



ADITI

Organic Certifications Pvt. Ltd.

Bengaluru
08th February 2021

Ref. No. Aditi/HO/2021/Circular 004/COS

Dear esteemed clients,

Subject: **IMPORTANT: CFIA clarification re: Use of the word “organics” in a brand name – reg.**

Greetings from Aditi organic Certifications Pvt. Ltd.!

We take this opportunity to thank you for the kind support and cooperation that you have extended to us all these years.

With reference to the latest update received from **Canadians Food Inspection Agency (CFIA) clarification regarding the word “organic” in a brand name:**

Brand names or Trademarks are not required but frequently used by a manufacturer to identify its products distinctively from others of the same type. It is important to note that Brand names are subject to all provisions of the Food and Drugs Act (FDA), the Food and Drug Regulations (FDR), the Safe Food for Canadians Act (SFCA) and the Safe Food for Canadians Regulations (SFCR), whether or not these names are registered, or trademarked. Among other purposes, these acts and regulations are intended to enable consumers to make informed food choices based on information that is truthful and not misleading.

Under the SFCR, the use of the “**organic**” claim in labelling or advertising in association with a product is voluntary and is only permitted on products with 95% or more organic content that have been certified according to the requirements, when traded interprovincially.

A product that does not contain organic content of 95% may still indicate on its label which of the ingredients are organic products. However, these products may not use the claim "organic", including in the trademark, this is because the regulations indicate that the “organic” claim applies to “the words that may be shown on the label or used in the advertisement of a food commodity”, therefore this includes trademarks on the label of the product [353(1), SFCR]. In light of these requirements, a brand name including the word “**organics**” would be acceptable only on products with 95% or more organic content that have been certified according to the requirements.

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For more details consult the Canadian Food Inspection Agency (CFIA) guidelines for Organic claims on food labels.

For any query or concern, please do not hesitate to reach out to us and would be happy to serve with best of our abilities as always.

With regards,
For, Aditi Organic Certification Pvt. Ltd.

for ADITI ORGANIC CERTIFICATIONS PVT. LTD.

Managing Director

