

# DESIGN FARM | BRAND + PACKAGING READINESS CHECK

A quick self-check before designing, redesigning, or reaching out for professional design help for packaging your Canadian Food Product(s).

## HOW TO USE THIS:

Read each statement and check the option that feels most true right now. No wrong answers just a clarity tool.

### BRAND FOUNDATIONS

We can clearly describe our brand (who it's for, what it stands for, and what makes it different).

Yes  Somewhat  Not yet

We know who our product is not for.

Yes  Somewhat  No

We have brand assets already (logo, colours, type, visuals).

Yes, and they feel solid  
 Somewhat, but we're not attached to refining  
 No, starting from scratch

We have a rough sense of our brand's tone and style (even if it's not fully defined).

Yes  Somewhat  No

### PACKAGING CONFIDENCE

We understand what needs to appear on our package beyond design (ingredients, nutrition, claims, certification, UPC, net weight, allergens, etc).

Yes  Somewhat  Not really

We know food packaging design is shaped by regulations, not just aesthetics.

Yes  Somewhat  No

We have a realistic sense of how long packaging design and printing can take.

Yes  Somewhat  No

We know what type of packaging is best suited for our product (material, format, closure).

Yes  Somewhat  No

### CFIA COMPLIANCE AWARENESS (CANADA)

We know Canadian food packaging has specific requirements that affect layout and hierarchy.

Yes  Somewhat  No

We have our Nutrition Facts Table created.

Yes  In progress  No

We have a basic awareness of front-of-package (FOP) requirements and when they apply.

Yes  Somewhat  No

### RETAIL & MARKET READINESS

We know where this product is realistically being sold in the next 6–12 months.

Yes  Somewhat  No

We understand buyers look at packaging differently than customers do.

Yes  Somewhat  No

We've thought about how our product will read on a shelf alongside competitors.

Yes  A little  Not yet

We know how our product will get to retailers (direct delivery, distributor, or both).

Yes  Somewhat  No

We have UPC codes for all of our SKU's.

Yes  What's are SKU's?  No

We know and have tested our Best Before Dates / Production codes and protocol

Yes  Somewhat  No

### DECISION-MAKING READINESS

We're comfortable making decisions once we have good information.

Yes  Sometimes  Not yet

We understand that slowing down early can save time, money, and reprints later.

Yes  Learning this  Not yet

### INTERPRETING YOUR RESULTS

If you answered mostly "NOT REALLY / NO" You're early — and that's okay.

▶ The Design Farm Field Guide can help you build clarity before investing in design or printing.

If you answered mostly "SOMEWHAT" You're in the messy middle.

▶ Consulting support from a local Business Development agency or packaging professional might be helpful right now.

If you answered mostly "YES" You're likely ready for professional support.

▶ Working with a designer who understands brand, packaging, and compliance may be your next best step.

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<https://www.designfarm.ink/working-together/>