



## Safeway Requires That You Use ECCnet Item Certification

May 21, 2013

Hanif Mohamed

To ensure the communication to customers of accurate nutrition data and images for products that we sell, Canada Safeway Limited will use ECCnet Item Certification, managed by GS1 Canada. ECCnet Item Certification is an online, centralized industry solution for brand-validated, perpetually-cleansed, item level nutrition information and images. As previously communicated by our representative association, we require that Canada Safeway Limited participate.

**Subscribe to this ECCnet Item Certification and certify your products by June 30, 2013.**

Once you have completed the initial certification process for June 30, your organization should commence the submission of remaining products.

With the growth of mobile and online commerce, there are increasing demands facing the grocery industry for brand-validated product marketing and nutrition information. ECCnet Item Certification addresses this need by enabling brand owners to certify product information accuracy in critical areas such as ingredients, allergens and certifications (organic, Kosher, Halal), protecting brand integrity, and ensuring consumer trust.

For more information, visit, <http://www.gs1ca.org/EICS/indexpr.asp> or contact GS1 Canada, either by phone at 1.800.567.7084 ext. 3, or by email at [itemcertificationsupport@gs1ca.org](mailto:itemcertificationsupport@gs1ca.org).

GS1 Canada will confirm with us once you have certified your product data. We appreciate your collaboration.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Sexsmith", written over a faint, larger version of the same signature.

Bill Sexsmith  
Vice-President  
Sales  
Canada Safeway, Limited