

# Identify the Quebec origin of your products in GS1 Canada's ECCnet Registry



November 30, 2021

Dear valued trading partners,

The past year has brought to light several realities, which will remain part of the way we live for years to come. This period has highlighted the need for consumers to choose local food products. As such, information availability about local food products in the supply chain has become more important than ever.

The Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) and Aliments du Québec have launched various initiatives to improve sales of Quebec food products and have identified how GS1 Canada's **ECCnet Industry Managed Solutions** can help support these initiatives.

## Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec and Aliments du Québec Goals

- MAPAQ has implemented the **Québec Food Directory**, which aims to facilitate identification of food products available in Quebec for professional buyers and consumers. This directory leverages GS1 Canada's product information for Quebec's bio-food products as well as companies, certifications and nutritional values, among others.
- **Aliments du Québec** is currently deploying a promotional campaign to showcase local products and promote its Aliments du Québec and Aliments préparés au Québec brands to consumers. They are also working with GS1 Canada to improve communications between food retailers, distributors and suppliers to increase the visibility of their certification marks.

**We are requesting your participation to identify the Quebec origin of your products in GS1 Canada's ECCnet Registry and to publish them to your trading partners.**

### Required steps:

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If you haven't already, **subscribe** to GS1 Canada.
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**Load and publish your complete product data** to the ECCnet Registry. Use [this link](#) to see the different loading options.
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Follow these **instructions** to share with your trading partners, that your products are processed and packaged in Quebec and that they are using Quebec specific certification marks.

  - Product Processing Province
  - Product Packaging Province
  - Aliments du Québec
  - Aliments préparés au Québec
  - Aliments du Québec BIO
  - Aliments préparés au Québec BIO
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Submit your products for **image capture** through the Content Capture Service Request or eSubmission.
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**Register to The Vault** to load your Enhanced Assets.
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**Access TrueSource™ Dashboard** to identify gaps with GTIN loading, data completion and image capture.

We are excited about the power of GS1 global standards and GS1 Canada's ECCnet Industry Managed Solutions, tools and services to support our business processes and enable the exchange of accurate, bilingual, brand owner-certified product data. As a collective community, we support GS1 Canada's neutral operational model and commitment to advancing non-competitive industry issues and supporting businesses of all sizes and scale.

For more information, please contact GS1 Canada at [info@gs1ca.org](mailto:info@gs1ca.org) or at **1.800.567.7084**. The GS1 Canada team is available to help you find answers to all your questions.



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Aliments du Québec



*Daniel Valiquette*

Daniel Valiquette  
Vice-President Procurement and Private Brand  
Colabor



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National Senior Director IFS Sales & Marketing  
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The family strength in food distribution

*Eric Dufault*

Eric Dufault  
Vice President, Purchasing and Merchandising  
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*Michael Rinald*

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Senior Vice-President, Business Enablement &  
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