



Government
of Canada

Gouvernement
du Canada

CONSULTATION
CANADA GAZETTE
PART I

Proposed food label changes to serving size

HOW IS SERVING SIZE CURRENTLY SHOWN ON FOOD LABELS?

The serving size is at the top of the Nutrition Facts table. It is listed at the top because the information in the table is based on this amount of food.

Serving size is shown in common household measurements, such as:

- a number of pieces (for example, per number of crackers)
- in cups (for example, 1/4 cup)
- a fraction of the food (for example, 1/4 pizza)

The common household measurement is followed by the metric equivalent in grams (g) or millilitres (mL).

| Nutrition Facts | |
|-------------------------|---|
| Valeur nutritive | |
| Household measure → | Per 1/2 cup (125 mL) |
| | pour 1/2 tasse (125 mL) ← Metric measure equivalent |
| Calories 80 | % Daily Value* |
| | % valeur quotidienne |

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What are the proposed changes to serving size?

We are proposing changes that will make serving sizes more consistent. They will better reflect the amount that Canadians typically eat in one sitting. Consistent and realistic serving sizes will make it easier for Canadians to compare similar foods. It will also make it easier to know how many calories and nutrients they are eating.

The proposed changes are based on 3 criteria. These will help the food industry make serving sizes more consistent on similar foods. Below are examples of how serving size will appear depending on the food product.

1. FOODS THAT CAN BE MEASURED

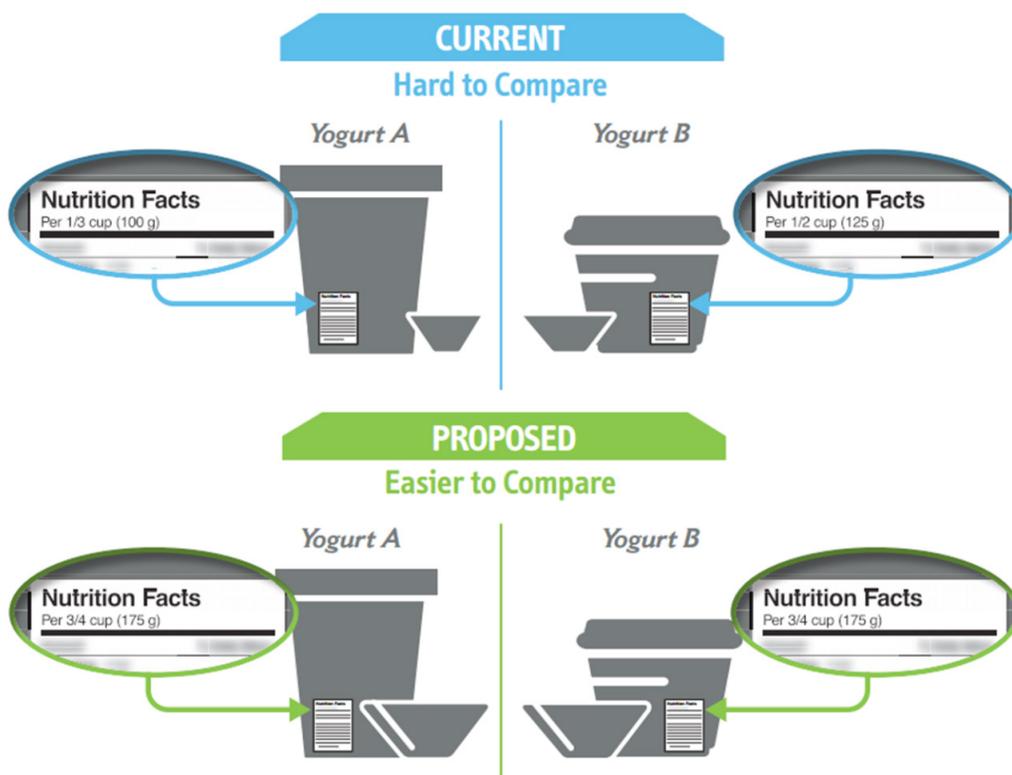
For foods that can be measured, the serving size will be shown as a common household measurement, such as:

- cup
- teaspoon
- tablespoon

This will be paired with its metric equivalent in millilitres or grams. Similar products will have the same millilitre or gram amount. These types of food include:

- milk
- cream cheese
- yogurt
- flour
- rice

FOR EXAMPLE, the serving size on large tubs of yogurt will have a reference amount of 175 g. This will make it easier to compare similar foods.



2. AMOUNTS IN PIECES

For foods that come in pieces, the serving size will be shown as the number of pieces. It will be paired with its metric equivalent in grams. These types of food include:

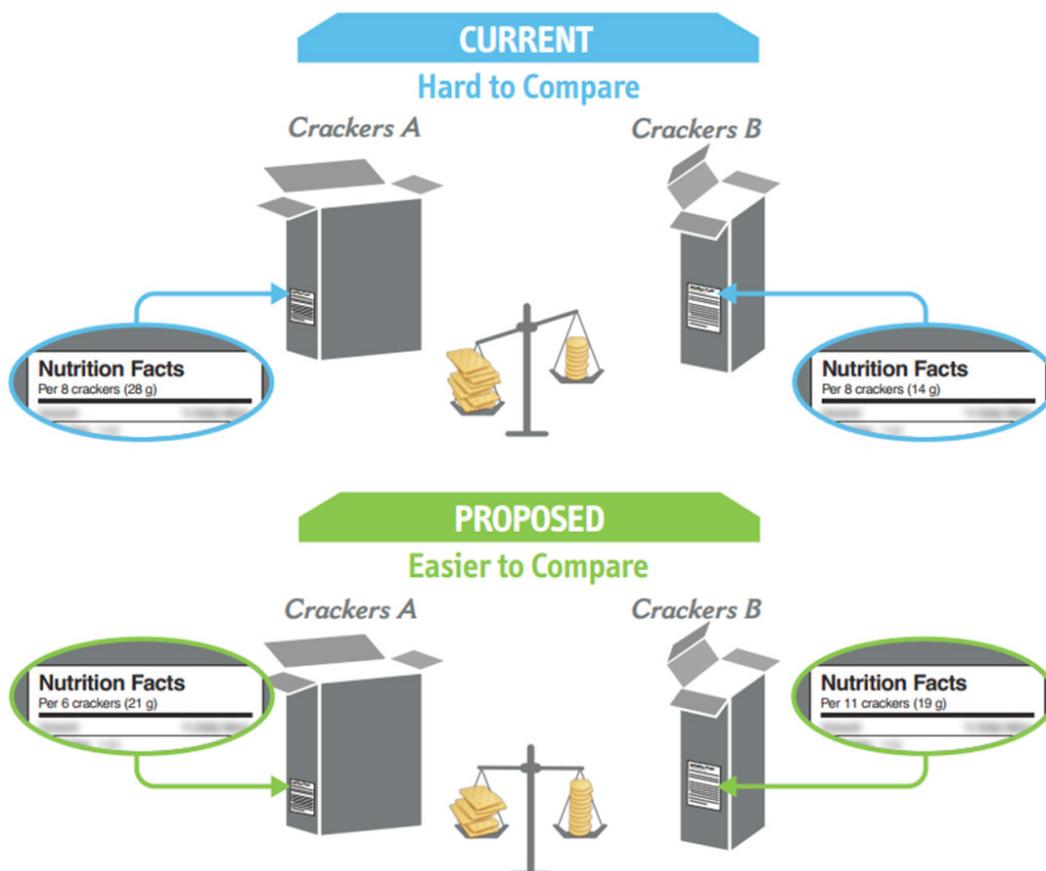
- cookies
- chips
- bagels
- crackers
- muffins

This will also be the case for foods that are divided before eaten, such as:

- wheels of cheese
- frozen pizza
- cakes
- lasagna

The serving size for these food items will be shown as a fraction of the food. It will be paired with its metric equivalent in grams. This will make serving size weights for similar products either the same or very close.

FOR EXAMPLE, the serving size on cracker boxes will have to be as close to 20 g as possible. This is because it will be the regulated amount. While the number of crackers may change, weights will be very similar. This will make it easier to compare products.



3. AMOUNTS TYPICALLY EATEN

For certain foods, the serving size will reflect the way they are typically eaten. It will be paired with its weight in grams. This will be helpful for:

- ready-to-eat breakfast cereals
- sliced bread
- certain meat, such as:
 - roasts
 - whole chickens

FOR EXAMPLE, the serving size on a bag of bread will reflect that most people eat 2 slices of bread at one time.

