

Frequently Asked Questions

SmartLabel™ Extract

Contents

- What is SmartLabel™? 2
- What is GS1 Canada’s role in SmartLabel™? 2
- What is the SmartLabel™ Extract value-added feature? 2
- How much does SmartLabel™ Extract cost? 2
- What is SmartLabel™ Extract data used for? 2
- What happens if my SmartLabel™ consumer landing page is non-compliant? 2
- What do I get with the SmartLabel™ Extract value-added feature? 3
- Where does SmartLabel™ Extract fit among GS1 Canada’s Industry Managed Solutions? 3
- Do I need to be a GS1 Canada subscriber to use the SmartLabel™ Extract value-added feature? 3
- Do I need to already be enrolled in SmartLabel™ with the FCPC before I subscribe to GS1 Canada’s SmartLabel™ Extract? 3
- What happens to my access to SmartLabel™ Extract if I let my enrolment to SmartLabel™ expire?. 3
- How does SmartLabel™ Extract work? 3
- Which of my internal teams should receive the SmartLabel™ Extract when it arrives? 4
- If I receive data through an API feed, does it feed the SmartLabel™ consumer landing pages directly, or go to my systems? 4
- Does the extract only track changes to my data or is it a full extract each time? 4
- When filtering products to be included in the SmartLabel™ Extract, what filters can I apply? 4
- Is there a limit to how many products can be extracted at once? 4
- I have different versions of the same product. How will I know which is which in the extract? 5
- How long does it take to become part of the SmartLabel™ Canada program? 5
- I looked at the data in my extract and noticed something that needs to be changed. Can I update the extract? 5

What is SmartLabel™?

SmartLabel™ is an innovative new program that enables consumers to get additional details about a wide range of products.

SmartLabel™ leverages smart devices, website and search engines, to offer consumers hundreds of product attributes, such as nutrition and ingredients as well as facts that go well beyond the label like environmental, sustainability and other factors.

Already successfully launched in the United States, SmartLabel™ is being launched in Canada and managed by [Food & Consumer Products of Canada](#).

You can find a lot more information about the SmartLabel™ program in the [SmartLabel™ FAQs](#) on the Food & Consumer Products of Canada website. This FAQ document focuses on [GS1 Canada's SmartLabel Extract service](#).

What is GS1 Canada's role in SmartLabel™?

GS1 Canada does not have a direct role in running SmartLabel™. We do, however, offer the SmartLabel™ Extract service to make it easier for manufacturers to participate in SmartLabel™.

This value-added service of ECCnet Nutritional Content provides an extract of your existing certified data in a format that is already set up for SmartLabel™ to ingest.

What is the SmartLabel™ Extract value-added service?

SmartLabel™ Extract is populated with data that must be structured to meet the specific SmartLabel™ format.

Using SmartLabel™ Extract, GS1 Canada subscribers can get an extract of their *certified* product data in a format that is already compliant with SmartLabel™ requirements.

How much does SmartLabel™ Extract cost?

SmartLabel™ Extract is a value-added service, meaning that it comes at no additional cost to GS1 Canada subscribers engaged in our ECCnet Nutritional Content solution.

What is SmartLabel™ Extract data used for?

Manufacturers use SmartLabel™ Extract data to construct "consumer landing pages," customer-facing webpages that are styled to look identical to other pages in the SmartLabel™ program but are hosted by the manufacturer itself, or by its solution providers.

With SmartLabel™ Extract, you receive data that is formatted to populate a SmartLabel™ consumer landing page template.

What happens if my SmartLabel™ consumer landing page is non-compliant?

If your SmartLabel™ consumer landing page is non-compliant (i.e. does not meet SmartLabel™ requirements), Food & Consumer Products of Canada (FCPC) may remove it from the overall SmartLabel™ program until you correct whatever issues there are with it.

This means it will not be searchable by consumers looking for information about your product.

GS1 Canada's SmartLabel™ Extract will give you data that is specially extracted to ensure there are no non-compliance issues.

What do I get with the SmartLabel™ Extract value-added service?

You get your certified data in a downloadable file or API feed. This formatted data matches the requirements of the SmartLabel™ program for Canada.

You can then use that file or API feed to populate SmartLabel™ consumer landing pages.

Where does SmartLabel™ Extract fit among GS1 Canada's Industry Managed Solutions?

SmartLabel™ Extract is a value-added service of the ECCnet Nutritional Content solution (for food products).

Do I need to be a GS1 Canada subscriber to use the SmartLabel™ Extract value-added service?

Yes, you are required to be a GS1 Canada subscriber to use any GS1 Canada solutions, tools, services or premium features.

Furthermore, because SmartLabel™ Extract uses only certified data, you will need to have certified data in either the ECCnet Nutritional Content solution (for food products).

Do I need to already be enrolled in SmartLabel™ with the FCPC before I subscribe to GS1 Canada's SmartLabel™ Extract?

Yes, you will need to have enrolled in the SmartLabel™ program with FCPC before you can receive a data extract.

This does not prevent you from certifying your products in GS1 Canada's ECCnet Nutritional Content solution (for food products) while you organize your enrolment.

[Visit FCPC's SmartLabel™ page](#) for more information on how to enrol.

What happens to my access to SmartLabel™ Extract if I let my enrolment to SmartLabel™ expire?

You will lose access to the SmartLabel™ Extract value-added service.

How does SmartLabel™ Extract work?

To participate, the brand owner:

1. Certifies their data in GS1 Canada's ECCnet Nutritional Content solution (for food products).
2. Enrols in the SmartLabel™ program with FCPC.
3. Accepts the GS1 Canada Platform Agreement, and gets set up for SmartLabel™ Extract with GS1 Canada.

4. Extracts certified content using SmartLabel™ Extract and prepares any additional unstructured data for SmartLabel™. This unstructured data is information entered by the brand owner under the "Company/Brand" tab on the SmartLabel™ landing page. (For more information email brands@smartlabelcanada.org to get the FCPC Implementation Guide.)
5. Uses SmartLabel™ Extract content, plus unstructured data, to create SmartLabel™ landing pages using the FCPC Canadian stylesheet and hosts them on the brand owner's site.
6. Provides FCPC with a list of products to be featured in SmartLabel™ (including Company, Brand, Product Name, and link to SmartLabel™ landing pages).
7. If desired, produces QR codes pointing to their SmartLabel™ webpages to add to their product packaging.

Which of my internal teams should receive the SmartLabel™ Extract when it arrives?

It is recommended that data extracts be handled by an experienced IT resource.

If I receive data through an API feed, does it feed the SmartLabel™ consumer landing pages directly, or go to my systems?

To your systems. Because SmartLabel™ in Canada is a collection of linked data provider-owned and maintained pages, you will be responsible for updating your own content. You can still set up automatic processes internally in the meantime.

Does the extract only track changes to my data or is it a full extract each time?

You have some flexibility here; both situations are possible.

When creating a SmartLabel™ Extract template you may define whether you wish to receive the "full" data extract, or just the "incremental" with the changes from the last time the data extract file was extracted.

You may get detailed information in the GS1 Canada [Learning Zone](#).

When filtering products to be included in the SmartLabel™ Extract, what filters can I apply?

Currently, you can filter by GLN or Brand Name.

You can get detailed information in the GS1 Canada [Learning Zone](#).

Is there a limit to how many products can be extracted at once?

No, there is no limit. However, the more products you extract at once, the longer the export will take to complete.

I have different versions of the same product. How will I know which is which in the extract?

Your GS1 Canada SmartLabel™ Extract will include only the most recently certified product version information.

How long does it take to become part of the SmartLabel™ Canada program?

Setting up the SmartLabel™ Extract value-added service will take up to two business days. You will first need to receive your SmartLabel™ license from FCPC though.

During those two business days, we recommend that you review the information you will receive about the GS1 Canada SmartLabel™ Extract value-added service, and accept the platform agreement with GS1 Canada.

I looked at the data in my extract and noticed something that needs to be changed. Can I update the extract?

No. All updates to your data must be made and then recertified through the ECCnet Nutritional Content solution. It is a contractual requirement of SmartLabel™ Extract that you do not change the data within the extract.

The reason for this is that, because the extract is a downstream output of data certification, changing the extract would be damaging to your data excellence overall. The end result would be an extract that no longer matched the data in its source.

However, you can update the information in ECCnet Registry and recertify it in the ECCnet Nutritional Content solution. You can get a new SmartLabel™ Extract where this information will now be correct.