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August 27, 2015

Dino Covone
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Health Canada
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CANADA

Dear Mr. Covone,

On behalf of the International Association of Color Manufacturers (IACM), I am pleased to submit the following comments in response to the Regulations Amending the Food and Drug Regulations — Nutrition Labelling, Other Labelling Provisions and Food Colors published in *Canada Gazette*, Part 1, on June 13, 2015. IACM is the trade association that represents the global color industry, comprised of manufacturers and end-users of coloring substances that are used in foods, including natural and synthetic colors.

IACM would like to offer comment specifically on the proposal requiring that manufacturers list all food colors by their common name within the list of ingredients on the food label to enable consumers who have sensitivities to specific food colors to avoid those ingredients and align the labeling requirements for food colors with those of other additives.

IACM is generally supportive of any proposal to inform consumers that there is added color in a food product. Additionally, our members support harmonization of Canadian label requirements with those in the United States and other jurisdictions where possible.

IACM suggests the adoption of Health Canada's proposal with the addition of language that would allow synthetic colors to be labeled using their certified names as an alternative option to common names, or in addition to their common name. As you are aware, the United States Food and Drug Administration (FDA) allows for certified ("synthetic") color additives to be listed within the ingredient statement by specific or abbreviated name such as "FD&C Red No. 40" or "Red 40," while the color's common name may be declared in parentheses. (21 CFR 101.22(k)(1)).

Health Canada should be consistent with the Food and Drug Regulations pertaining to the naming and labeling of colors permitted for use in drugs (C.01.040.2) that are also permitted for use in foods. These regulations list colors via their common names yet also recognize and declare the certified names of those colors. In some cases consumers may be more likely to recognize certified names (e.g., FD&C Red No. 40) versus a common name (e.g. Allura Red), which has been the labeling preference used by the pharmaceutical industry in Canada for

various reasons, including consistency with other regulatory markets. Additionally, certified names can sometimes be shorter than common names and therefore provide a useful alternative when space is limited on bilingual labels.

We would support the proposal to allow listing by common name for natural and inorganic color additives, those exempt from certification in the US, as it is allowed for specific common or usual names such as "caramel color" to be used (21 CFR 101.22(k)(2)) in the US. Additionally, due to the limitations of small packages and the bilingual requirement, as well as other proposed labeling changes such as increased font sizes, that may make it difficult to list every color individually, IACM would also support the use of "natural color" in an ingredient listing to reflect the grouping of those colors that are defined as such in the Food and Drug Regulations. While not a harmonization with the US as the FDA does not consider any color additive to be "natural," it reflects the understanding in US regulation that allows "added color" instead of listing exempt from certification colors individually in most cases.

IACM also supports Health Canada's granting of a transition period of five years to allow time for manufacturers to alter food labels to be compliant with amended labeling regulations.

IACM anticipates that adoption of Health Canada's proposal as detailed above with the suggested modifications would more closely align the color additive labeling requirements in Canada with those currently in place in the United States while allowing necessary discretion and flexibility for issues such as bilingual labels that are not a consideration in the US. This measure would further facilitate trade between the two countries and ease barriers resulting from conflicting regulatory labeling requirements. Increased uniformity in color labeling would be beneficial to both consumers and the food and beverage industry.

Additionally, IACM would support the proposal to eliminate the current lot-by-lot certification of synthetic colors, as our member companies already certify each batch of synthetic color with the US FDA and agree that additional certification by Canada is not necessary to ensure food safety.

We are grateful for the opportunity to comment on this proposal and would be happy to provide any additional information.

Sincerely,

A handwritten signature in black ink that reads "Sarah A. Codrea". The signature is written in a cursive, flowing style.

Sarah Codrea
Executive Director