



LIQUOR
DISTRIBUTION
BRANCH

June 30, 2020

To: Private Retailers
From: LDB Wholesale Operations
Re: SFCR Traceability Regulation

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

As part of this system, liquor retailers will be required to trace products from where they were sourced (one step back). 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, SFCR includes traceability-specific labelling requirements to allow customers to effectively identify whether a particular product is subject to a recall. All consumer prepackaged product sold at retail directly to consumers, (is required to have a lot code applied, attached or accompanying the selling units. This regulation only applies to product produced and labeled on or after July 15, 2020. Retailers have a responsibility to ensure that product sold to consumers has a traceability complaint label.

For more information about what you need to do to comply with the traceability requirements in the SFCR, please visit the [CFIA website](#). 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.

The LDB is committed to maintaining traceability integrity throughout the liquor supply chain, and thanks you for your compliance.

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

LDB Liquor Wholesale