

LABELLING

Canadian firms proposing to export processed food products and beverages to Mexico must first find, legally appoint and register with the *Secretaría de Hacienda y Crédito Público* (SHCP) a Mexican company as its representative for the import of such products into Mexico. In turn, the Mexican importer or agent must register the proposed product with the *Secretaría de Salud* (SSA). If the SSA is satisfied the product complies with Mexican food safety laws, a SSA registration number is issued for which there is a registration fee. In addition to the fee, to obtain registration, the following information must be provided:

- a) a certificate, issued by the Canadian federal (or a provincial) Department of Health stating the product could or is being sold in Canada; the certificate must be written in Spanish, notarized and consularized by one of the Mexican consulates in Canada;
- b) a physio-chemical analysis of the product conducted by a federal or provincial Department of Health laboratory or authorized laboratory; analysis results must be in Spanish and consularized by Mexican authorities;
- c) a step-by-step technical description of the production of the product, in Spanish, and consularized;
- d) a description, in Spanish of the primary (and any secondary) packaging or container specifying materials, form, sealing material and capacity; and
- e) copies of the product label and colour photographs of the product.

All labels attached to foods and beverages must be approved by the Mexican SSA and must meet the following requirements: The writing or printing must be clear and easily legible; when the generic name of the product suggests the presence therein of some substance, the product must contain that substance; if the label carries allusive figures, drawings, or paintings that suggest the presence of one or more substances, the product must contain them; foodstuffs subject to spontaneous alteration must carry labels indicating the date of preparation and the date on which the preservation expires (the date of preparation may be in a code, known to Mexican authorities); foodstuff containers exposed to the action of water or dampness must use tops or lids on which must be indicated in indelible printing the origin, name of the product, and the registry number; and if the product contains a preservative or stabilizer, the proportion thereof must be clearly stated. The label of every registered food product must carry the following statement: *Aceptado S.S.A. No. _____*, followed by the number of the corresponding licence. All information shown on products must be in Spanish, as must all advertising and data shown on wrappings, packaging, and containers. Information must be legible and in understandable terms. Publicity, inscriptions, or any indications that would lead to misconceptions concerning origin, constituent parts, use, characteristics, or properties are forbidden.