



FOR IMMEDIATE RELEASE

Beef labelling brochure is first-stop resource for retailers

Calgary, AB November 9, 2009 - The Beef Information Centre (BIC) has just launched an eight page, colour brochure on beef labelling (PDF attached). The brochure provides a clear and concise explanation of the current labelling regulations and enforcement responsibilities of various government agencies.

To ensure accuracy, the brochure was reviewed by Canadian Food Inspection Agency and the Guelph Food Technology Centre.

Legislation pertaining to food labelling is complex and several acts and regulations cover it. This new resource highlights the acts and regulations that pertain to beef labelling, and enables the reader to quickly understand what needs to be on a label and where to go for more information. For example, to assist with navigating government websites, the brochure contains a link to a webpage where links to all documents discussed in the brochure is available.

“The brochure provides an overview of the complex meat labelling requirements for fresh beef sold in Canada as well as a separate section on imported beef,” says John Baker, BIC’s executive director of trade marketing. “We envision it being used as the go-to resource for retailers and packers.”

This resource demonstrates BIC’s leadership in supporting retailers to accurately label Canadian beef, so Canadians can make informed choices. According to a study done in 2008, almost 60 per cent of Canadians read labels on a regular basis (Tracking Nutrition Trends Study, 2008).

The brochure, available in both English and French, can be ordered from BIC’s resource order centre (retail) (www.canadianbeef.info) where it is also available electronically.

The Beef Information Centre is beef market development division of the Canadian Cattlemen's Association.

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