 13,5 mm by 9 mm. (Exception for very small packages 9 mm by 6 mm.</li> <li>• The logo must be surrounded by an empty space measuring at least 1/10th of its height.</li> <li>• The code number and the origin of the raw materials composing the product ("Non-EU Agriculture") need to be displayed in the same visual field of the EU organic logo as shown. The statement "Non-EU Agriculture" should be placed immediately below the code number. The Code number and origin of the raw materials composing the product must be aligned to the left side of the logos and the first dash of the code must be aligned with the first star of the base of the leaf.</li> </ul>
	<p><u>Logo JAS:</u></p> <ul style="list-style-type: none"> <li>• Must be higher than 5 mm</li> <li>• Width must be twice the height</li> <li>• "JAS" word must 3/10 of internal height</li> <li>• "JAS" word and "Ecocert" words must be the same size</li> </ul>



## APPENDIX II- LABEL SAMPLES


a) *Canadian cultivated or processed product (over 95% category) sold in Canada*

<p>Nom du produit /Name of Product          BIOLOGIQUE/ORGANIC</p>		
	<p><b>Liste des ingrédients</b> :Ingrédient 1*, Ingrédient 2*, Ingrédient 3*, Ingrédient 4. (*: biologique)</p>	
	<p><b>Ingredients list</b>: Ingredient 1*, Ingredient 2*, Ingredient 3*, Ingredient 4. (* :Organic)</p>	
	<p>Préparé par/ Prepared by: ABC enterprise inc.          Certifié biologique par/Certified organic by ECOCERT CANADA</p>	



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

<p>Nom du produit /Name of Product          BIOLOGIQUE/ORGANIC</p>		
	<p><b>Liste des ingrédients</b> :Ingrédient 1*, Ingrédient 2*, Ingrédient 3*, Ingrédient 4. (*: biologique)</p>	
	<p><b>Ingredients list</b>: Ingredient 1*, Ingredient 2*, Ingredient 3*, Ingredient 4. (* :Organic)</p>	
	<p>Produit de la Turquie          Product of Turkey</p> <p>Préparé par/ prepared by: ABC enterprise inc.          Certifié biologique par/Certified organic by ECOCERT CANADA</p>	

c) *Products containing 70% to 95% organic ingredients, sold in Canada*


<p>Nom du produit /Name of Product </p> <p>Contenant X% d'ingrédients biologiques Contains X % of organic ingredients</p> <p><b>Liste des ingrédients</b> :Ingrédient 1, Ingrédient 2*, Ingrédient 3*, Ingrédient 4. (*: biologique) <b>Ingredients list</b>: Ingredient 1, Ingredient 2*, Ingredient 3*, Ingredient 4. (*:Organic)</p> <p>Préparé par/ prepared by: ABC entreprise inc. Certifié biologique par/Certified organic by ECOCERT CANADA</p>
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d) *Product certified according to the USA/Canada equivalency agreement (over 95% organic content) sold in the USA*


<p>Nom du produit /Name of Product BIOLOGIQUE/ORGANIC</p> <p><b>Liste des ingrédients</b> :Ingrédient 1*, Ingrédient 2*, Ingrédient 3*, Ingrédient 4. (*: biologique) <b>Ingredients list</b>: Ingredient 1*, Ingredient 2*, Ingredient 3*, Ingredient 4. (*:Organic)</p> <p> </p> <p>Préparé par/ prepared by: ABC entreprise inc. Certifié biologique par/Certified organic by ECOCERT CANADA</p>
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e) *Canadian products covered by the EU agreement sold to EU countries (Euroleaf logo used)*

**Nom du produit/Name of Product**  
**BIOLOGIQUE/ORGANIC**



**Liste des ingrédients :** Ingrédient 1\*, Ingrédient 2\*, Ingrédient 3\*, Ingrédient 4. (\*: biologique)  
**Ingredients list:** Ingredient 1\*, Ingredient 2\*, Ingredient 3\*, Ingredient 4. (\* :Organic)



**CA-ORG-006**  
**NON-EU Agriculture**

**Préparé par/ prepared by: ABC entreprise inc.**  
**Certifié biologique par/Certified organic by**  
**ECOCERT CANADA**

f) *Canadian products covered by the EU agreement sold to EU countries (without the Euroleaf logo)*




**Nom du produit/Name of Product**  
**BIOLOGIQUE/ORGANIC**

**Liste des ingrédients :** Ingrédient 1\*, Ingrédient 2\*, Ingrédient 3\*, Ingrédient 4. (\*: biologique)  
**Ingredients list:** Ingredient 1\*, Ingredient 2\*, Ingredient 3\*, Ingredient 4. (\* :Organic)

**Préparé par/ prepared by: ABC entreprise inc.**

**Certifié biologique par/Certified organic by**  
**ECOCERT CANADA / CA-ORG-006**

*g) Organic products that meet requirements of both equivalency agreements (EU and USA)*

<p>Nom du produit/Name of Product BIOLOGIQUE/ORGANIC</p> 	
 	<p><b>Liste des ingrédients :</b> Ingrédient 1*, Ingrédient 2*, Ingrédient 3*, Ingrédient 4. (*: biologique)</p> <p><b>Ingredients list:</b> Ingredient 1*, Ingredient 2*, Ingredient 3*, Ingredient 4. (* :Organic)</p> <p>Préparé par/ prepared by: ABC entreprise inc. Certifié biologique par/Certified organic by ECOCERT CANADA/ CA-ORG-006</p>

## APPENDIX III- RÉFÉRENCE

✓ SITES DE L'ACIA :

- Safe Food for Canadians Regulations, Part 13 (Organic Products):  
<https://laws-lois.justice.gc.ca/eng/regulations/SOR-2018-108/index.html>

- Food Labelling for Industry:  
<http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/eng/1383607266489/1383607344939>

- Organic Claims:  
<http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/organic-claims/eng/1389725994094/1389726052482>

- Equivalence arrangement:  
<http://www.inspection.gc.ca/food/organic-products/equivalence-arrangements/eng/1311987562418/1311987760268>

✓ NOP Regulation (USA):  
<http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=f48818d8a28de59315c86d6472bf13f1&rgn=div5&view=text&node=7:3.1.1.9.32&idno=7#7:3.1.1.9.32.4.354.5>

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