



**Membership in the Taste of Nova Scotia program is available to Nova Scotia producers of food and beverage products that meet or exceed the standards of quality and the criteria for membership.**

*“The Taste of Nova Scotia program helps us stand out from the rest as not only local food but quality local food.”*

William Allaway, CEO  
Acadian Maple Products

# *Producers/ Processors Membership Criteria*

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## **PRODUCTION**

- Member companies will demonstrate a commitment to continuous improvement through quality assurance documentation (e.g., HACCP, Good Manufacturing Practices, ISO)
- Where Nova Scotia supply is available, and quality and price are competitive, member companies will purchase product packaging and associated marketing materials from Nova Scotia firms
- Member companies will have a production/processing facility located in Nova Scotia
- Member companies must have a head office in Nova Scotia and the must produce a readily identifiable Nova Scotia product
- Member companies will demonstrate they are meeting the current inspection/regulation/licensing requirements that may apply to their category of production
- Membership terminates on change of ownership. New owners may apply for reassessment

## **MARKETING**

- Member companies must have a marketing strategy reflecting the quality image in sync with the program philosophy. Included in the will be a customer satisfaction policy statement
- Members will agree to utilize Taste of Nova Scotia promotional materials and signage that is available for use within their establishment. They will agree to incorporate resource information designed to promote program awareness and knowledge into their staff training sessions

## **FINANCIAL**

- Member companies will have conducted business in Nova Scotia for a minimum of one year
- Member companies will have demonstrated an ability to sustain operations
- Member companies may be requested to provide two credit references

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## *Producers/ Processors Membership Criteria continued*

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### PRODUCT CRITERIA

- Where Nova Scotia supply is available, and quality and price are competitive, Nova Scotia primary production shall be utilized in the manufacture of processed items
- Any products put forward for approval must reflect a quality image to the customer:
  - marketed on the basis of quality first, not price
  - marketing strategy positions product on the premium level of its product category
- Packaging/labeling will reflect a premium quality image
- Any approved product must meet all federally developed labeling requirements
- Any eligible product must meet one of the following criteria:
  - was this product grown in Nova Scotia by the applicant?
  - was this product processed in Nova Scotia by the applicant?

Any approved product must have the company's corporate identity and/or brand clearly affixed to the product. This includes private label (retail brands) products. Approved private label products must clearly bear the member's corporate identity in obvious association as the producer