

- country of origin; and
- instructions for use when purchaser would be unable to prepare contents without such instructions.

If the foodstuff has been prepared for consumption, the label must also indicate whether contents have been steamed, boiled, smoked, freeze-dried, powdered, deep-frozen or prepared in some other manner.

Any labelling that is considered to mislead purchasers as to the origin, composition, quantity, identity, characteristics, method of manufacture or production, is banned and the product cannot be offered for sale.

The language used in labelling or advertising should be that of the member state to which the goods are consigned for sale. Other recognized languages of the Community are acceptable in some instances. The characters must not be less than 1.5 mm, and not less than 1/10th the size of the largest characters used on the label to a maximum height of 5 mm.

Further information on the labelling of EEC-bound foodstuffs is available from the European Community Trade Policy Division of External Affairs and International Trade Canada.

Value-Added Taxes (VAT)

Most products sold in the EEC, whether imported from abroad or manufactured domestically, are subject to a value-added tax. This tax is popularly known as the TVA from the French appellation, "Taxe sur la valeur ajoutée," or VAT, the designation used in Britain. While all countries in the Community have a standard method of application of VAT, the rates vary widely from country to country.

In some cases, there are two or three categories of rates: a standard rate, a lower rate or exemption applicable to foodstuffs or other essentials, and a higher or major rate applicable to luxury goods or non-essential articles.