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December 2, 2009

All Trade Associations

Dear Sir/Madam,

Re: LCBO Implementation of New Canadian Organic Regulations

The Canadian Organic Products Regulations became effective on June 30, 2009 and are currently being enforced by the Canadian Food Inspection Agency (CFIA). More information on these regulations is available on the website of the Canadian Food Inspection Agency (CFIA).

<http://www.inspection.gc.ca/english/fssa/orgbio/orgbioe.shtml>

CFIA is currently pursuing an educational approach for violations up to June 30, 2011 with plans to switch to more stringent enforcement after this date.

LCBO has a plan for compliance with the goal of having warehouse inventory in compliance by January 1, 2011 and store inventory in compliance by June 30, 2011. All new products listed by the LCBO will be expected to comply immediately. Currently listed products will be given deadlines to make bilingual organic claims and to meet the Canadian organic standard.

### **Organic Claim Requirements**

- An organic product label must state the name of the certification body/organisation that has certified the product as organic. A logo that does not name the certification body/ organisation is not adequate to meet this requirement.
- The principal organic claim must be bilingual (English – French).
- Certificates or letters from the certifying agency must be submitted to the LCBO to support all organic claims. The certificate must specify the organic products covered. If the organic documentation includes an attached list of products, it must be submitted with the certificate. The certificate must cover the appropriate time period of production.
- The certificate must reference the Canadian organic standard or an officially accepted equivalent. At this time, only the USDA National Organic Program



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standard has been granted equivalency. The LCBO will make an exception for products with a labelled vintage of 2008 or earlier if a certificate is provided referencing any well recognised organic standard.

- Any product claiming to be “organic” must be certified as organic in the production sense in addition to organic ingredients. Brand names using the word “organic” in any form (e.g. organica, organico) or marketing text using the word “organic” without specific reference to organic ingredients/agriculture are considered to be a claim of that the product is fully organic.
- The maximum allowable limits of sulphites for “organic wine” are 30 mg/L for FSO<sub>2</sub> and 100 mg/L for TSO<sub>2</sub>.
- A certificate or letter from the certifying agency must be submitted to the LCBO to support any biodynamic claim. The certificate must cover the time period appropriate to the vintage of the wine.
- Suppliers must be prepared to provide proof of any claim involving sustainable agriculture, “green” practices, etc.

Note that claims of wines being made from organic grapes or being products of organic agriculture are not permitted under Canadian organic regulations. Claims related to organic ingredients are permitted only within ingredient lists. Some wines under the “made from organic grapes” category may meet current requirements for organic wine under the Canadian standard. Wineries can check with their organic certifying agency to determine if their wines qualify and can be labelled in Canada as “organic wine”. Wines certified under the USDA National Organic Program as “made from organic grapes” do qualify as organic wine in Canada.

Sincerely,

Stephen Cater, PhD  
Acting Director, Quality Assurance



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- c.c. Bob Peter, President & Chief Executive Officer
- George Soleas, Senior Vice President, Logistics / Quality Assurance
- Bob Downey, Senior Vice President, Sales & Marketing
- Roy Ecker, Senior Vice President, Retail Operations
- Shari Mock-Edwards, Vice President, Merchandising
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- Bill Kennedy, Executive Director, Corporate Communications
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