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For more information on the specific requirements under NOM 50 and NOM 51, please consult:

- Canadian Embassy Web Site

GENERAL CONSUMER PRODUCTS

Unless they are specifically covered by a product-specific NOM, products destined for retail sale are subject to NOM-050-SCFI-1994. Information on the application of NOMS to specific products is available from the *Instituto Mexicano de Normalización y Certificación* (IMENOC), Mexican Institute of Standards and Certification. However, IMENOC is a private association that might charge a fee for the information. SECOFI's *Dirección General de Normas* has an information centre from which exporters can likely get most information they require. (*Centro de Información*, Av. Puente de Tecamachalco No. 6, Lomas de Tecamachalco. Tel: (525) 729-9300 ext: 4143, Fax: 729-9484, and email: elden@secofi.gob.mx).

Note that though compliance with the NOM certification and labelling requirements is technically the responsibility of the importer, all labels must accompany the goods when they cross the border. Therefore, much of the responsibility for compliance falls upon the Canadian exporter. There are some exceptions to this requirement. Some products may be imported without the label. For example, if the load is going to a Bond Warehouse, approved as a verification unit, that unit can check labels and fix them to products in Mexico before resale.

However, the regulations do contain a provision allowing labels to be affixed once the products have crossed the border, but before they are offered for sale. The provision stipulates that the product must be taken to a verification unit (*Unidad de Verificación*) to be inspected after the labels have been affixed. The importer must also have been registered in the importers' register for at least two years. There are a number of other costly restrictions which make it simpler for Canadian exporters to present products at the border whose labels already comply with Mexican law.

If the product will be sold as a container of smaller containers, the individual packages do not need to be labelled. There are no specific requirements for label size or location.

FOOD PRODUCTS

NOM-051-SCFI-1994 is the Mexican Official Standard that regulates labelling for food and non-alcoholic beverages. This NOM was published by SECOFI on January 24, 1996, however, its entrance into force has followed the schedule listed below:

- November 01, 1996 for ham and milk manufacturers
- July 01, 1997 for all other food and beverages manufacturers
- November 01, 1997, every product at stores shelves must comply
- January 01, 1998 Nutritional Facts information requirement will be compulsory.

This regulation is applicable to all locally produced and imported food products and non-alcoholic beverages sold in Mexico, except for those products covered by specific regulations that include labelling, and products in bulk. It is important to note that stickers can be used as long as they remain securely fixed to the product until its final use or consumption.