



# Food Labelling

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- **Food Labelling** is the primary means of communication between the producer and seller on one hand, and the purchaser and consumer on the other.
- Label provide the information about product.
- The label must include name of food, list of ingredients, weight or volume of product, date and storage condition, place of origin, lot or batch number.
- Additional information may also be provided such as cooking instruction or serving suggestion.
- To make labelling useful, available and accessible to consumer.
- At the same time, they should be clear, simple, accurate, practical, readable, informative, consistent and legible.
- Bar code not required by law but bar code are quick and easy way of identifying items.
- The label is therefore the most important marketing tool for a product.

- **A label should not contain any** statement, claim, design, device, fancy name or abbreviation which is false or misleading in any particular way, concerning the food contained in the package or concerning the quality or the nutritive value or in relation to the place or origin of the food
- **Food labels help** consumers make purchasing decisions at the grocery store and provide information about what is inside the container. A food label initially helps sell the product to the consumer and gives the consumer information about the product identity, quality, nutrition, and relevant health and safety information
- **Understanding** the Nutrition Facts label on food items can help you make healthier choices. The label breaks down the amount of calories, carbs, fat, fiber, protein, and vitamins per serving of the food, making it easier to compare the nutrition of similar products



# Importance And Purposes

- To protect and promote health
- Protect consumer
- For Fair marketing
- To promote sustainable food production
- To promote social well being and to protect culture
- Protect environment

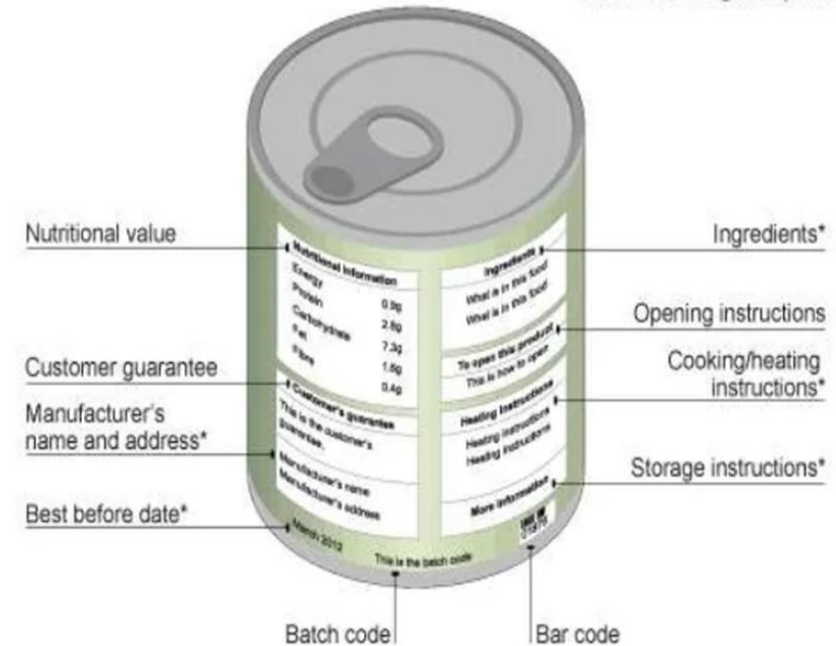


## What must be on a label?

- ✓ Name of food
- ✓ List of ingredients (in descending order)
- ✓ Weight or volume
- ✓ Date and storage conditions
- ✓ Preparation instructions
- ✓ Place of origin
- ✓ Lot or batch number

Additional information may also be provided, such as cooking instructions or serving suggestions.

\* These are a legal requirement



1. Serving Information



2. Calories



3. Nutrients



4. Quick Guide to percent Daily Value (%DV)

- 5% or less is **low**
- 20% or more is **high**

<b>Nutrition Facts</b>	
4 servings per container	
<b>Serving size</b>	<b>1 cup (227g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>280</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 9g	<b>12%</b>
Saturated Fat 4.5g	<b>23%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 35mg	<b>12%</b>
<b>Sodium</b> 850mg	<b>37%</b>
<b>Total Carbohydrate</b> 34g	<b>12%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 6g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 15g	
Vitamin D 0mcg	0%
Calcium 320mg	25%
Iron 1.6mg	8%
Potassium 510mg	10%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# What are the types of food labels?

- **While food labels can carry many different types of information, the main things to look at when choosing healthy food are the Nutrition Information Panel.**
- **Nutrition Information Panel. ...**
- **Health Star Rating (HSR) system. ...**
- **Ingredients List. ...**
- **Nutrition content claims. ...**
- **Health claims. ...**
- **Percentage Daily Intake.**

# Name of food

- It is important that the name of the food must be clearly stated and not be misleading.
- If the food has been processed in some way, the process must be included in the title.
- E.g.- Dried apricots, Salted peanuts



# Ingredients

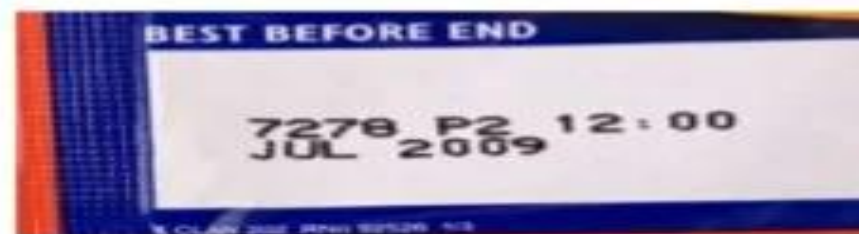
- Ingredients are listed in order of weight, according to the amounts that were used to make the food, starting with the largest ingredient and ending with the smallest.
- Food additives and water must also be included in the list if they have been added.



## Date mark

There are two different date marks which appear on food labels:

- **'Use-by'** - found on perishable foods, *e.g.* milk, meat, fish. Foods are not safe to eat after this date (food safety).
- **'Best before'** - found on a wide range of food including fresh, frozen, dried, canned and other foods. Foods can be eaten after this date, but may not be at their best quality (quality, taste, texture and appearance).



# Name of address, packer or seller

- The name and address of the manufacturer, packer or seller must be stated on the label.
- Consumers can then contact the manufacturer if they have a complaint about a product or if they wish to know more about it.



## Preparation instructions

- Instructions on how to prepare and cook the food must be given on the label, if they are needed.
- Instructions may also be given for heating in a microwave oven. These instructions should make sure that the food tastes.



## Nutrition information

- Not mandatory unless a nutrition claim is made  
*e.g.* 'low fat' or 'high fibre...'
- If a nutrition claim is made:
  - ✓ Energy value of the food in kJ and kcal must be provided.
  - ✓ Amount of protein, carbohydrate and fat in *g* must be provided.

# Macronutrients: Fats

- **Total Fat** includes ...
  - saturated fat
  - trans fat
  - monounsaturated fat
  - polyunsaturated fat
- Only **saturated** and **trans fats** are required to be listed under total fat.
- **Cholesterol** must also be placed on the food label.

Amount Per Serving	Calories	% Daily Value
<b>Total Fat</b> 7 g	310	20%
Saturated Fat 4 g		
Trans Fat 0 g		
Polyunsaturated Fat 1 g		
Monounsaturated Fat 0g		
<b>Cholesterol</b> 15 mg		
430 mg		
90 mg		
hydrate		

# Macronutrients: Carbohydrates

- **Total Carbohydrate** includes the total amount of sugars, fiber, and starch.
- Most of the time, only **sugars** and **starches** are included in calculating the total calories because fiber does not add calories to the product.

Nutrition Facts	
Per 125 mL (87 g) <sup>®</sup>	
Amount	% Daily Value <sup>**</sup>
<b>Calories 80</b>	
<b>Fat 0.5 g</b>	<b>1 %</b>
Saturated 0 g	0 %
+Trans 0 g	
<b>Cholesterol 0 mg</b>	
<b>Sodium 0 mg</b>	<b>0 %</b>
<b>Carbohydrate 18 g</b>	<b>6 %</b>
Fibre 2 g	8 %
Sugars 2 g	
<b>Protein 3 g</b>	
<b>Vitamin A 2 %</b>	<b>Vitamin C 10 %</b>
<b>Calcium 0 %</b>	<b>Iron 2 %</b>

# Macronutrients: Protein

- **Protein** can be found towards the bottom of the nutrition panel.
- The panel does **not always** list a recommended amount of protein like it does for the other nutrients because this is based on your **body weight**.
- You need at least 0.36 grams of protein per pound.
- $\text{Weight} \times 0.36 = \text{needed protein}$

Nutrition Facts	
Serving Size $\frac{3}{4}$ cup (55g)	
Servings Per Container 5	
Amount Per Serving	
Calories 250	Calories from Fat 50
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 0.5g	3%
Cholesterol <5mg	<2%
Sodium 200mg	8%
Total Carbohydrate 40g	13%
Dietary Fiber 4g	16%
Sugars 18g	
<b>Protein 9g</b>	<b>18%</b>
Vitamin A 25% • Vitamin C 50% • Calcium 30% • Iron 25%	
*Percent Daily Values based on a 2,000 Calorie diet.	





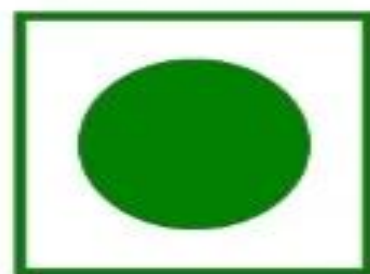
## Allergen information

- Foods that are known to cause allergies and intolerances may be listed in a box or highlighted to draw attention to their presence, *e.g.* this product contains Milk.
- Manufacturers will require packaged foods to provide allergy information.



## Vegetarian and Non Vegetarian

- Industry already labels foods as suitable for vegetarians or vegan.
- It is mandatory for all food manufactures to indicate as to whether the food item contain any non vegetarian ingredients or not.
- A brown circle is to indicate the presence of non vegetarian ingredients in food item, while green circle indicate that the food item is vegetarian.



Vegetarian



Non Vegetarian

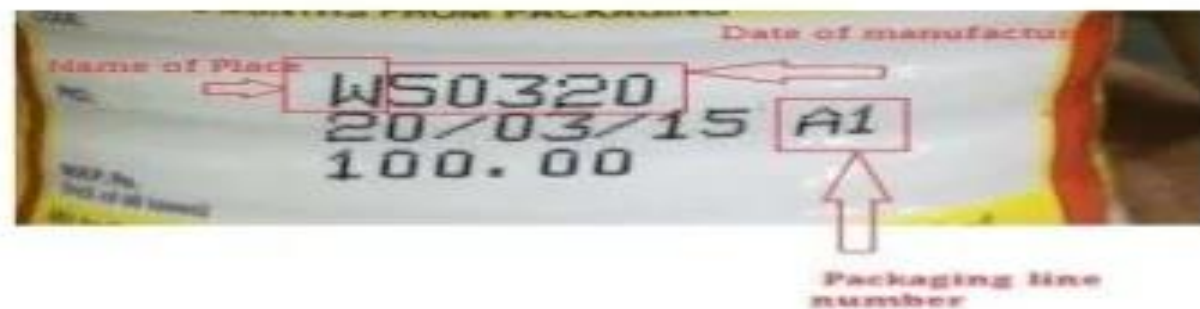
## Bar codes

- Many food labels have a bar code and number on them.
- This is not required by law, but bar codes are a quick and easy way of identifying items especially at supermarket checkouts where the scanner can also identify other information such as the price.
- Bar codes are also used for stock control in shops and warehouses.



## Lot (or batch) mark

- A lot mark is a code which is required by law to appear on the label. It helps to identify batches of food in the event that they need to be recalled by the manufacturer, packer or producer.
- A date mark is sometimes used as a lot mark. Lot marks may be indicated by the letter 'L'.

# Front-of-pack labelling

- Most of the big supermarkets and many food manufacturers also display nutritional information on the front of pre-packed food.
- This label clearly shows the nutrients that are important for health. It will help you compare different food choices, help you balance your diet, and control the amount of energy (calories) you eat.
- Traffic light labels on the front-of-pack provides information on high (**red**), medium (**amber**) or low (**green**) amounts of fat, saturated fat, sugars and salt.



# Storage and preparation

In cases where foods require special storage conditions and/or conditions of use, these must be clearly indicated.

When necessary, instructions on how to prepare and cook the food must also be given on the label. If the food has to be heated, the temperature of the oven and the cooking time should be stated.

Instructions may also be given for heating in a microwave oven. These instructions should ensure the food tastes its best and that it will be thoroughly heated to a core temperature of 75°C, which minimizes the risk of food poisoning.



- ⊙ Directions for using product may be on label
- ⊙ Special handling instructions also on label
- ⊙ UPC – Universal Product Code – bar code read by a scanner
  - ⊙ 1<sup>st</sup> 5 numbers identify the manufacturer; 2<sup>nd</sup> 5 identify product size and flavor
  - ⊙ Price identifier; inventory

# labels of fruits



- **What are the labels of fruits?**
- **Most fruit and veggies have stickers on them, and many of these stickers don't just feature the brand name, but also a cryptic number. These numbers are codes, and they divulge info like whether something was grown organically or not, whether it was genetically modified, etc**
- **The four- or five-digit numbers identify the produce, indicating size, growing method, type of food (apple or orange for instance) and variety (such as a Honeycrisp or Golden Delicious apple). The voluntary labels tell you whether you are purchasing organic or conventionally grown produce**



# What those numbers on fruit stickers mean

- **Four numbers, beginning with a 3 or a 4**
- **If your fruit or vegetable was made with conventional farming techniques, then you'll find a four-digit code that starts with a three or a four.**
- **Five numbers, beginning with an 8**
- **A five-digit code starting with an eight means that the item is genetically modified. You're unlikely to see this at your grocery store, according to Consumer Reports, because widely sold genetically modified foods are versions of corn, soybeans, canola, cotton, papaya, and squash. So not that orange or bunch of broccoli you're eyeing. Also, labeling food as genetically modified is not mandatory.**
- **Five numbers, beginning with a 9**
- **A five-digit code beginning with nine means you're about to purchase organic produce.**

## A fruit label often contains the following parts:

- Name of the brand
- Logo + branding of the brand
- Pictures)
- Barcode (s)
- Country of origin
- Promotional information



# WHAT DOES THIS CODE MEAN?



**5 digit: 9-XXXX**

Starting with 9

✓ **Organic**

**5 digit: 8-XXXX**

Starting with 8

✓ **GMO GE**

**4 digit: XXXX**

Conventionally grown

✓ **Contains pesticides**