

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Canada Consults on Guidance for E-commerce Food Labelling Compliance

**Country:** Canada

**Post:** Ottawa

**Report Category:** FAIRS Subject Report, Policy and Program Announcements

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**Report Highlights:**

The Canadian food regulatory authorities opened public consultations on guidance for e-commerce platforms on how to be compliant with relevant food labeling regulatory provisions. Interested stakeholders have until July 8, 2022, to provide comments on this initiative.

Health Canada (HC) and the Canadian Food Inspection Agency (CFIA) have noted that “the sale of foods through e-commerce has increased over recent years and the information provided to consumers is inconsistent and sometimes inadequate to inform food purchases”.

In order to address these concerns, the two food regulators are [seeking feedback](#) from stakeholders on how to help e-commerce platforms be compliant with Canada’s food laws and regulations, all while making food information more consistently available and accessible to online shoppers.

Interested parties have until **July 8, 2022** to submit their comments either [online](#), by responding to questions found in [section 7](#) of the [consultation document](#), or by email at:

[nut.labelling-etiquetage@hc-sc.gc.ca](mailto:nut.labelling-etiquetage@hc-sc.gc.ca) (with the subject line: Online Food Labelling Consultation)

With this consultation, HC and the CFIA are seeking input to inform the development of a guidance document for e-commerce platforms focusing on two elements:

- proposed principles and approach for developing this guidance; and
- challenges faced in obtaining, providing and/or maintaining information about foods for sale through e-commerce.

While the future guidance document will be voluntary, HC and the CFIA remind businesses selling food online that the Food and Drugs Act (FDA) and the Safe Food for Canadians Act (SFCA) include broad prohibitions against false and misleading labelling that apply to food advertised or sold in Canada, including through e-commerce. These prohibitions are:

- "No person shall label, package, treat, process, sell or advertise any food in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character, value, quantity, composition, merit or safety." [5(1), FDA]
- "It is prohibited for a person to manufacture, prepare, package, label, sell, import or advertise a food commodity in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character, quality, value, quantity, composition, merit, safety or origin or the method of its manufacture or preparation." [6(1), SFCA]

These general prohibitions apply in addition to a multitude of specific regulatory labeling requirements. For a general overview of Canada’s food regulatory environment, readers are encouraged to consult FAS/Canada’s GAIN report on [Food and Agricultural Import Regulations and Standards](#). For specific assistance on food labeling, please consult CFIA’s [Industry Labeling Tool](#).

**Attachments:**

No Attachments.