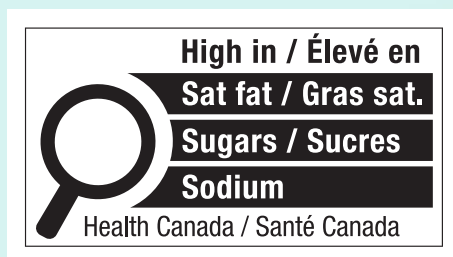


Do you require the new

# Front of Package Labelling?



The CFIA has created a new graphic called “Front of Package” that must be applied to Canadian packaging, if you qualify.



Before



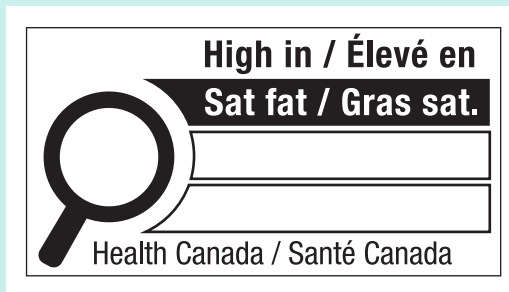
After

So many brands are going to be affected... and many aren't going to like it.

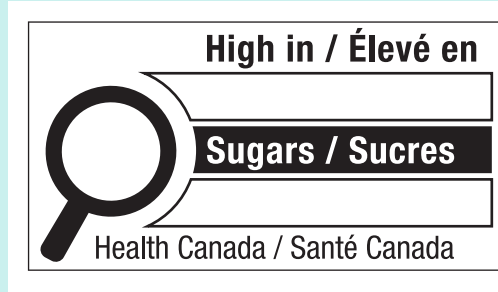
\* Please note that these are just examples and may not actually qualify.

# The 3 nutritional values being called out to consumers are:

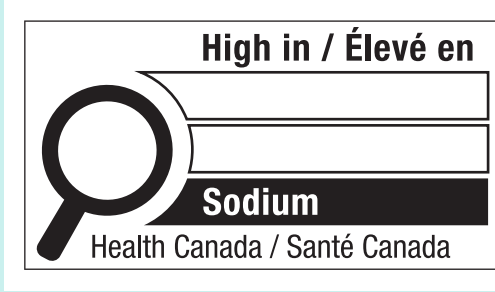
## 1. High in Saturated Fat



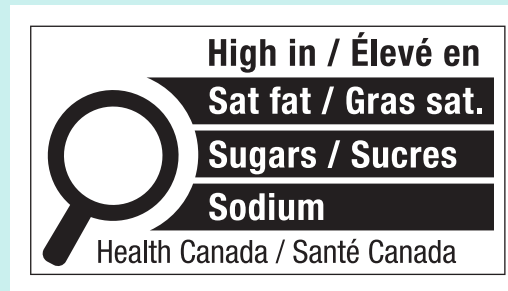
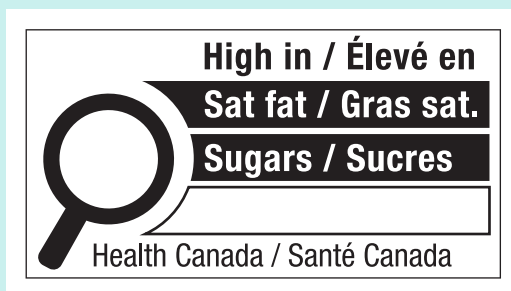
## 2. High in Sugars



## 3. High in Sodium



*You could qualify to call-out multiple or all values*



*These call-outs are to help consumers make smarter choices while shopping.*

*But could be a nightmare for many brand owners.*

# The front of package (FOP) graphic needs to be placed in the top right quadrant.

\* On packages that qualify. Please note that these are just examples and may not actually qualify.



The size of the graphic is calculated based on the surface area of your dieline.



The CFIA has mandated that the FOP needs to be on all qualifying packaging, in stores by January 1st, 2026



Canadian Food Inspection Agency



# Are you prepared? We can help.

Some of our recent work.



You can check out more of our work on our website and IG



WHITE CACTUS  
Branding & Design

White Cactus is the design expert for implementing Canada's new Front of Pack health symbols. Whether you're considering a brand redesign or adjustments for the new symbol, we can help.

We are offering a free packaging consultation to find out if you need the new Front of Pack health symbol on your package.

This offer is valid until March 15, 2025. Contact us today to get started.



*Stephanie Hayes*

Owner & Art Director

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WHITE CACTUS  
— Branding & Design —