

Food Label Review

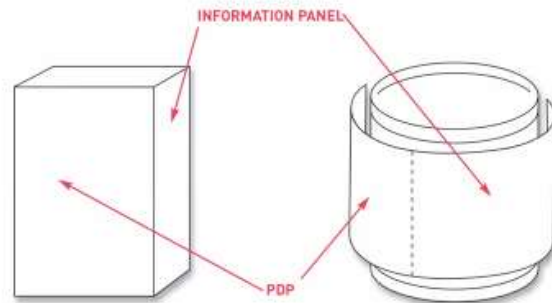
At minimum, food labels for packaged foods must include:

1. Product name/Statement of identity
 2. Net contents listed in both the US Customary System (ounces, pounds) and metric (grams, kilograms, liters) or in units (4 Rolls)
 - a. Net quantity statement is placed in the bottom 30% of the PDP.
 - b. Exclude qualifying phrases such as: 4 *large* ounces or 5 *juicy* apples
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3. Manufacturer or distributor's name & physical address
 4. Complete list of ingredients, in descending order of predominance by weight, including the common name of any allergens.

Label Formatting & Sizing Requirements

- Use a print that is prominent and easy to read with letters that are at least 1/16 inch in height, based on the lower case 'o'.
- An additional information panel should be located immediately to the right of the PDP (as the customer faces the product).
- Intervening materials may NOT be placed between required labeling information.



Other Labeling Considerations

- Nutritional labeling is required for most packaged foods with exceptions for*:

Small businesses	Restaurants	Foods with no significant nutritional value
Bulk foods for further processing	Foods labeled "This unit not labeled for retail sale" sold in a multi-unit package	Fresh produce
Fresh seafood	Fresh meats	Donated foods



– Small businesses:

- Less than \$500,000 annual gross sales
- Less than 100 full-time equivalent employees
- Less than 100,000 units sold annually

NC State's EI4F Program



Process Authority Letters for processing recommendations based on product pH & water activity

Generation of:

- Nutrition Facts labels
- Ingredient statements



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Acidified Foods Manufacturing School (online)



Health Claims

Describes a relationship between a food substance (a food, food component, or dietary supplement ingredient), and reduced risk of a disease or health-related condition.

Many must meet nutrient claim requirements for the food.

The FDA has identified 12 health claims. They also allow some authorized & qualified health claims, with more stipulations to labeling and the product's qualities.

The Top 9 Allergens

- New in 2023, sesame!
- Tree nuts, fish and crustacean shellfish **MUST** be specified.

✓	Almond	✗	Tree nuts
✓	Shrimp	✗	Crustaceans
✓	Tilapia	✗	Fish



Required Allergen Labeling - Two Options

Contains Statement

Ingredients: Enriched flour (wheat flour, malted barley, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, partially hydrogenated cottonseed oil, whey, eggs, vanilla, natural and artificial flavoring, salt, leavening (sodium acid pyrophosphate, monocalcium phosphate), lecithin, mono- and diglycerides.

Contains: Wheat, Milk, Egg, and Soy

Ingredient Listing

Ingredients: Enriched flour (wheat flour, malted barley, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, partially hydrogenated cottonseed oil, whey (milk), high fructose corn syrup, eggs, vanilla, natural and artificial flavoring, salt, leavening (sodium acid pyrophosphate, monocalcium phosphate), lecithin (soy), mono- and diglycerides.

Precautionary Labeling: Voluntary Statements

- *May contain...*
- *Processed in a facility that also processes...*
- *Processed on shared equipment...*



INGREDIENTS: WHEAT FLOUR, SUGAR, COCONUT OIL, LOW FAT COCOA POWDER (PROCESSED WITH ALKALI [11% IN THE CREAM]), WHEY POWDER, SOY LECITHIN, SALT, SODIUM BICARBONATE, VANILLA EXTRACT.
CONTAINS: WHEAT, MILK AND SOY.
THIS PRODUCT WAS PROCESSED ON SHARED EQUIPMENT THAT ALSO PROCESSES PEANUTS, TREE NUTS (HAZELNUT, COCONUT) AND EGGS.

Beware of 'Hidden' Allergens

Terms that may indicate the presence of EGGS:			
Albumin	Ovalbumin	Ovamucin	Ovamucoid
Lecithin	Ovovitellin	Livetin	Vitellin

Terms that may indicate the presence of MILK:			
Lactose	Butter & butterfat	Casein	Rennet casein
Curds	Lactalbumin phosphate	Caramel color & flavoring	Artificial butter flavoring

Terms that may indicate the presence of SOY:			
Gum arabic	Guar gum	Emulsifier	Hydrolyzed vegetable protein (HVP)
Miso	Vegetable gum	Carob	Textured vegetable protein (TVP)

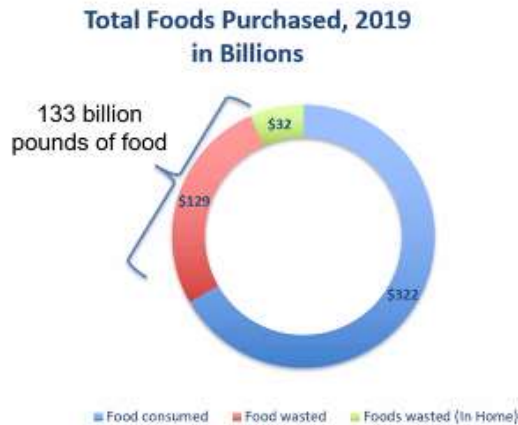
Organic



- 4 different organic label definitions
 - "100% organic"
 - All ingredients are organic other than salt and water
 - "Organic"
 - A minimum of 95% organic ingredients
 - "Made with organic ____"
 - A minimum of 70% organically produced ingredients (can't use the seal)
 - Specific organic ingredient listings
 - Specific ingredient is identified as organic for products with less than 70% organic ingredients (can't use the seal)

- USDA does not require certification for organic sales <\$5000 / year (can't use the seal)

Date Labels: Drawing a Line Between Food Safety & Food Waste?



Source: <https://www.fda.gov/consumers/consumer-updates/confused-date-labels-packaged-foods>

Date labels are applied at a company's discretion*.

#1 reason is to inform consumers of date to expect the highest quality & flavor, **NOT** necessarily for food safety.

"Best if Used By" is ideal terminology to convey quality standards.

*Exception for infant formula, which must bear a 'Use By' date



What's in a Date?



Best if Used By/Before: indicates when a product will be of best flavor or quality. It is not a purchase or safety date.

Sell By: tells the store how long to display the product for sale for inventory management. It is not a safety date.

Use By: last date recommended for the use of the product while at peak quality. It is not a safety date except for when used on infant formula.

Freeze By: indicates when a product should be frozen to maintain peak quality. It is not a purchase or safety date.

Natural Claims

“Natural” is not a claim verified by any oversight agency



PepsiCo brand Naked Juice cuts 'all natural' claim after \$9m US payout

