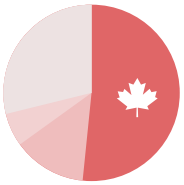
Made in Canada vs. Product of Canada

WHAT YOU NEED TO KNOW AND HOW YOU CAN SUPPORT CANADIAN

ontario chamber of commerce

Made in Canada



At least **51%** of the total manufacturing **costs** (including labour, materials, and overhead) must be incurred **in Canada.**

Should **include a qualifying statement** that indicates **imported ingredients** or **components** (e.g. "Made in Canada from domestic and imported ingredients")

The **last substantial transformation** of the product **must occur in Canada;** even if some ingredients are from other countries.

If a company adds a "maple leaf" or "Canadian flag" on a product **without further explanation,** that product will be held to "Made in Canada" standards.

When it comes to groceries, the Canadian Food Inspection Agency has a list of other **acceptable labels**, including:

- ✓ "Roasted and blended in Canada" to describe coffee, since the beans are always imported.
- ✓ "Packaged in Canada", for example, jam made elsewhere but jarred in Canada.
- ✓ "Refined in Canada" for cane sugar which, again, must be imported.
- ✓ "Distilled in Canada" for bottled water.

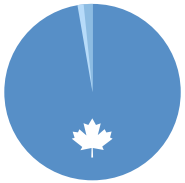
Examples

- A jar of peanut butter made with **imported peanuts** but **processed and packaged in Canada**.
- A package of pasta made from **imported durum wheat** but **manufactured in Canada** where it is shaped, cooked and packaged, meeting the requirements of the "Made in Canada" label.
- Ice cream that is produced using **both Canadian and imported ingredients**. The **production** of the ice cream, including the churning, packaging, and freezing processes, occurs at their **Canadian facility**.
- A winter coat that **sources some of its materials** (like down feathers) **globally**, the assembly and final production of the jacket, including stitching, is done from **Canadian manufacturing facilities.**

Sources: Competition Bureau Canada and Canadian Food Inspection Agency

Product of Canada

Considered the **gold standard** for **Canadian content.**



Requires at least **98%** Canadian content ("virtually all") of the **total direct costs** of production or manufacturing to be **within Canada.**

All or ("virtually all") of the **insignificant ingredients, components, processing, and labour** used in the food product **must be Canadian** to support the claim.

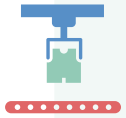
For non-food products, the Competition Bureau Canada requires that the **last substantial transformation** of the good occurred in Canada, and ("virtually all") of the **total direct costs** of production or manufacturing of the good have been incurred **in Canada**.

Examples

- A jar of fruit jam made by a **local Canadian farmer** using fruit grown in their **own fields**. The jam is cooked and sealed at the farm with **no imported ingredients or components**, offering a completely homemade, 100% Canadian product.
- A block of cheddar cheese made from **Canadian milk, produced and packaged in Canada.**
- Wild-caught salmon from **Canadian waters**, specifically from British Columbia or Atlantic Canada. The fish is **caught, processed, and packaged in Canada**, ensuring that it is a product of Canadian waters.
- A handcrafted leather wallet or belt made by a **Canadian artisan** using **locally sourced leather**. Each piece is stitched and assembled in Canada.
- A sweater made entirely from Canadian wool, sourced from **local farms.** The wool is spun, dyed, and knitted into the sweater by **Canadian textile workers**, ensuring that it is 100% Canadian from start to finish.

Sources: Competition Bureau Canada and Canadian Food Inspection Agency

When examining a “Product of Canada” or “Made in Canada” the Competition Bureau will consider:



Where the direct costs of manufacturing the product were incurred;

The representations themselves and the general impressions they create;

Where the last substantial transformation of the good occurred;

The general impression conveyed through a contextual combination of words, visual elements, illustrations, and overall layout.

Why Support Local/Canadian?

1. **Keeps money in Canada** – Ensures that spending stays within the domestic economy instead of going to foreign manufacturers.
2. **Supports Canadian jobs** – Sustains employment across industries like agriculture, manufacturing, and technology.
3. **Strengthens local businesses** – Revenue from purchases is reinvested in the community, helping small and medium-sized businesses grow.
4. **Creates a ripple effect** – Local businesses collaborate with domestic suppliers and service providers, generating more economic opportunities.
5. **Builds economic resilience** – Helps Canada withstand trade uncertainties and maintain a self-sustaining economy.

Canadian Owned vs. Canadian Operated What’s the Difference?

"Canadian-owned" refers to a company where at least 51% of the voting interests are owned and controlled by Canadians. The ownership can refer to both the control and financial stake, but it doesn't necessarily mean that all operations, such as management or production, are conducted within Canada.

- A company can be Canadian-owned even if it operates in multiple countries, as long as the majority ownership and control remain with Canadians.

"Canadian-operated" means that the company's day-to-day activities, like its business operations, manufacturing, and services, are primarily run from within Canada. The business is incorporated or formed under Canadian law, regardless of ownership.

- A company is considered Canadian-operated if it is incorporated or formed under the laws of Canada or one of its provinces, regardless of foreign ownership. This includes subsidiaries or branches of foreign companies, as long as they are established under Canadian law.

Sources: Competition Bureau Canada and Canadian Food Inspection Agency