



May 3, 2024

1284169

Via email: carley@cattlemen.bc.ca

Alex Kulchar
Committee Chair
BC Cattlemen's Association
4 - 10145 Dallas Dr
Kamloops BC V2C 6T4

Dear Alex Kulchar:

Thank you for your email and accompanying letter of April 11, 2024, regarding industry concerns surrounding the labelling of simulated meat products that may be advertised as beef.

The federal government regulates the labelling of food through the *Food and Drugs Act*, the *Safe Food for Canadians Act* and Regulations, and the *Consumer Packaging and Labelling Act*. Health Canada and the Canadian Food Inspection Agency are the agencies responsible for the administration of this legislation. Simulated meat products are defined under the Food and Drug Regulations of the *Food and Drugs Act*, which applies to all food sold in Canada. The labelling of food under federal legislation means that standards are consistent across all jurisdictions in Canada.

The Food Premises Regulation, administered by the Ministry of Health, does not have specific labelling requirements. Federal food labelling requirements apply to the food premises that are regulated under the Food Premises Regulation.

While I appreciate your concerns, the Province of British Columbia looks to its federal partners for consistent guidance regarding changes to labelling requirements, particularly since food safety concerns have not been identified with these simulated meat products.

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If you have concerns regarding specific product labels that you believe contain false advertising or are misleading in nature, I encourage you to report these concerns to the Canadian Food Inspection Agency through their website:

<https://www.canada.ca/en/services/health/report-food-labelling-concern.html>.

Thank you again for writing and expressing your concerns. I appreciate the opportunity to respond.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized initial 'S' followed by a long, sweeping horizontal line that tapers to the right.

Stephen Brown
Deputy Minister