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## Field Roast to Re-Enter Canadian Market after Controversy

**A temporary solution for Canadian customers is found, and Plant Foods Council formed**

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SEATTLE, WA – After ceasing distribution in Canada due to Canadian Food Inspection Agency (CFIA) regulations that [caused quite the upset](#), The Field Roast Grain Meat Company has found a temporary solution and will begin re-introducing its products to Canada, beginning with the Canadian Health Food Association’s show in Vancouver, BC. After the outpouring of support and outrage by Canadian consumers and over 74,000 signatures gathered, the Seattle company decided to reformulate for its customers, meanwhile forming the Plant Foods Council in order to continue advocating for change.

### **A Temporary Solution**

Canada’s current regulations hold animal foods as the standard of good nutrition, by requiring vegetarian sausages to match the nutritional profile of animal-based sausages. In order to comply, Field Roast added two new ingredients to its sausages; pea protein and a vitamin fortification mixture. Furthermore, the words “simulated sausage” and “contains no meat” have been added to the label, which is a change made for the sole purpose of offering these products to our Canadian customers. For the past 18 years, the concept of *real* vegan meat has been rooted in the Field Roast brand, rather than *fake* animal meat. After controversy surrounding the CFIA regulation that called for testing the protein on animals, Field Roast was approved to use an alternative method, not involving any animals.

### **Plant Foods Council**

The Plant Foods Council (PFC) is a trade association of food manufacturers who make vegan products similar to traditional animal products such as meats, milks, cheeses and butters. Consumer interest in health and in plant-based products has been growing for the last 10 years, and continues to grow exponentially.

The animal meat industry currently benefits from large government subsidies, powerful trade associations and support from industry-funded nutrition associations. The Plant Foods Council will work to update Canadian food labelling regulations and promote the health and ecological benefits of a plant-based diet. For information and support, please visit [www.plantfoodscouncil.org](http://www.plantfoodscouncil.org).

### **About Field Roast Grain Meat Company**

Founded in 1997, Field Roast Grain Meat Company creates artisan vegan meats and cheeses, made with real ingredients and traditional food making practices. The Company has enjoyed a strong following in Canada for the last 7 years. For more information, visit [www.fieldroast.com](http://www.fieldroast.com). Join the conversation on [Facebook](#) and [Twitter](#).

For questions about Field Roast, please contact: Kiley Simmons, [kiley.simmons@fieldroast.com](mailto:kiley.simmons@fieldroast.com), 206-762-5961