



RESPONSE TO PETITION

Prepare in English and French marking 'Original Text' or 'Translation'

PETITION No.: **421-00872**

BY: **Ms. REMPEL (CALGARY NOSE HILL)**

DATE: **NOVEMBER 14, 2016**

PRINT NAME OF SIGNATORY: **SIGNED BY THE HONOURABLE LAWRENCE MACAULAY, PC, MP**

Response by the Minister of Agriculture and Agri-Food

SIGNATURE

Minister or Parliamentary Secretary

SUBJECT

Labelling of food products

ORIGINAL TEXT

REPLY

The food label is one of the most important tools Canadian consumers can use to make informed purchasing choices. To ensure consumers have reliable and trustworthy information, there are federal regulations and requirements for food labels.

All food, including wine, sold in Canada must be labelled and advertised in a manner that is truthful and not misleading. The Food and Drug Regulations require a clear indication of the country of origin on all standardized wine sold in Canada.

In 1994, the Government of Canada put in place an interim guideline on the use of "Cellared in Canada" claims for origin declaration of wines. This was to allow flexibility for industry sourcing wine from numerous countries.

Currently, wines that are from multiple origins and blended in Canada identify the Canadian contribution using "cellared in Canada" or "blended in Canada" and identify the imported content using "a blend of imported and domestic wines" or "a blend of domestic and imported wines," depending on the order of proportion.

This approach is consistent with the current Product of Canada guidelines that provide for the identification of aspects of the products' ingredients or what processing is Canadian and what is not, such as "Made in Canada from domestic and imported ingredients" or "Canned in Canada" or "Refined in Canada".

The Canadian Food Inspection Agency (CFIA) has noted concerns from stakeholders on wine origin labelling and is reviewing the interim statement as part of its Food Labelling Modernization initiative. This initiative aims to develop a more modern food labelling system in Canada, which includes a consistent approach to declaring the country of origin for imported products.

Additionally, to address this labelling issue, the CFIA has participated in initiatives led by the industry which brought together Canadian wine producers from across Canada to look at country of origin labelling requirements for wine. The goal of the industry led initiative is to develop a proposal to replace the current "Cellared in Canada" origin declaration. The outcomes of these sessions will contribute to CFIA's Food Labelling Modernization initiative.

The CFIA will continue to engage with stakeholders in 2017.