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## HIGHLIGHTED INGREDIENTS & FLAVOURS

In 2012 the Canadian Food Inspection Agency released their revised [Guidelines for Highlighted Ingredients and Flavours](#) document. The purpose of the document is to provide guidance to industry and clarifies existing requirements and policies on the use of highlighted ingredient or flavour claims on a label or advertisement to promote truthful and not misleading labelling. The intent is to ensure meaningful information for consumers and promote a level playing field for industry.

Although not the final version, industry is expected to follow these guidelines as posted on the website. It is expected that the regulatory modernization process for labelling may have an impact on the final version of this Guideline.