



EAGLE Certification Group
SERVICE • INTEGRITY • VALUE

Choosing the Right Certification Body for Canadian Exporters to the US

Introduction

Since 2022, just under 50,000 Canadian enterprises have exported goods worth over \$400 billion to the United States each year. This includes minerals, oils, food, vehicles, machinery, plastics and electrical equipment. In the competitive landscape of international trade, Canadian manufacturers exporting to the US face numerous challenges. A key advantage for exporters is obtaining voluntary certification against international standards such as ISO 9001, ISO 14001, ISO 45001, ISO 15378, and ISO 13485. In the food sector, certification against globally accepted standards such as SQF, BRCGS, FSSC 22000, GLOBALG.A.P. and PrimusGFS, all of which are recognized by the Global Food Safety Initiative (GFSI), is particularly beneficial.

This white paper explores why Canadian manufacturers exporting to the US should consider using EAGLE Certification Group, a US-based certification body accredited by ANSI National Accreditation Board (ANAB). Specifically, it highlights how this choice aligns with the Canada-United States-Mexico Agreement (CUSMA) and the United States-Mexico-Canada Agreement (USMCA). In addition, local regulations which include the US Food and Drug Administration (FDA), Food Safety Modernization Act (FSMA), 21 CFR Part 820 Quality System Regulation (QSR) for Medical Devices, 21 CFR Part 211 (Good Manufacturing Practice for Finished Pharmaceuticals) and 21 CFR Part 210 (Current Good Manufacturing Practice in Manufacturing, Processing, Packing, or Holding of Drugs).



Benefits of Certification

1. Market Access and Competitiveness:

Certification enhances market access by demonstrating compliance with internationally recognized standards. This is particularly important in the US market where regulatory requirements and customer expectations are stringent. Certified manufacturers with an accredited certification body can differentiate themselves from competitors and gain a competitive edge.

2. Improved Operational Efficiency:

Implementing international or globally accepted standards helps manufacturers streamline their processes, reduce waste, and improve overall efficiency. This leads to cost savings and increased productivity, which are essential for maintaining competitiveness in a global market.

3. Enhanced Reputation and Credibility:

Certification by an accredited certification body enhances a manufacturer's reputation and credibility. This is particularly important when dealing with US customers and partners who may take accreditation by ANAB as a consideration.

4. Risk Management and Compliance:

Certification helps manufacturers identify and mitigate risks, ensuring compliance with regulatory requirements. This is crucial for avoiding legal issues and maintaining a position of integrity.

5. Sustainability and Social Responsibility:

Certification against international standards like ISO 14001 and ISO 45001 demonstrate a commitment to environmental sustainability and occupational health and safety. This is increasingly important in today's market where consumers and stakeholders prioritize corporate accountability.



The Role of Certification in International Trade



Management system certification plays a crucial role in international trade by ensuring that organizations adhere to established standards for quality, safety, and sustainability. Certification demonstrates an organization's commitment to maintaining high standards, which can build trust with partners and customers globally. Management systems certified by an accredited certification body facilitate smoother market access by showing



conformance with international requirements and avoidance of regulatory compliance issues, reducing barriers to trade. Management systems help organizations streamline their processes, mitigate risks, and improve overall performance, leading to cost savings and increased competitiveness. Ultimately, certification supports economic growth, benefiting both businesses and consumers.



Canadian Government Assisting Exporting Businesses

The Trade Commissioner Service (TCS) supports Canadian companies in adopting responsible business practices and international standards through various programs and services. This includes providing tools, guidance, and support to help companies stay competitive and make a positive impact globally. For more information, [click here](#).

In 2022, Canada launched a new responsible business conduct strategy called Responsible Business Conduct Abroad: Canada's Strategy for the Future. This five-year strategy (2022-2027) sets priorities for the Government of Canada, through the TCS and partners, to support Canadian companies abroad. For more information, [click here](#).

The Standards Council of Canada (SCC) plays a crucial role in supporting Canadian manufacturers by providing access to international standards and conformity assessment services. By facilitating the implementation of these standards, the SCC helps manufacturers enhance product quality, ensure safety, and improve market access globally. The SCC represents Canada in international standards organizations such as ISO and IEC, ensuring that Canadian values and priorities are reflected in global standards. It also supports technical experts who contribute to the development of international standards, ensuring they are relevant and applicable to Canadian industries. For more information about the SCC, [click here](#). For an SCC authored paper published in the International Journal of Standardization Research, [click here](#).



Why Choosing the Right Certification Body is Important

1. Reputation and Expertise:

Since 1994, EAGLE has built a strong and positive reputation in the certification industry by providing objective, value-added auditing services. The company has extensive experience in certifying against various ISO and globally accepted standards. Our expertise in North America ensures that Canadian manufacturers receive thorough and credible assessments. For more information, [click here](#).

2. Accreditation with ANSI National Accreditation Board (ANAB):

US accreditation body and subsidiary of the American National Standards Institute (ANSI). ANAB is a signatory of the International Accreditation Forum (IAF) Multilateral Recognition Arrangement (MLA). This means that ANAB's accreditations are recognized internationally, ensuring that certificates and statements issued by conformity assessment bodies accredited by ANAB are globally accepted. This accreditation is important for Canadian manufacturers seeking to establish credibility and trust in the US market. For more information, [click here](#).

3. Alignment with Canada-United States-Mexico Agreement (CUSMA):

Also known as the United States-Mexico-Canada Agreement (USMCA), aims to facilitate trade and investment between the three countries. One of the key aspects of CUSMA/USMCA is the mutual recognition of standards and conformity assessment procedures. By choosing a US-based certification body like EAGLE, Canadian manufacturers can ensure that their certifications are recognized and respected across North America, simplifying market access and reducing trade barriers. For more information about CUSMA, [click here](#). For more information about USMCA, [click here](#).

4. Comprehensive Certification Services:

EAGLE offers a wide range of certification services including second and third-party auditing. This comprehensive approach allows manufacturers to address various aspects of their operations, from quality management to environmental sustainability and occupational health and safety.

5. Customer-Centric Approach:

EAGLE is known for its customer-centric approach, providing personalized services tailored to the specific needs of each client. This focus on customer satisfaction ensures that Canadian manufacturers receive the support and guidance they need throughout the certification process.

Conclusion

For Canadian manufacturers exporting to the US, obtaining certification against international or globally accepted standards is essential. Choosing EAGLE Certification Group, a US-based certification body accredited by ANAB, offers numerous benefits including increased confidence with US-based customers. Alignment with trade agreements like CUSMA ensures that certifications are recognized and respected across North America, simplifying trade by reducing technical barriers with importing markets. By partnering with EAGLE, Canadian manufacturers can achieve their certification goals and thrive in the competitive US market.

About EAGLE Certification Group

Since 1994, EAGLE has built a reputation on providing third party auditing services that are objective and value-added. Based in Dayton Ohio, our competent, industry-experienced auditors are well-versed in helping clients ensure their quality, environmental, health and safety, or food safety management systems are robust and effective. EAGLE is ANAB-accredited and the North American member of IQNET, a leading international association of certification bodies and fully committed to the global IAF Cert Search database, resulting in transparency and confidence that clients can trust.

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