



NEWS RELEASE

“The Voice of Manitoba Farmers”

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For immediate release

May 22, 2008

Truth in Food Labeling a Positive Step

Winnipeg – Keystone Agricultural Producers (KAP) commends the federal government for moving forward with truthful, meaningful definitions on where Canadians’ food comes from. Once this new labeling system goes through a consultation process and is implemented, it would mean that all major ingredients, processing, and labour used to make a food product would need to be Canadian in order to be a *Product of Canada*.

“Canadians trust in the quality and safety of the foods from our country, and Manitoba’s farmers continue to back up their promise of good food,” says KAP President Ian Wishart. “We want someone in the grocery store to be able to know whether their food purchases are supporting Canadian farmers and the economic engine that grows from agriculture here at home.”

KAP believes that is important for food origin labels to be clear and consistent, and will be participating in the government’s consultation on its labeling initiative to bring the perspective of Manitoba’s farm families forward. KAP has asked for a transparent labeling process for Canadian products, to help consumers identify local products, as opposed to those that are coming onto our shelves from other countries and this is a positive step in that direction.

Manitoba’s farmers continue to be frustrated by current system, which allows for foreign products to be sold to consumers under a Canadian label. KAP will be encouraging producers and other stakeholders to participate in the government’s consultation.

*Keystone Agricultural Producers:
We are the Voice of Manitoba Farmers.*

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