



Labels as easy as 1...2...3...?

Nutrifacts Graphics claims to make meeting the new labelling regulations easy

It's a safe bet that most processors are working on new labels – the new labelling regulations from Health Canada come into effect the end of this year for some companies while other smaller companies have until 2007 to comply. It's also a safe bet that for some processors, getting reference amounts, nutrient content claims, allowable wording and available display surfaces – among other elements – straight is not proving to be an easy task.

Nutrifacts Graphics, a division of Barcode Graphics Inc. of Toronto, aims to simplify the process. The company says by using either the processor's lab analysis of the ingredients in the product or data-based analysis of the ingredients in the product and the dimensions of the package it can produce a label that is compliant. The company, says Liz Andrew, sales and marketing manager, was formed late last year.

"Clear and concise guidance from government has been slow," says Andrew, of one of the reasons for launching the service. "There are many nutritionists, package designers and regulatory consultants offering nutrition labelling services, but there is no one offering a compliant end to end solution."

The new division partnered with Maxxam Analytics Inc., a company that does lab analyses for the food industry, last November. But processors who have lab analyses from a different company can still use the service.

Rounding nutritional data, which entails calculations of raw nutrient data, for example, or determining nutrient content claims and allowable claims, says Andrew, can all be "quite tedious." The system can automatically perform these tasks. "This alone," says Andrew, "can save literally hours of additional work for regulatory and quality assurance people." A nutrition facts table takes on average a few minutes to turn it around. An available display surface

Nutrition Facts		Valeur nutritive	
Per 125 mL (87 g) / par 125 mL (87 g)			
Amount		% Daily Value	
Teneur		% valeur quotidienne	
Calories / Calories	80		
Fat / Lipides	0.5 g	1 %	
Saturated / saturés	0 g	0 %	
+ Trans / trans	0 g		
Cholesterol / Cholestérol	0 mg		
Sodium / Sodium	0 mg	0 %	
Carbohydrate / Glucides	18 g	6 %	
Fibre / Fibres	2 g	8 %	
Sugars / Sucres	2 g		
Protein / Protéines	3 g		
Vitamin A / Vitamine A		2 %	
Vitamin C / Vitamine C		10 %	
Calcium / Calcium		0 %	
Iron / Fer		2 %	

Print Ready NFT

report takes about 24 hours once the package die line, specifications and nutrition information is received.

Here's a simplified look at how it works.

1. Processors who sign on for the service receive a "sign on" document that they can place on their computer desktops. When they are ready to use the service, they click on the sign-on document.

2. For Nutrition Facts Table orders, they enter nutrient data. Data can be supplied as raw lab data, table values or by cutting and pasting data from a Genesis database (a nutritional database system).

3. Maxxam clients will have data already entered into a simulated Nutrition Facts Table (NFT) PDF file. This file provides access to the Workflow

NFT, where users will have the choice to add non-tested nutrients.

4. Users can order Available Display Service (ADS) reports online and are provided with a report that tells them which NFT table formats are appropriate and meet the regulations for that particular type and size of food package.

5. From the ADS report, users can click through to get the nutrition facts table final art EPS file.

6. An order confirmation will alert users to any nutrient claims they're allowed to make based on the nutrition information of the product.

At the end of the process, says Andrew, the client has documentation to back up the available display calculations and the nutrition facts table selection, as well as a nutrition facts table that is ready to be dropped into the final package design. The cost is about \$40 per sku. If you want more information about this service, visit: www.NutrifactsNOW.com

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