

Do your horticultural products comply with language requirements for labeling and packaging?

Did you know?

As a supplier of horticultural products to Quebec retailers, your products must display a French version on their container, packaging, or any other document or object that accompanies them (e.g., label)? Indeed, retailers who distribute your products must comply with linguistic obligations if they:

- are **established in Quebec**.
- offer **products or services in Quebec**, either directly to the public or promote them.



Specifically, for signs visible from the outside, this means that the text displayed in French must have, overall, a much greater visual impact than the text written in the other language, in every field of vision and permanently.

For products, the generic or descriptive elements included in the trademark must also appear in French. For each product, this includes: its container, packaging, or any document or object that accompanies it, **with the exception of the company name or the name of the product as marketed**.

Transitional measures are provided, but they only apply to trademarks registered before June 26, 2024, and to the descriptive elements included in that trademark.

For example, an English trademark for which a short description is integrated directly into the registered trademark and for which no translation is available. For this specific example, products bearing this trademark with an untranslated description may be sold until June 1st, 2027, provided they were manufactured before June 1st, 2025.

In ALL other cases, the law applies, and French versions must be available and visible.



The importance given to French must be at least equal to that of another language.

Useful references and resources:

- Charter of the French Language: [legisquebec.gouv.qc.ca/fr/document/lc/C-11] (Follow the link and click on English at the top of the page)
- Web site: [horticultureenfrancais.com] (available in French only)
- Legal references: www.oqlf.gouv.qc.ca/francisation/entreprises/#reglement (available in French only)

