

Bags – Flat, Back Central Seam

e.g., chip bag

ADS = Front + Back

ADS does not include:

- glued ends, back central seam
- “eye spot”, if present, and the area the whole length of the package equal to the eye spot
- UPC



Bag – Flat pouch without gussets

ADS = Front + Back

ADS does not include:

- glued seams
- closure (zip lock, cut line or heat seal) and the area past the closure (the area usually destroyed or cut away when the package is opened)
- UPC



You asked?

Q: What is a gusset?

A: A gusset is a folded or pleated inset area at the bottom or sides of a bag.

Bags with Gathered Ends

e.g., plastic bread bags

ADS = Sides + 1 End

ADS does not include:

- area gathered at the twist tie or clip, from the end of the loaf of bread to the end of the bag (Note that the NFT should not be placed in this area.)
- UPC

**Sides:**

Side areas are measured from crust to crust in the case of bread bags, or from the end of the bag to where the gathering starts and obstructs reading of printed material.

**End:**

ADS includes the whole end of the bag.



Note: For gathered bags other than bread bags, the suitability of the end of the bag as ADS must be evaluated on a case-by-case basis.

Bag – Cookie

ADS = Front + Back + Sides + Bottom

ADS does not include:

- side gables
- bottom seam and smaller bottom panel
- UPC

Front:

ADS includes the area from the bottom of the bag to the top where the closure folds over.



Back:

ADS includes the area from the bottom of bag to the top where it is covered by the closure (fold).



Sides:

ADS does **not** include gables.



Bottom:

ADS does not include the seam and smaller bottom panel.

You asked?

- Q: Why is the smaller panel on the bottom of the cookie bag not considered ADS?
- A: The typical cookie bag is constructed in such a manner that the smaller bottom panel is very narrow. Very small continuous surfaces are not considered ADS.

Bags – Stand-Up Pouch with Inset Gusset

ADS = Front + Back + Bottom*

ADS does not include:

- glued seams
- *bottom of bag if the inset gusset is small or deep. Note that a very large flat inset gusset would be included in ADS
- UPC

Note:

The best way to determine whether the bottom of a bag with an inset gusset should be considered ADS, is to evaluate the product as sold, i.e., a full bag. The bottoms of some large bags flatten out to large flat areas of ADS that may support easy to read information, when the bag has been filled. The bottoms of some small bags, on the other hand, may never be considered ADS because the area is small or because the bag retains the inset pleated shape even when the package is full.



Front/Back



Bottom



Collapsed Bag

The bottom of this large stand-up pouch would be considered ADS as it presents a large flat surface when the bag has been filled.



Front/Back



Bottom



Collapsed Bag

The bottom of this small stand-up pouch would not be considered ADS as the area is very small and the gusset retains its inset pleated shape when the package is full.

Bags – Stand-Up Pouch with Flat Bottom

ADS = Front + Back + Bottom

ADS does not include:

- glued seams
- UPC



Front



Back



Bottom

**Baked Goods – Fresh, Not Packaged at Retail:
Rigid Plastic Containers, e.g., “Clam Shells”**

ADS = Top + Sides (4) + Bottom, if product is not damaged when turned over

ADS does not include:

- bottom of container, if product is damaged when turned over
- security seals: if the product is sealed for tamper protection, exclude the area of the seal
- edging (extended areas) where the top and bottom join and seal
- UPC – unless the UPC is on the bottom of package and the bottom has been excluded from the ADS calculation

Top:

ADS includes the area that can support a label, e.g., raised panels.

Sides:

Note: The tightly repeated ridging on the sides of plastic containers will usually support a paper label.

For information on baked goods prepared and/or packaged at retail, please see *Section D – Has the Correct Format Been Used?* and the Retail Tables in *Section K – Tools and Templates*.



Bars – Foil Wrapped or Wrapped in Similar Material

e.g., energy bars, granola bars, etc.

ADS = Entire Package

ADS does not include:

- end seams
- central seam/flap if there is no printed information in this area (often the eye spot is present here.)*
- UPC

These bars are usually wrapped in foil or similar packaging material, with end and central seams.



*Manufacturers often use the flap to provide labelling information. When labelling information is present, this area is considered part of the ADS.



In some cases, one side of the central seam/flap contains printed information while the other side has the eye spot. The seam side with printed information is considered ADS, while the other side is not.



Bars – Paper label over foil wrap

e.g., Candy bars



ADS = Entire paper label

ADS does not include:

- UPC

Bottles and Jars – Regular Cylindrical Glass and Plastic

For the purposes of determining ADS, a uniform shaped jar or bottle (e.g., stubby form, not long necked) is a jar or bottle that is straight from the base to the beginning of the neck. The ADS of these jars and bottles consists of the sides of the jars or bottles and their lids. The bottoms of jars are not considered ADS.



ADS = Sides + Lid

ADS does not include:

- jar bottoms
- UPC
- some lids or lid areas

Sides:

- ADS includes the entire side, measured from the heel of the jar to the curve of the neck.

Lid:

- ADS includes the entire lid (top and sides).
- ADS does **not** include:
 - raised ridges *unless* there is labelling in the ridged areas
 - sides <10 mm if no print information is in this area
 - sides of lids with spirals or grooves.



Note: In some cases, very small caps of bottles are considered very small areas of continuous surface and, consequently, not ADS.

Bottles and Jars – Non-Uniform, Sold by Volume Glass and Plastic



There is a proliferation of bottle and jar shapes and sizes in the market place. Measurement of the ADS on irregular shaped bottles and jars is difficult, leading to inconsistent results. Consequently, Health Canada and the Canadian Food Inspection Agency (CFIA) developed a fair and consistent alternative method of estimating the ADS of these containers. This option uses the *declared* net quantity of products sold by volume, and the actual volume of products sold by weight, to estimate an approximate ADS for non-uniform bottles and jars.

The *ADS by volume* method of calculating ADS is an **alternative option** to measuring the ADS of non-uniform bottles and jars. The CFIA plans to use this method of estimating the ADS on non-uniform bottles and jars in carrying out its routine inspection activities. When determining the ADS of irregular shaped containers, industry has the choice of either using this alternative ADS by volume method or measuring the container as prescribed in the regulations. If the second option is chosen, all packaging technology available must be taken into consideration when measuring the area of a container where a label may be physically applied, such as shrink wrapping and plastic and paper labels that may be affixed to irregular shapes, not just the current packaging technology in use by a company.

The following rule applies to all non-uniform glass and plastic bottles and all non-uniform shaped jars *sold by volume*. (Please see the description of uniform jars in the previous section.)

ADS = Calculation Based on the Declared Volume

To calculate the ADS of a non-uniform bottle or jar, use the following formula. Note that, no further deductions are applied to the ADS calculation, such as the area of the UPC code, when the formula is used.

Volume of Container	ADS
≤ 149 ml	< 100 cm ² (small package exemption)
150 ml - 250 ml	100 cm ² (requires NFT)
> 250 ml	$\frac{\text{vol. of container (ml)}}{250 \text{ ml}} \times 100 \text{ cm}^2$

Examples:

- 125 ml bottle:
 Since the bottle's ADS is considered to be < 100 cm², the product is subject to a "small package" exemption from nutrition labelling.
- 225 ml bottle:
 The bottle's ADS is considered to be 100 cm². It will require a Nutrition Facts label, and may choose one of the NFTs in the lowest level of options in the *Hierarchy of Formats*, i.e., the smaller NFTs. See Section D.
- 500 ml jar:
 The jar's ADS is 200 cm², as determined mathematically:

$$\frac{500\text{ml}}{250\text{ml}} \times 100 \text{ cm}^2 = 200 \text{ cm}^2$$

Bottles and Jars – Non-Uniform, Sold by **Weight** Glass and Plastic

This rule applies to all non-uniform glass and plastic bottles and all non-uniform shaped jars *sold by weight*. (See the description of uniform jars in the previous sections.)

ADS = Calculation Based on the Measured Volume of the Container



100 g artificial sweetener and 450 g coffee whitener.

Since the density of different products may vary, the volumes of different products of the same weight may also vary. For example, a 450 g jar of coffee whitener is almost the same size as a 100 g jar of artificial sweetener. Consequently, the volume of the container should be determined and the formula for non-uniform shaped glass and plastic bottles and jars sold by volume should be applied.

How to determine the ADS of a non uniform bottle or jar sold by weight:

1. Starting with an empty container, fill the container with water to 1 cm below the rim.
2. Empty water into a graduated container (e.g., measuring cup or graduated cylinder) and measure in millilitres.
3. Apply the formula for “Bottles and Jars – Non-Uniform, Sold by Volume”. (See preceding section.)

Note: No further deductions are applied to the ADS calculation, e.g., deduction of the UPC code.



Cans – Metal Cans with Paper Labels

e.g., soup can



ADS = Sides

ADS does not include:

- UPC
- metal tops and bottoms of cans (see exceptions below)

ADS includes the area of the sides of a can but does *not* include the top or bottom of the can *unless* the top or bottom has been labelled with information other than coding or the UPC symbol. In these cases, the area with labelling information is also included in the calculation of ADS.



Cans – Cardboard or Metal Cans with Plastic Lid

e.g. hot chocolate, mixed nuts, coffee can



ADS = Sides + Plastic Lid

ADS does not include:

- plastic lids
 - the raised lip at the edge of the lid
 - the sides of the lid, if < 10 mm wide
- bottom of can
- UPC

Cans – Flat with Print Directly on Can

e.g., sardines, ham



ADS = top + bottom + sides (on larger cans)

ADS *does not* include:

- sides of smaller cans, e.g., sardine cans
- ridges unless this area is able to support labelling information.
- areas with keys that may make the space unavailable for labelling
- UPC



Sides

ADS includes the sides of larger cans (such as cans of ham), but not sides of slim cans such as sardine cans.



Note: When a flat can is further packaged in a box or overwrap, then the outer packaging is the label. The inner can is no longer considered the label or the ADS.



Cardboard Cartons – Milk or Juice:

ADS = Sides + Sloped Roof Panels

ADS does not include:

- bottom
- upper seal (“Best Before” date area)
- cap (when present)
- gable ends
- UPC



You asked?

Q: Why is the bottom of the milk carton excluded from ADS?

A: The bottom of the milk carton is not included in the ADS for a number of reasons. Milk cartons are delivered flat to the dairy. The top and bottom seams are formed and heat-sealed during the filling process. The bottom is an area where many seams come together and is consequently bumpy, which is not conducive to clear labelling.

Catch Weight Meat Products of Similar Size and Form

e.g., pork hocks

These products are individually shrink wrapped. In some cases the label is printed directly on the packaging material, while in other cases paper labels are applied. These products are similar but not uniform in size and shape. This policy **does not** apply to products that are highly variable in size such as frozen turkeys.



ADS = Front* + Back*

ADS does not include:

- sides
- UPC

* The ADS of the front panel is equal to the area of the largest rectangle that will fit on the front panel of 80% of the products produced. The same principle applies to the back panel.

Egg Cartons



For egg cartons (flat top cartons made of pulp, foam or clear plastic), the Nutrition Facts table may be printed on the inside of the lid. When the inside of the lid contains any written material, mandatory or promotional, the inside of the lid is considered part of the Available Display Surface calculation.



ADS = Top + Sides of Top + Inside of Top (when the area contains written information)

ADS does not include:

- bottom
- inside of top, if no written information is present
- top – indented area on some egg cartons
- UPC



Frozen Goods – Foil Container, Plastic or Cardboard Lid

e.g., frozen cake

ADS = Top

ADS does not include:

- foil container
- UPC. However, if the UPC is located on a non-ADS surface (i.e., foil container) the area of the UPC is not subtracted in the ADS calculation.

**You asked?**

Q: Why is the foil container excluded from ADS?

A: A paper label will not adhere to the foil due to the condensation in the frozen environment.

Frozen Goods – Foil Container, Plastic or Cardboard Lid and Overwrap
e.g., cake, lasagne



ADS = Overwrap or Lid, whichever is larger

ADS does not include:

- overwrap or lid – whichever is smaller
- foil container.
- UPC. However, if the UPC is located on a non-ADS surface (i.e., foil container) the area of the UPC is not subtracted in the ADS calculation.

Multi-pack with Dropped Units (plastic cups)

e.g., multi-pack of pudding, multi-pack of yogurt with common lid

ADS = Common Packaging and Visual Area of *Dropped Units*

ADS does not include:

- bottom of dropped units
- areas not visible at time of sale
- UPC

Yogurt Multi-pack**Common Top:**

The entire top of the yogurt multi-pack is considered ADS. However, it is not considered a single continuous surface, as the top is broken into smaller units as it is consumed. Each individual lid is considered a continuous surface.

**Dropped Units:****Bottom**

- ADS does **not** include the bottom of dropped units.

Sides

- ADS includes **only** the areas visible at the time of purchase (sides facing out).
- ADS does **not** include areas that are not visible (e.g., areas facing inwards).

Boxed Multi-pack**Common Top – Box:**

ADS includes both the top and sides of the box, but **not** the ends if the ends are absent (i.e., if the box is open ended).

**Dropped Units:**

- ADS includes **only** the areas visible at the time of purchase (sides facing out).
- ADS does **not** include areas that are not visible (e.g., areas facing inwards).
- ADS does **not** include the bottom of the dropped units.

Multi-Pack – Transparent cellophane wrapper over fully labelled individual units

Fully pre-packaged units are sometimes sold in a variety of formats. For example, single serving units of juice in Tetra Pak containers may be sold individually and the same product may also be sold in multi-packs of 3, 5, or 10 units, etc.

When product is sold both individually **and** in multi-packs, special consideration is given to the labelling of the multi-packs with transparent outer packaging, as each individual unit is already required to be fully labelled with a NFT and is visible through the outer packaging material. Two options exist:

- The NFT may appear on the outer cellophane wrapper. The choice of format and version (size) of format is based on the ADS of the total outer package. (See Decision Trees in *Section D, Has the Correct Format Been Used?*)
- The NFT may appear on the individual units providing that all mandatory information is visible at the time of purchase (including: common name, ingredients, Nutrition Facts table, dealer identification, etc.). The choice of format and version (size) of format may be based on the ADS of the individual unit.



Pillow Package

ADS = Top + Bottom + Sides > 4 cm wide

ADS does not include:

- Sealed seams
- sides < 4 cm wide
- UPC



The sides of the pillow package on the left would be considered ADS as they are greater than 4 cm, while the sides of the pillow package on the right would not be included in the ADS calculation.

Tetra Pak

Tetra Pak packaging is available in a number of sizes (volumes) and shapes including rectangular box shapes and octagonal box shapes. In general, the following instructions for calculating the ADS of Tetra Paks apply:



ADS = Top + Front + Back + Sides

ADS does not include:

- bottom
- sides - folded corners (folded from the top panel)
- top - foil or plastic covered spout or straw insertion area
- top and back seams, unless printed information exists in these areas
- cellophane covering for straw
- UPC



Tubs – Printed Plastic

e.g., yogurt, margarine



ADS = Lid + Sides

ADS does not include:

- bottom
- sides –curves at the base, ridges at the top, area covered by the lip of the lid
- lids –raised lip and ridges
- UPC

Sides:

When calculating the ADS of the sides of a plastic tub, do not include the bottom curve (if any), the ridges at the top of the tub and the area covered by the lip of the lid.



To calculate the area of the sides of a tub, use the mathematical formula for the area of a conical frustum (see sub-section 2).

Bottom:

ADS does not include the bottom of the tub.

Tubs – Plastic with Paper Label

e.g., deli tubs with stickers.

ADS = Lid + Sides + Bottom

ADS does not include:

- lid –raised lip or ridges
- sides –area covered by the lip of the lid
- bottom –ridges
- UPC



Tubs – Cardboard

e.g., ice cream

ADS = Top + Sides**ADS does not include:**

- bottom
- sides - area covered by the rim of the lid
- plastic lid rims, if present*
- UPC

**Lid:**

ADS does not include the wide plastic rim on the lid of this ice cream container.* However, if the rim is constructed of cardboard, it is considered ADS.

Sides:

To calculate the area of the sides of a round tub, use the mathematical formula for the area of a conical frustum (see sub-section 2). Include only the area visible at time of purchase (i.e., do not include area covered by the rim of the lid.)

***Note:** It is impossible to print on some of the plastics used in the construction of these lid rims. As it is difficult to determine the type of plastic used, plastic rims are not considered ADS unless printed material is present in this area.

Wrappers, Tube Shapes



ADS = All sides

ADS does not include:

- central seam
- gathered ends of package*
- UPC



* If gathered ends are covered with a flat sticker, the ends are considered ADS.

Overview of Different Packaging Types

Table E3: Summary – Calculating ADS for Different Packaging Types

Package Type	Included in ADS	Excluded from ADS	
		Surfaces	UPC
Bacon Packages	<ul style="list-style-type: none"> front back 	<ul style="list-style-type: none"> area width of 1 bacon strip the whole length of package 	✗
Bags – Flat, back central seam (e.g., chip bag)	<ul style="list-style-type: none"> front back 	<ul style="list-style-type: none"> top, bottom and back central seams the length of bag covered by eye mark 	✗
Bags – Bread	<ul style="list-style-type: none"> all sides + 1 end 	<ul style="list-style-type: none"> gathered end, (from crust to end of bag) 	✗
Bags – Cookie	<ul style="list-style-type: none"> front & back main panels – top wrap area to bottom sides bottom – largest panel only 	<ul style="list-style-type: none"> sides – gabled areas at top bottom – smaller panel 	✗
Bags – Flat pouch without gussets	<ul style="list-style-type: none"> front back 	<ul style="list-style-type: none"> glued areas see Table E2: Bag Closures 	✗
Bags – Stand-up with inset gusset	<ul style="list-style-type: none"> front back bottom, if inset gusset can support easily readable information. 	<ul style="list-style-type: none"> bottom, if inset gusset is deep and will not support easily readable information front & back – glued areas see Table E2: Bag Closures 	✗
Bags – Stand-up pouch with flat bottom	<ul style="list-style-type: none"> front back bottom 	<ul style="list-style-type: none"> glued seams see Table E2: Bag Closures 	✗
Baked Goods – Fresh, Not baked & packaged at retail (e.g., rigid plastic clear “Clam Shell” containers)	<ul style="list-style-type: none"> top sides bottom (providing turning the product over will not damage the product) 	<ul style="list-style-type: none"> bottom – if turning the product upside down will result in damage to the product. closure tamper seal ridging, raised areas, etc. that will not support a label 	✗ (if on included area)
Bars – Foil wrapped (e.g., energy bar)	<ul style="list-style-type: none"> entire wrapper 	<ul style="list-style-type: none"> end seams central flap (both sides) unless already printed 	✗
Bars – Paper label over foil wrap (e.g., chocolate bar)	<ul style="list-style-type: none"> entire paper label 		✗
Bottles/Jars – Regular cylindrical, glass & plastic (e.g., stubby bottles, not bottles with long necks)	<ul style="list-style-type: none"> sides (full circumference) lid (unless exceptions apply) 	<ul style="list-style-type: none"> sides – curves at top and bottom some lids: See Table E2: Lids 	✗
Bottles/Jars – Irregular, sold by volume; glass or plastic	<ul style="list-style-type: none"> based on <u>declared</u> net quantity; there are no further deductions, e.g., UPC <ul style="list-style-type: none"> < 149 ml = less than 100 cm² = small package exemption 150 ml to 250 ml = 100 cm² > 250 ml = $\frac{\text{volume of container (ml)}}{250\text{ml}} \times 100 \text{ cm}^2$ 		
Bottles/Jars – Irregular, sold by weight; glass or plastic	<ul style="list-style-type: none"> empty container; measure volume and apply rules for irregular bottles/jars sold by volume there are no further deductions, e.g., UPC 		

Package Type	Included in ADS	Excluded from ADS	
		Surfaces	UPC
Cans – Metal, paper label (round and oblong cans)	<ul style="list-style-type: none"> sides (full circumference) 	<ul style="list-style-type: none"> top (unless already labelled) bottom (unless already labelled) 	✘
Cans – Flat, print directly on can (e.g., sardine, herring, ham)	<ul style="list-style-type: none"> top bottom sides of larger cans 	<ul style="list-style-type: none"> top & bottom – ridges and/or keys that prevent legible printing sides of small cans, unless already printed (e.g., sardine cans) 	✘
Cans – Cardboard or metal with plastic lid (e.g., hot chocolate)	<ul style="list-style-type: none"> plastic lid sides (full circumference) 	<ul style="list-style-type: none"> lid – ridge, if present bottom 	✘
Cardboard Containers (e.g., milk, juice)	<ul style="list-style-type: none"> sides shoulder panels 	<ul style="list-style-type: none"> bottom gabled ends top glue seal (area for “best before” date) plastic cap (unless labelled) 	✘
Catch Weight Meat Products of similar weight and form e.g., pork hocks	<ul style="list-style-type: none"> front* back* <p>* ADS = area of largest rectangle that will fit on front or back panel, respectively, of 80% of the packages produced.</p>	<ul style="list-style-type: none"> sides 	✘
Egg Cartons	<ul style="list-style-type: none"> lid – flat areas sides of lid inner lid if already labelled 	<ul style="list-style-type: none"> bottom with dropped cups top – indented areas that will not support labelling 	✘
Frozen Foods – Foil container, plastic or cardboard lid (e.g., frozen cake, frozen lasagna)	<ul style="list-style-type: none"> top 	<ul style="list-style-type: none"> foil container 	✘ (if on included area)
Frozen Foods – Foil container, plastic or cardboard lid and overwrap (e.g., frozen cake)	<ul style="list-style-type: none"> top or overwrap, whichever is larger 	<ul style="list-style-type: none"> foil container 	✘ (if on included area)
Multi-Pack with dropped units (plastic cups) (e.g., multi-pack of pudding, multi-pack of yogurt with common lid)	<ul style="list-style-type: none"> common area (top) visible area of dropped units 	<ul style="list-style-type: none"> open ended windows areas of dropped cups that are not visible at time of purchase (facing inward) bottom of cups 	✘
Multi-Pack – Transparent cellophane wrapper over fully labelled individual units	<ul style="list-style-type: none"> If NFT is on outer packaging, ADS includes total outer package If NFT is on individual unit, ADS is based on surface of individual unit. Note, NFT and all mandatory information must be visible at time of purchase. 		✘

E

Available Display Surface
(ADS)

Package Type	Included in ADS	Excluded from ADS	
		Surfaces	UPC
Paper Label Inside Clear Packaging	<ul style="list-style-type: none"> • whole length of panels • all panels that may support inner paper label 	<ul style="list-style-type: none"> • areas where inner paper label may not be supported (e.g., cup area of egg carton) 	✗
Pillow Packs	<ul style="list-style-type: none"> • front • back • sides > 4 cm wide 	<ul style="list-style-type: none"> • sealed seams • sides < 4 cm wide 	✗
Tags – Applied to containers other than: ornamental containers, products to which a label cannot be affixed, and small packages to which alternate methods of presentation apply. (See table E-1 for tags attached to ornamental containers, etc.)	<ul style="list-style-type: none"> • container 	<ul style="list-style-type: none"> • tag – the NFT must not appear on the tag 	✗
Tetra Pak	<ul style="list-style-type: none"> • Top • Front • Back • Sides 	<ul style="list-style-type: none"> • bottom • sides – folded corners (folded from the top panel) • top – foil or plastic covered spout or straw insertion area • top and back seams, unless printed information exists in these areas • cellophane covering for straw 	✗
Tubs – Printed plastic (e.g., yogurt, margarine)	<ul style="list-style-type: none"> • lid (see next column) • sides (full circumference) 	<ul style="list-style-type: none"> • lid – ridge on edge; see Table E2: Lids • sides – top ridge, where lid covers side • sides – curve at bottom • bottom 	✗
Tubs – Clear plastic, labelled with paper label (e.g., deli tubs)	<ul style="list-style-type: none"> • lid (see next column) • sides (full circumference) • bottom 	<ul style="list-style-type: none"> • lid – ridge on edge; see Table E2: Lids • sides – top ridge, where lid covers side • sides – curve at bottom • bottom – inner ridge 	✗
Tubs – Cardboard (e.g., ice cream)	<ul style="list-style-type: none"> • sides (full circumference) • lid 	<ul style="list-style-type: none"> • sides – area covered by rim of lid • lid – plastic rim, unless already labelled • bottom 	✗
Wrappers, Tube Shapes	<ul style="list-style-type: none"> • all sides 	<ul style="list-style-type: none"> • gathered ends unless covered by a sticker • central seam 	✗