



### **Regulatory Labeling Requirements**

As with processing, food labeling is strictly regulated. In the U.S., accurate labeling is a legal requirement as defined by the Code of Federal Regulations, Title 9, 317.8 (a), which states that, “No product or any of its wrappers, packaging, or other containers shall bear any false or misleading marking, label, or other labeling.” This includes any statement, word, picture or design associated with the product. In Canada, labeling is governed by the Consumer Packaging and Labelling Act (CPLA) which, among other regulations, requires “full and factual label information from which consumers can make an informed choice in the marketplace” and prevents “misrepresentation and deception in packaging and labelling.”

Understanding your legal obligations for labeling can help you avoid the consequences that may result from failing to comply with these regulations. If a label claim is used without approval and a product is deemed misbranded, its manufacturer faces a wide range of penalties and potential consequences. These include withholding (rescinding) the use of labeling; product retention (prohibiting shipment); product detention (prohibiting sale from anywhere in the chain of commerce); request for product recall; fines; and/or prosecution, in addition to any resulting negative publicity. The facility producing misbranded product also faces the possibility of inspection, suspension or withdrawal.

Labeling requirements differ according to the product, the country and the regulating agency. The following is some basic information about the possibilities for how your product labels may be regulated:

**Meat Producers in the United States:** Meat labeling is regulated by the agency inspecting the plant in which the product is processed. To use AGW’s logos on a meat product, you need to first register that claim with the appropriate agency. For state-inspected plants this would be the State Department of Agriculture, and for federally inspected plants this is the USDA’s Food and Safety Inspection Service (FSIS). For more information visit [agreenerworld.org/farmer-services/labeling-support](https://agreenerworld.org/farmer-services/labeling-support) or reach out to our Marketing Services Coordinator for assistance in submitting your label claims for state or federal approval.

**Dairy and Egg Producers in the United States:** Dairy and egg labeling compliance is enforced by each individual state and/or the Food and Drug Administration. Your state’s Department of Agriculture is the best resource for determining the compliance of your label and any use of AGW logos. Please contact us if you need assistance in getting in touch with your state’s Department of Agriculture.

**Producers in Canada:** We have logo stickers available in French! Please note that since the Canadian Food Inspection Agency (CFIA) does not “approve” labels or logos, producers are responsible for ensuring that their labels are compliant with current Canadian legislation. For more information on third-party endorsements on Canadian food labels visit [inspection.gc.ca](https://inspection.gc.ca). For assistance in understanding regulatory requirements, please contact your local CFIA office, or just let us know if you’d like us to do so on your behalf. A list of CFIA offices can be found at [inspection.gc.ca](https://inspection.gc.ca).