

# Understanding “Canada” Claims for Food Products.

Requirements for “Product of Canada”, “100% Canadian”, “Made in Canada” and similar claims for food and beverage products.



## Product of Canada

- All or virtually all significant ingredients are sourced from Canada
- Non-Canadian ingredients are minimal (i.e., less than 2% of the product)
- All or virtually all processing and labour occur within Canada

VS.



## 100% Canadian

**Entirely** Canadian: All Canadian ingredients, plus processing and labour occurred within Canada

VS.



## Made in Canada

- The last substantial transformation<sup>1</sup> of the product occurred in Canada (no Canadian content requirement)
- The claim is accompanied by a qualifying statement, such as:
  - Made in Canada from domestic and imported ingredients
  - Made in Canada from imported ingredients

VS.



## Other “Canada” claims

- Must be true**  
No Canadian content requirement unless that is part of the claim.
- Roasted in Canada
  - Distilled in Canada
  - Canned in Canada
  - Refined in Canada
  - Packaged in Canada
  - Made with Canadian [X]

## Best practices for manufacturers & retailers

- Verify origin of products/ingredients
- Assess processing locations
- Use clear, appropriate qualifiers where necessary
- Stay informed and seek legal counsel



**Katrina Coughlin**  
Partner  
Ottawa  
+1 613-786-0155  
katrina.coughlin@gowlingwlg.com



**Gladys Osien**  
Associate  
Ottawa  
+1 613-786-0113  
gladys.osien@gowlingwlg.com

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“A substantial transformation refers to processing that changes the product's nature and results in a new product with a distinct product name.”