

STANDARDS OF QUALITY

FOOD PRODUCTS

1. To meet Craft Council Standards of Quality a food product must fall within the following categories:

1. Jams, jellies, preserves, marmalades
2. Chutneys, pickles, sauces, mustards, oils, vinegars
3. Specialty cakes, e.g. Christmas cakes, shortbreads
4. Christmas puddings
5. Honey, honey-based products
6. Specialty chocolates and candies
7. Cheeses
8. Beverages

2. Food products will be juried on the basis of the following areas:

1. Quality - of ingredients, production process, finished product
2. Sensory appeal - flavour, consistency, aroma, appearance
3. Presentation - packaging, labelling, listing of contents
4. Design - visual appeal, ingredients used
5. Source - original recipe, adaptation of traditional recipe
6. Safety - certification, security of seal

In all cases, the Standards Committee will be seeking a professionally presented product that meets the general expectations for craft products. Whether produced in quantity, or on an individual basis, the food product must reflect a high level of skill in production quality, being visibly well conceived, expertly executed, professionally packaged and showing a particular identity of design.

3. A food product must be made from an original recipe, or be an adaptation of a traditional recipe. In either instance, the product should reflect the personal influence of the maker.

4. Commercial mixes shall not be used in the preparation of the product except when that mix is designed and fabricated by the applying food producer or those under his/her direct supervision.

5. A submission of food products to the Craft Council Standards Committee must be accompanied by certification from the Department of Health, Department of Agriculture or other regulatory agency, as appropriate. This certificate must be displayed in a craft fair booth.

6. Samples will be taste tested by the Standards Committee.

7. Food products made by large operations not employing production methods similar to those used by craft makers, that is, where the individual craftsperson controls each and every step of the production process, will not be considered by the Craft Council Standards Committee.

8. Use of Molds

The use of molds is acceptable if the master, the mold and the casting are the work of a craftsperson. The use of commercial molds is permitted only if the mold is so neutral as to have no influence on the aesthetic of the finished piece. Decoration must:

1. Show a high level of understanding and application of design principles
2. Be original, and show the distinct, personal style of the maker
3. Show that consideration has been given to the integration of the base form into the finished product
4. Be consistent with other products that form part of the craftsperson's line.

Packaging and Labelling:

9. Labelling and packaging will inevitably play a major role in product identification. Packaging must be professionally presented and designed to convey a distinct product style.

10. Food products should be sold in a sealed container, secured so that the product will neither leak nor spoil.

11. While samples may be offered at marketing events, the food products to be offered for sale are not intended for immediate consumption, and should be packaged accordingly.

12. All products must be labeled with the weight or volume, as applicable, a list of ingredients used, the name of the manufacturer and the place of manufacture. Labels must conform to the specifications of Health Canada and other appropriate government departments as necessary. Labels should also include any special instructions on shelf life, preparation or use of the product, as necessary.

13. All food products, including any gift packages/baskets must be submitted to the Standards Committee in a 'ready for sale' condition. All products to be included in baskets or gift packages must have been approved by the Craft Council Standards Committee.

*Regulations, both federal and provincial, concerning the manufacture, packaging and labeling of food products are most stringent. It is the responsibility the submitter to ensure that all appropriate regulations are met.