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DOMINION OF CANADA, DEPARTMENT OF AGRICULTURE
DAIRY PRODUCTS DIVISION—MARKETING SERVICE

THE WEIGHTS AND BRANDING OF DAIRY BUTTER

The Dairy Industry Act and Regulations as amended to 6th June, 1936, deal with the manufacture, importation and sale of dairy products in Canada. The underlying principle of this legislation is protection to the consumer, the honest manufacturer and the honest dealer. The whole object of the law is to prevent misrepresentation and unfair practices.

Section 6 of the Act provides that: "No person shall import into Canada, or offer, sell or have in his possession for sale,

- (a) any butter containing over sixteen per centum of water, or less than eighty per centum of milk fat; or
- (b) any process or renovated butter.

2. No person shall manufacture any butter containing over sixteen per centum of water, or less than eighty per centum of milk fat.

3. No person shall sell, offer or have in his possession for sale,

- (a) any butter moulded or cut into prints, blocks, squares or pats, unless such prints, blocks, squares or pats are of the full net weight of one-quarter pound, one half-pound, or one pound or two pounds, but nothing in this paragraph shall be held to apply to butter in rolls or lumps, of indiscriminate weight, as sold by farmers.
- (b) any butter packed in tins or other packages alleged to contain any definite weight of butter unless such package contains the full net weight of butter as alleged exclusive of the weight of the package and of any paper, brine or other filling."

It should be understood that section 6, subsection 3 requires that prints, blocks, squares or pats of butter must be of the full net weight, as specified in this section when sold by each and every dealer through whose hands they may pass. Consequently, it is important, if such packages of butter are likely to be held for some time before being sold to the consumer, that sufficient allowance be made to take care of any shrinkage in weights which may take place before final sale. Otherwise, adjustments to bring the weight up to legal standards will be necessary.

The Act defines a dairy as a place where the milk or cream of less than fifty cows is manufactured into butter and dairy butter is defined as butter which is manufactured in a dairy. It also provides that every person who packs dairy butter in boxes similar to those used for the packing of creamery butter shall cause such packages to be branded, at the time of packing, with the words "Dairy Butter" in letters not less than one-half an inch long and three-eighths of an inch wide, also that no person shall cut or pack dairy butter into blocks, squares or prints and wrap such blocks, squares or prints in parchment paper unless the said parchment paper is printed or branded with the words "Dairy

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Butter," such branding to be placed on the main panel of the wrapper and in letters not less than one-quarter of an inch square. Dairy butter in rolls, crocks or tubs is not required to be branded.

Section 31 of the Regulations under part 2 provides that: "No person shall make any false, misleading or exaggerated claim in respect of any dairy product in any advertisement of, or upon the package containing such product and no person shall sell, offer, expose or have in possession for sale any dairy product in respect of which any false, misleading or exaggerated claim is made either in any advertisement of, or upon the package containing such product."

As butter wrappers are usually used indiscriminately on dairy butter regardless of quality, such words as "Choice," "Finest," "Fancy," etc., should not be used on butter wrappers.

The Act provides a penalty of a fine from \$10 to \$50 and costs for a violation of any legal requirement, concerning composition, weights or branding of dairy butter. It also provides that any illegal dairy product may be seized and confiscated.

It is not compulsory that the name of the manufacturer of dairy butter be shown on the package, but it is quite permissible to do so. The following form is suggested as suitable for the printing of dairy butter wrappers:—

DAIRY BUTTER

Made by

MRS. JOHN DOE,

ROSE BANK FARM,

DOEVILLE, N.B.

The full text of the Dairy Industry Act and Regulations as amended in 1936 is published as Acts, Orders and Regulations No. 37 by direction of the Minister of Agriculture, Ottawa. Copies of this publication may be obtained upon application to the Publicity and Extension Branch, Department of Agriculture, Ottawa.

