

## **MEDIA SPECIFIC GUIDELINES**

### **FOOD**

The purpose of the guideline is to ensure the continued acceptance/inclusion of well crafted pieces into the Market Registry, reflecting Craft Nova Scotia's ongoing commitment to the development of fine craft in Nova Scotia.

#### 1. *INTENT*

**Objects must reflect levels of technique, thought and consideration of intended use which can be readily recognized as examples of the professional and artistic execution of their medium.**

To reflect the intended use and thoughtfulness in the creation of unique food products.

Premium food products that have a distinctive value-added appeal within the categories of:

- quality-of ingredients, production process or finished product
- sensory appeal-flavour, consistency, mouth feel, aroma or appearance
- presentation-packaging
- form utility-formulation or product format
- origin-where produced.

Readily recognized as unique examples of the professional and the artistic execution of finely crafted food products.

#### 2. *DESIGN*

**A successful object must be the result of careful designing, with obvious thoughtfulness used in determining the proportions, structural integrity, materials and colours used.**

Careful designing must clearly reflect the intended use of the product.

Thoughtful designing should exhibit:

- own recipe or improved traditional recipe
- appropriate choice of ingredients for intended use
- suitable choice of process for producing the product showing a high level of skill

- unique visual appearance reflecting maker
- Fabrication should exhibit high levels of skill in the following:

#### FINISHING

- products should have distinctive, unique, safe packaging
- product should include information regarding application, usage, pertinent shelf life and storage information

### 3. *PRODUCTION QUALITY AND TECHNIQUE*

**Whether produced in quantity or as an individual piece, the object must reflect excellent skill and production quality, being visibly well conceived and expertly executed.**

Must reflect excellent craftsmanship, either as a "one-of-a-kind" or a production product, exhibiting care, and attention to detail.

Both production and "one-of-a-kind" products should show a unique/personal identity of design.

All products must maintain a consistent level of quality, sensory appeal, presentation and form utility.

#### PRODUCTION TECHNIQUES

- careful attention to the production of safe, wholesome food products and use of good manufacturing practices as recommended in "Code of Practice General Principles of Food Hygiene for Use by the Food Industry in Canada", published by Health Protection Branch for Health and Welfare Canada.
- shelf life-product integrity should be maintained in terms of taste, wholesomeness, appearance and safety.

### 4. *SOURCE*

**The design of an object must be original, or an adaptation of a traditional design which demonstrates the unique skills of the maker and reflects an individual identity of design. The object must be designed and fabricated by the applying maker, or by employees under the direct supervision of that person.**

Since, in a reproduction, there is no design input, the onus of judgement is upon technical skill alone. Copying currently produced work is not acceptable.

Whether an original recipe, or an adaptation of a traditional recipe, the work should clearly reflect the personalized influence of the individual maker.

While giving a sense of the historical context from which a traditional adaptation has come, the product should clearly reflect a personal interpretation of this.

## 5. MATERIAL USED

**The object must be constructed of materials which are of high quality and are appropriate to the structural integrity, utility and visual appearance of the object.**

Ingredients should be appropriate to the intent of the product, both in purpose and visual appearance.

Products must demonstrate a level of technical competence and understanding of the materials used and careful attention to all phases of production.

Commercially manufactured parts are permissible if they are subordinate to the overall design (e.g., ingredients from a tin should be transformed enough to constitute a recipe).

## 6. FABRICATED CONTENT

**Commercially fabricated elements in objects, including packaging, must be subordinate to the overall design of the object. Objects packaged and sold as a prepackaged unit are defined as gift packages and must be submitted for assessment in the ready-for sale state.**

Commercially fabricated elements must be of fine quality, and if appropriate, fulfil the requirements of other media.

## 7. SPECIFIC EXCLUSIONS

**New forms and innovations will be considered by the Standards Committee. Unfinished items or kits for consumer assembly are not considered acceptable for NSDCC Markets.**

Use of mixes are permitted only when designed and fabricated by the applying craftsperson, or by those under their direct supervision.

## 8. LABELLING

**All articles must be labelled with the maker's name, address and the pertinent instructions to the consumer concerning care and maintenance, as well as any information to the consumer required by law.**

An appropriate business card or tag should be included with each product, including any special instructions concerning care or use of the product.

All labels must conform to the specifications of Consumer and Corporate Affairs.

Labels should be correct, aesthetically pleasing, and complement the product.



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DISCLAIMER: NSDCC is not responsible for potential food poisoning occurrences and the exhibitor should possess adequate liability insurance. NSDCC may request a copy of the insurance policy.

References:

Guide for Food Manufacturers and Advertisers, Consumer and Corporate Affairs Canada

A Profile of the Canadian Specialty Food Industry, Prepared by Peat, Marwich, Stevenson and Kellogg, July 1991

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