



**LIQUOR
DISTRIBUTION
BRANCH**

June 30, 2020

To: Industry Associations
From: LDB Wholesale Operations
Re: SFCR Traceability Regulation

Please share the following information with your members:

Further to the [information bulletin](#) published by LDB Wholesale Operations in November 2019, under the amended [Safe Food for Canadians Regulations \(SFCR\)](#), liquor manufacturers, agents and suppliers, both from within and outside Canada, will be required to have a documented traceability system in place by **July 15, 2020**.

As part of this system, manufacturers, agents and suppliers will be required to trace products from where they were sourced (one step back) and to whom the products were provided (one step forward); liquor retailers will be required to trace products from where they were sourced (one step back).

In addition, SFCR require suppliers and manufacturers to comply with traceability-specific labelling requirements to allow customers to effectively identify whether a particular product is subject to a recall. As part of these requirements, a label must be applied to each selling unit and include:

- The product name
- The name and principal place of business of the supplier that manufactured, prepared, produced, stored, packaged or labelled the product
- The lot code

The product registration process on the LDB Vendor Website currently includes a declaration that the product label conforms to Canadian Federal Labelling Standards for Social Responsibility. This declaration will be updated to include the new requirements related to the SFCR.

In the event of a recall, the Canadian Food Inspection Agency ("CFIA") will require your traceability documents within 24 hours of CFIA making the request. In addition, LDB will require all manufacturers, agents, suppliers and third party warehouses to provide the following information, when requested, in a timely manner:

- LDB Purchase Order number
- The lot code(s) affected
- Number of cases per affected lot code

This information can be requested any day of the week, including weekends and public holidays.

Please visit the [CFIA website](#) for more information about these additional requirements.

We remind you that LDB vendors and customers are required to comply with all applicable laws, which includes all applicable regulatory requirements if they wish to do business with us. While the CFIA is encouraging compliance by the due date,



their [information notice from April 7, 2020](#) states they will not prioritize compliance activities associated with the July 15, 2020 coming into force of the SFCR as they recognize that industry is prioritizing the health and safety of its employees while working hard to ensure Canada's food supply remains reliable and safe for Canadians. Any changes to the CFIA's prioritization of these compliance activities will be announced with adequate lead time once the situation allows.

For further information, please contact CFIA [directly](#).

Thank you for your compliance.

LDB Liquor Wholesale