

Labeling Requirements

**Marketing and Development Division
West Virginia Department of Agriculture**

Honey Label Components

EXAMPLE LABEL OF BASIC LABELING COMPONENTS

Labels must comply with all applicable state and federal regulations. Labeling regulations for a honey processor are the same as those applied to other food processors. All information on the label must be truthful and not misleading. The label example below is just one way to present the required information.

Ingredient List – Most food products are required to have an Ingredient List declaring all ingredients by common or usual name in descending order of predominance by weight. Honey is a single ingredient food; an Ingredient List is not required.

Ref: CFR 21, Part 101.4

Statement of Responsibility
– Shall include the:

Business Name
Street Address
City, State, Zip Code

All information in the *Statement of Responsibility* shall be continuous. If the business name is listed in the local telephone directory, the street address may be omitted. If the business name is listed in the local telephone directory, a Post Office Box may be used in place of the street address.

Telephone numbers, web-site addresses, and e-mail addresses are permitted, but not required.

Ref: CFR 21, Part 101.5

The principal display panel (PDP) is that portion of the package label that is most likely to be seen by the consumer at the time of purchase. The Product Identity and the Net Quantity of Contents must appear in the PDP.

CFR – Code of Federal Regulations

ORC – Ohio Revised Code

FLPA – Fair Labeling Packaging Act

Statement of Identity – The *Statement of Identity* is the name of the food. The name shall be the common or usual name of the food, and shall accurately identify or describe the basic nature of the food or its characterizing properties or ingredients. Foods that have a Standard of Identity must conform to all requirements of the standard.

Ref: CFR 21, Part 101.3

HONEY



OHIO BEE HONEY, 8995 E. MAIN STREET, REYNOLDSBURG, OH 43068

NET WT 8 OZ (227 g)

Net Quantity of Contents – The term "NET WEIGHT" or the appropriate abbreviation, "NET WT", shall be used when stating the *Net Quantity of Contents* in terms of weight. When the product is distributed off of the site of production the *Net Quantity of Contents* shall be declared in both the U.S. Customary System and the International System (metric system). The second declaration shall be stated parenthetically.

The quantity of contents shall be placed on the principal display panel. It shall be within the bottom 30 percent of the area of the label panel in lines that are generally parallel to the bottom of the package as it is designed to be displayed.

Ref: CFR 21, Part 101.105

Ref: FLPA, Title 15 – Chapter 39, 1453(a) (2)

Labeling Requirements

Basic Requirements are summarized as follows:

- 1. Statement of Identity**
- 2. Net Quantity Statement**
- 3. Ingredient list**
- 4. Company Name, Physical Address, City, State, and Zip Code**

#1 Statement of Identity

. . . is the common or usual name of a food product. If there is none, then an appropriate descriptive name, that is not misleading, must appear on the principal display panel in bold type and in lines parallel to the base of the package. The form of the product must be included (sliced, whole, or chopped) unless shown by a picture or the product is visible through the container.

Article 2D WV Code Agriculture

§ 19-2D-1. Definitions.

"Honey" means the nectar and saccharine exudation of plants as gathered, modified and stored in comb by honey bees.

"Imitation honey" means any mixture of sugars with or without honey as one of the constituent ingredients, which has been manufactured to represent honey.

#2 Net Quantity Statement

. . . of the contents is the statement on the label which provides the amount of food in the container or package. It must be shown in both US Customary System (ounces, pounds, fluid ounces,) and the metric system equivalent (grams, kilograms, milliliters, liters,) and should appear in the lower 30% of the principal display panel of the package. Do not include the weight of the container, wrapper, or packing materials. This information, along with identity of the product must be located on the front principal display panel .

#3 Ingredients List

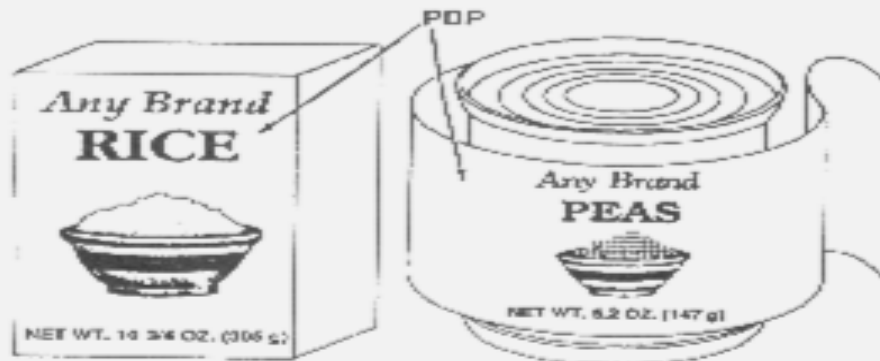
. . . Is the listing of each ingredient in descending order of predominance by weight. That is, the ingredient that weighs the most is listed first, and the ingredient that weighs the least is listed last. Spices, flavors, and colors may be listed as such without naming the specific ingredients, but artificial colors or flavors must be identified as such.

#4 Name and Address

- . . . of the manufacturer, packer, or distributor. The address must be a physical address – no P. O. – Post Office box numbers are permitted.**
- . . . is required if the firm name is not listed in a current city or telephone directory.**
- A telephone number is not mandatory but highly recommended for marketing purposes.**
- Adding USA or “Made in the USA” is required for exporting.**
- . . . unless the name given is the actual manufacturer, it must be accompanied by a qualifying phrase which states the firms relation to the product. The prefix or quality term must be shown (e.g. “packed for,” “distributed by,” or “manufactured by.”**

Principal Display Panel

The term principal display panel or panels shall be construed to mean that part, or those parts, of a label that is, or are, designed as to most likely be displayed, presented, shown, or examined under normal and customary conditions of display and purchase



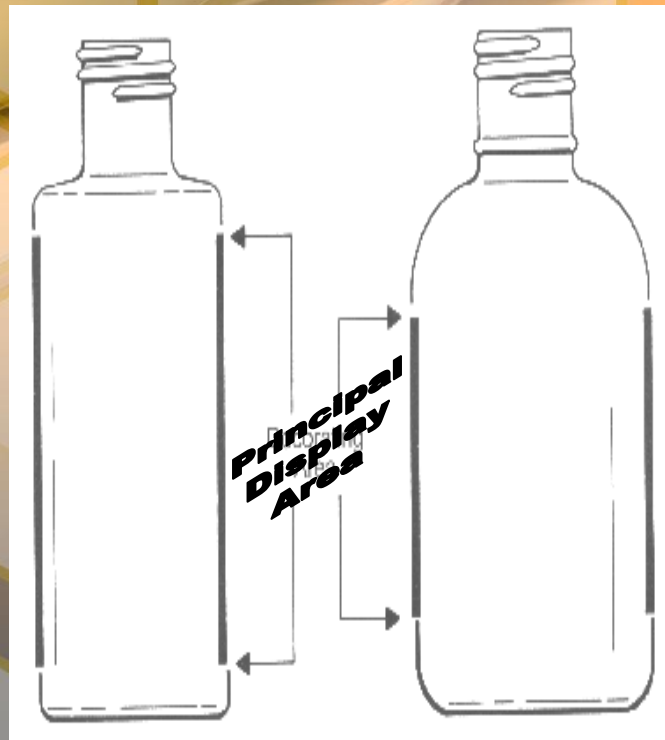
The principal display panel, or PDP, is that portion of the package label that is most likely to be seen by the consumer at the time of purchase. Many containers are designed with two or more different surfaces that are suitable for display as the PDP. These are alternate principal display panels.

21 CFR 101.1

Principal Display Area Determination

The area of the principal display panel (calculated in square inches or square centimeters) determines the minimum type size that is permitted for the net quantity statement.

Determination of the principal display panel shall exclude tops, bottoms, flanges at tops and bottoms of can, and shoulders and necks of bottles or jars.



Obvious principal display panels ---

-the actual square inch area of the panel.

- **Hang Tags**
- **Containers where labeling would adversely affect the decorating area**
- **Spot Label**

What information must appear on the PDP

... All that is required on a principal display panel or alternate principal panel is:

- 1. The identity of the product**
- 2. The net quantity declaration.**
- 3. All other required information may be on another panel or panels.**

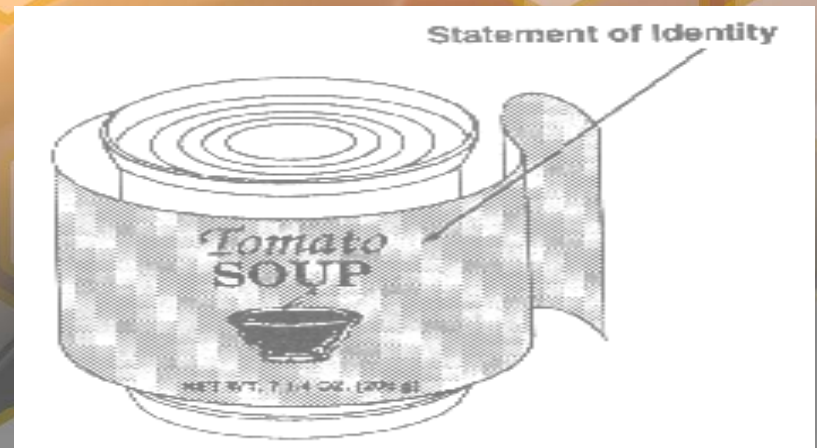
Prominence and Placement

All information required to appear on a consumer package shall appear thereon in the English language and shall be prominent, definite, and plain, and shall be conspicuous as to size and style of letters and numbers and as to color of letters and numbers in contrast to color of background. Any required information that is either in hand lettering or hand script shall be entirely clear and equal to printing in legibility.

Statement of Identity:

A declaration of identity on consumer packages shall appear on the principal display panel, and shall positively identify the commodity in the package by its common or usual name, description, generic term, or the like. It shall appear generally parallel to the base on which the package rests as it is designed to be displayed.

Use prominent print or type for the statement of identity. It shall be in bold type. The type size must be reasonably related to the most prominent printed matter on the front panel and should be one of the most important features on the principal display panel. Generally, this is considered to be at least $\frac{1}{2}$ the size of the largest print on the label.



Net Quantity Statement

Area of Print Display Panel	Minimum Type Size (for printing)	Minimum Type Size (blown or molded)	Actual Size of Minimum Height or Numerals and Letters (as stated in the left-hand column)
5 sq. in. (32 sq. cm.) or less	1/16 in. (1.66 mm) Font (8-10 Pt.)	1/8 in. (3.2 mm) Font (12-14 Pt.)	Net Wt. 12 oz. (341 g)
More than 5 sq. in. (161 sq. cm.) but no more than 100 sq. in. (645 sq. cm.)	1/8 in. (3.2 mm) Font (12-14 Pt.)	3/16 in. (4.8 mm) Font (16-20 Pt.)	Net Wt. 5.5 oz. (156 g)
More than 25 sq. in. (161 sq. cm.) but no more than 100 sq. in. (645 sq. cm.)	3/16 in. (4.8 mm) Font (16-20 Pt.)	1/4 in. (6.4 mm) Font (22-26 Pt.)	Net Wt. 7 oz. (199 g)
More than 100 sq. in. (645 sq. cm.) but no more than 400 sq. in. (2580 sq. cm.)	1/4 in. (6.4 mm) Font (22-26 Pt.)	5/16 in. Font (28 Pt.)	Net Wt. 10 lbs. (3 kg)
Greater than 400 sq. in.	1/2 in. Font (48 Pt.)	1/2 in. Font (48 Pt.)	BOW

In no case shall any declaration of quantity be qualified by the addition of the words when packed, minimum, or not less than, or any words of similar import, nor shall any unit of weight, measure, or count be qualified by any terms, such as jumbo, giant, full, or the like, that tends to exaggerate the amount of commodity.

Weight Statements

The words "Net weight" or Net wt. must be used. 0 - 1 pound must be stated as ounces (e.g. Net wt. 15 oz.) 1 - 4 pounds - must be stated as ounces and in parentheses, in terms of pounds and fractions or pounds and ounces, e.g. Net wt. 10 oz. (1¼ lb.) or (1 lb. 4 oz.) or (1.25 lb.) 4 pounds and over must be stated as pounds, pounds and fractions or pounds and ounces, (e.g. Net wt. 25 lb; Net wt. 7.5 lbs; Net. Wt. 7½ lbs; Net wt. 7 lbs. 8 oz.) The metric statement may be placed either before, after, above, or below the US Customary Statement

- * Minimum type set 1/16 of an inch in bold face type
- * Do not crowd area with art work
- * The words: "net weight" or "net wt." must be used
- * 0-1 pounds must be stated in ounces, and grams
example net wt. 16 oz. (466g.)
- Over 4 pounds must be stated in pounds and fractions of pounds, example net wt. 25 ¼ pounds or net wt. 25.25 pounds

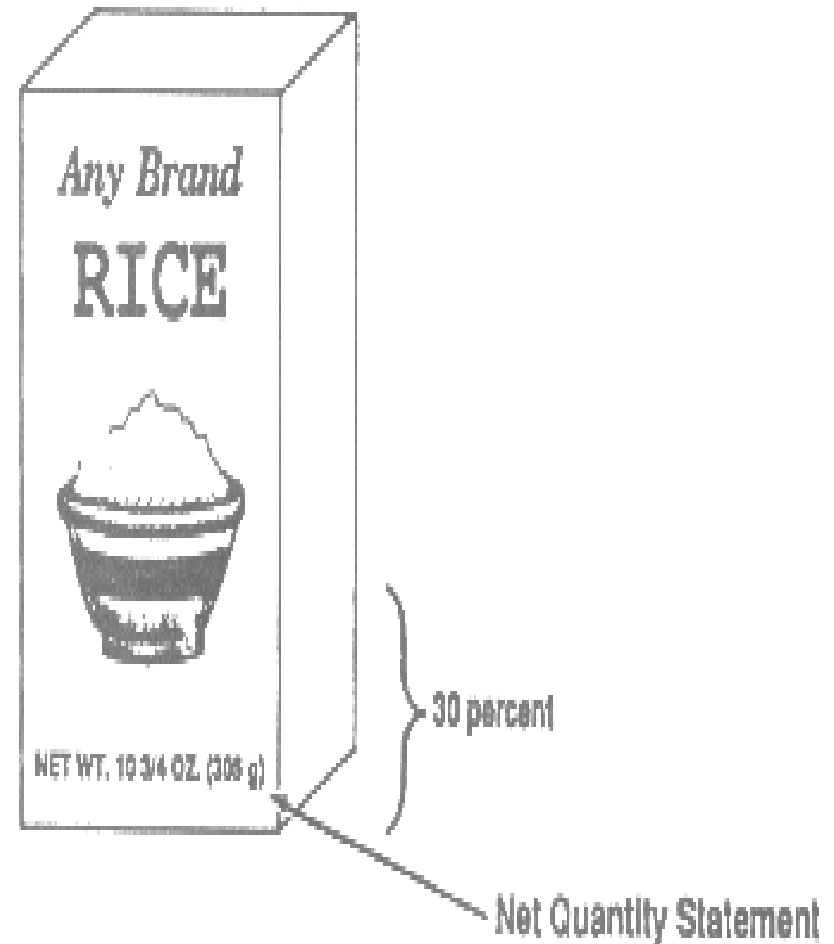
Fluid Statements

(Statements in terms of volume) The use of "Net" or "Net contents" is optional. "Fluid" is required with ounces as shown below. 0 to 1 pint must be stated as ounces (e.g. Net 12 fl. oz.) 1 pint to 1 gallon must be stated both in ounces and in parenthesis, in terms of the largest unit contained, with excess shown as a fraction or in terms of the next largest unit contained. e.g. Net 24 fl oz. (1½ pt.) or Net 24 fl oz. (1.5 pt,) or Net 24 fl. oz. (1 pt. 8 oz.); Net 120 fl. Oz. (3 ¾ qts.,) or Net 120 fl. Oz. (3.75 qt.,) or Net 120 fl. Oz. (3 qts. 1½ pt.,) or Net 120 fl. Oz. (3 qts. 1 pt. 8 oz.)

Quantity Declaration

QUANTITY DECLARATION:

The net quantity of contents (net quantity statement) is the statement on the label which provides the amount of food in the container or package.



Dual Quantity Declaration

On packages containing 1 pound or more but less than 4 pounds, the declaration shall be expressed in ounces, and in addition, shall be followed by a declaration in parentheses, expressed in terms of the largest whole unit.

EXAMPLE:

NET WT. 16 OZ. (1 LB.)

454 g

200 g NET WT. 7.1 OZ

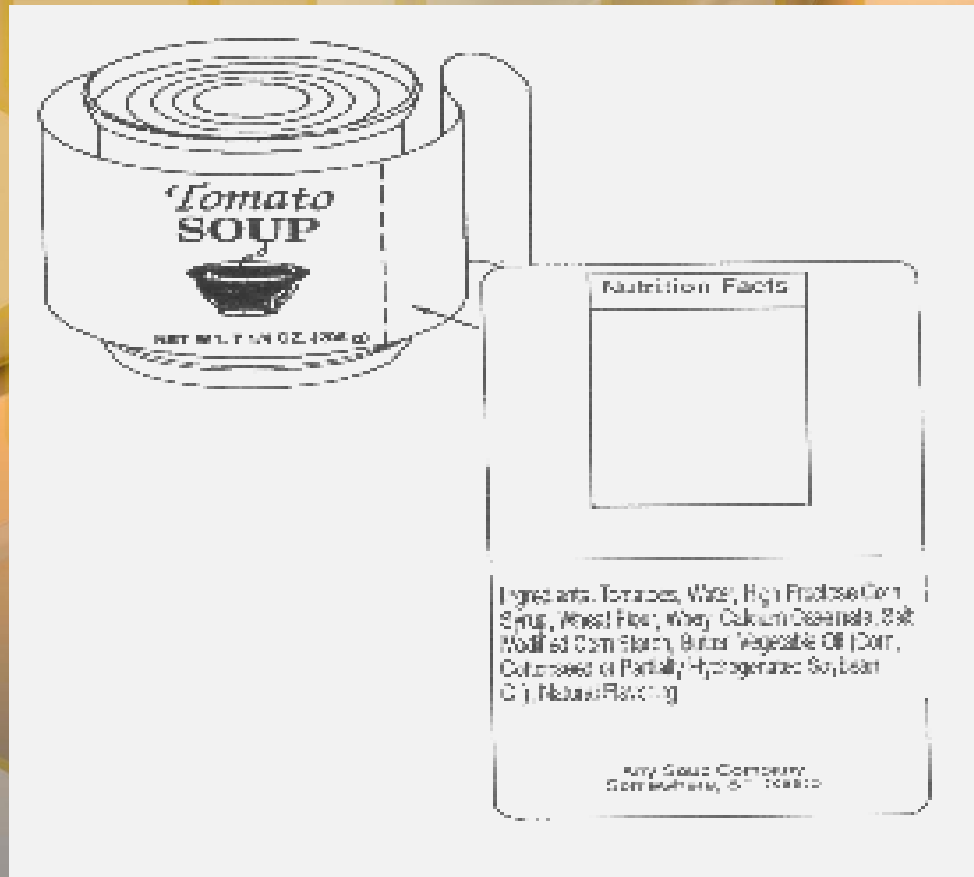
NET WT 7 OZ. (198 g)

NET WT. 19 OZ. (1LB.) (538 GRAMS)

NET WT 48 OZ (3LB) 1.36 kg

INGREDIENT LIST:

The ingredient list is placed on the same label panel as the name and address of the manufacturer, packer or distributor. This may be either the information panel or the principal display panel. It may be before or after the nutrition label and the name and address of the manufacturer, packer or distributor.



LABELS MUST SHOW THE COUNTRY OF ORIGIN OF THE IMPORTED ARTICLE:

The US Customs Service of the Department of Treasury issued a rule requiring commodities from foreign countries to show the origin of the product.

EXAMPLE: honey from China must show "Product of China," maple syrup from Canada must show "Product of Canada," etc.

The purpose of this charge is to insure that an ultimate purchaser in the United States is aware of the country of origin of the imported article. This rule applies to all commodities, not only food.

This declaration is listed under Customs Bulletin Regulations, Rulings, Decisions, and Notices concerning Customs and Related Matters and Decisions of the United States Court of International Trade, Vol. 17, dated August 10, 1983, No. 32. Anyone having any questions regarding this ruling may obtain this bulletin by writing to the Department of Treasury, US Customs Service, Washington, DC 20229.

ARTICLE 2D.

IMITATION HONEY PRODUCT LAW.

§ 19-2D-2. Labeling.

(a) No person shall manufacture, package, label, sell, keep for sale, expose or offer for sale any article or product represented to be honey or to contain honey unless the product ingredient is honey, as defined in this article.

(b) No person shall sell, expose or offer for sale any product, compound or mixture of sugars labeled as or for honey, with or without honey as a constituent ingredient, unless the product, compound or mixture of sugars is labeled "imitation honey" with the word "imitation" appearing in letters equal in size to the letters used to spell "honey." (1975, c. 2; 1981, c. 5.)

§ 19-2D-3. Penalties.

Any person who violates any of the provisions of this article shall be guilty of a misdemeanor, and, upon conviction thereof, shall, for the first offense, be fined not more than one hundred dollars, and upon conviction for each subsequent offense be fined not more than five hundred dollars. (1975, c. 2.)

NAME AND ADDRESS OF MANUFACTURER:

All packages shall specify conspicuously on the label the name, address and zip code of the manufacturer, packer, or distributor if it is being sold off the premises where packed.

EXAMPLE:

**DISTRIBUTED BY
SSC INTERNATIONAL, INC.
HACKENSBACH, NJ 07601
PRODUCT OF THAILAND**

NOTE: If the company is not listed in a telephone book or city directory, the street address must be shown.

If the commodity is not manufactured by the person whose name appears on the label, the name shall be qualified by a phrase that reveals the connection such as, "manufactured for, distributed by, packed by, etc."

EXAMPLE:

**DIST. BY THE BROWN CO., ALBANY, NY 12203
MFG. BY GREEN HILL CO., EDEN, VT 05652
PACKED FOR COOK MAPLE CO., BARRE, VT 05641**

If a person manufactures, packs, or distributes a commodity at a place of business, the label may state the principal place of business in lieu of the actual place where the commodity was manufactured or packed, or is to be distributed, unless such statement would be misleading.

EXAMPLE:

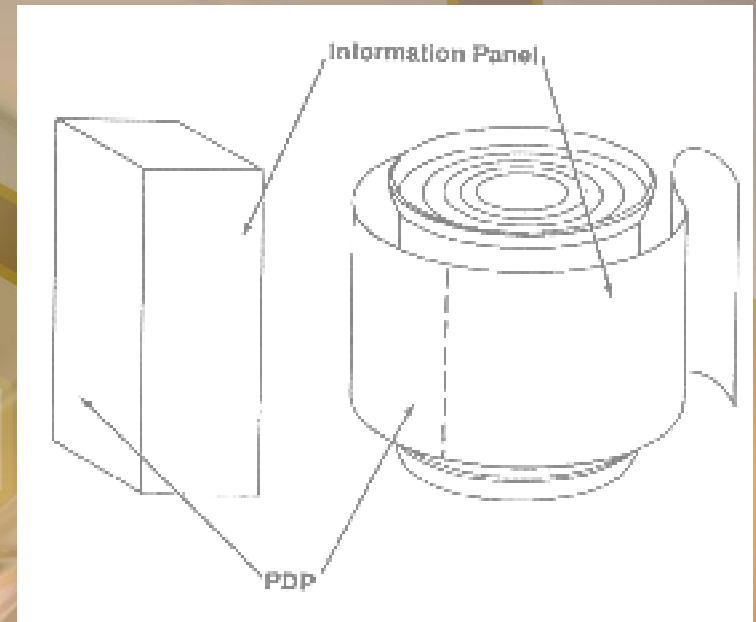
**INTERBAKE FOODS, INC.
GENERAL OFFICE
P. O. BOX 27487
RICHMOND, VA 23261**

©1982 INTERBAKE FOODS, INC.

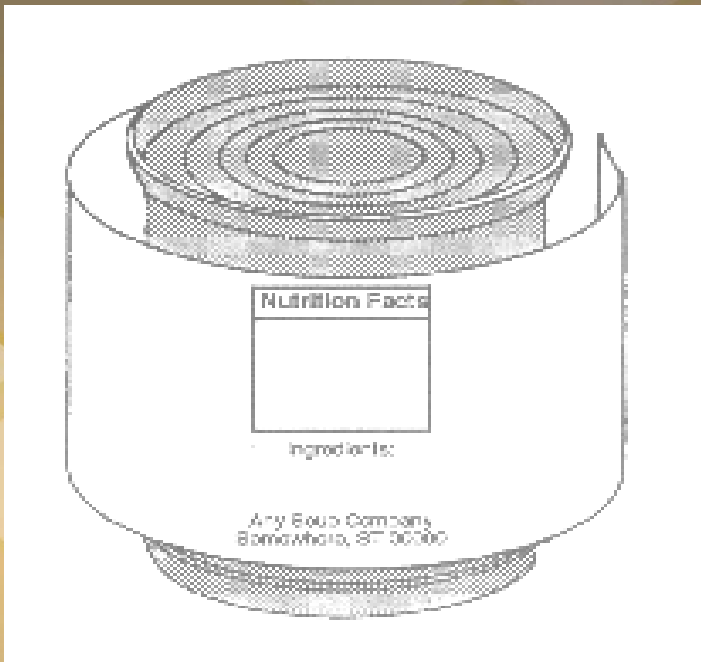
MADE IN USA

INFORMATION PANEL:

The information panel is the label panel immediately to the right of the PDP, as displayed to the consumer. If this panel is not usable due to package design and construction, (i.e., folded flaps) then the information panel is the next label panel immediately to the right.

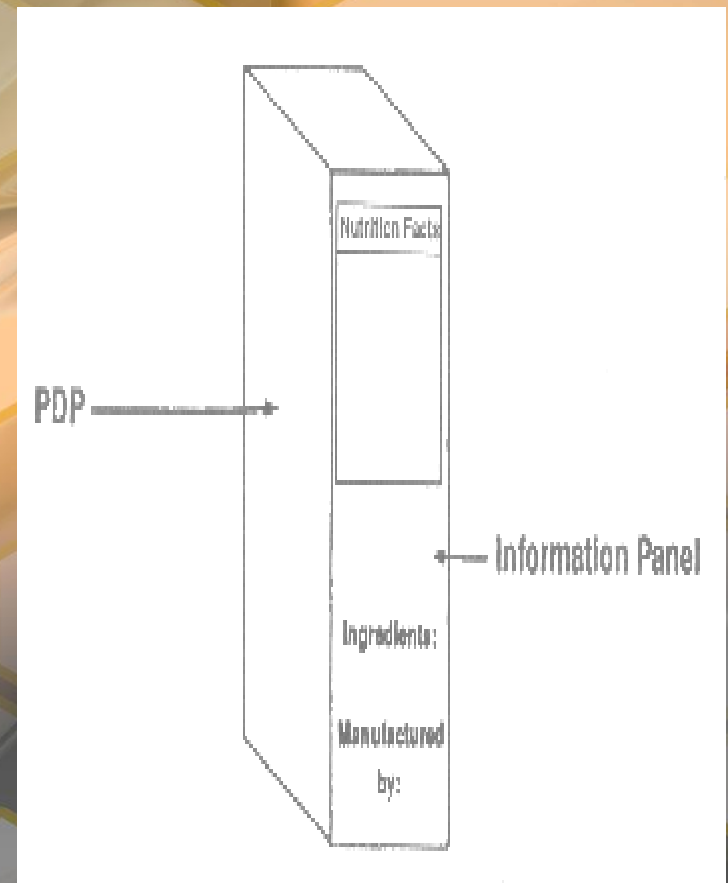


For the information panel labeling, use a print or type size that is prominent, conspicuous and easy to read. Use letters that are at least one-sixteenth (1/16) inch in height based on the lower case letter "o." The letters must not be more than three times as high as they are wide, and the lettering must contrast sufficiently with the background so as to be easy to read. Do not crowd required labeling with artwork or non-required labeling.



Smaller type sizes must be used for information panel labeling on very small food packages

The phrase "information panel labeling" means the label statement is generally required to be placed together, without any intervening material, on the information panel, if such labeling does not appear on the PDP. These label statements include the name and address of the manufacturer, packer, or distributor, ingredient list, and nutrition labeling



COSMETICS

♦ Differences in Requirements

***Vitamins must be stated in chemical form**

***Warning statements**

*** Directions for "Safe" use**

*** Ingredients listed in descending order**

Tips for Designing a Label

- ♦ **Make sure your label conforms with FDA regulations**
- ♦ **Appealing to the eye**
- ♦ **Hang tag with Biography, recipe tips, reconstituting tips, etc.**
- ♦ **Logo, if selling more than one product line**
- ♦ **Letters in contrast to background**
- ♦ **Nutritional data**
- ♦ **Tamper proof seals**

Honey Label Example

Ancient Art Apiary



**Healthy Honey from
Happy Bees**

*Unfiltered honey with
no treatments,
no chemicals, no oils.*

Net Wt. 16 oz. (453 gm)

**Anita Rickenberg
RR 1, Box 105-O
Ridgeley, WV 26753
304-738-3358**

PURE * RAW Label



Tamper Proof Seal for Label

Tamper Proof Seal

We have received many requests for a label that clearly states that this honey is produced in the United States. We also know the importance of having a tamper seal on your honey for display. This label is the perfect combination of both aspects. It clearly states that the honey is produced in the USA while providing a tail to run over your lid and down the bottle, creating a tamper proof seal for your honey. **Rolls of 250.**

Catalog # TS111 Tamper Seal Label..... \$9.95

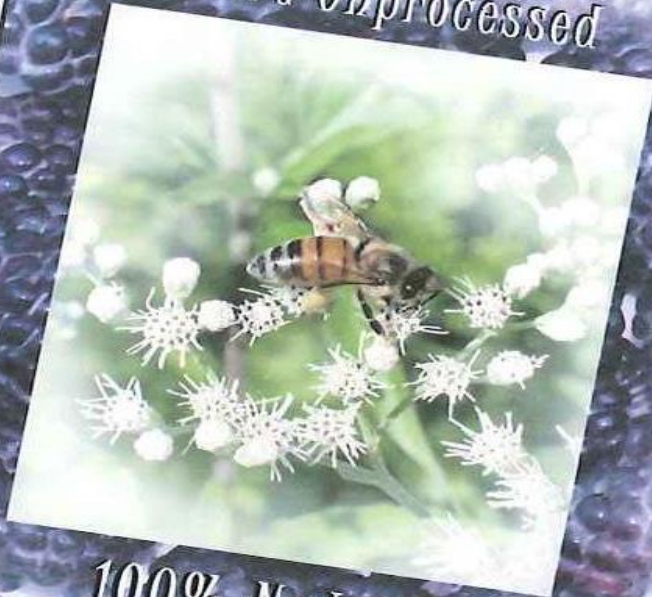


Variety of Honey

BEE-BERRY HILL

Wild Flower Honey

Pure Unprocessed



100% Natural

net weight 24 ounces (680 g)

765 Grade Rd., Falling Waters, WV. 25419

LOCAL RAW

4 SEASONS VEGIE FARM

Local Raw
Unpasteurized Honey

— **Bamboo** —



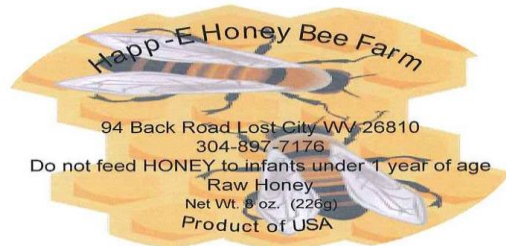
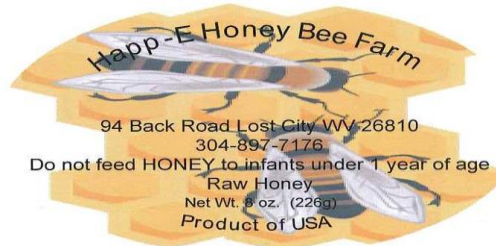
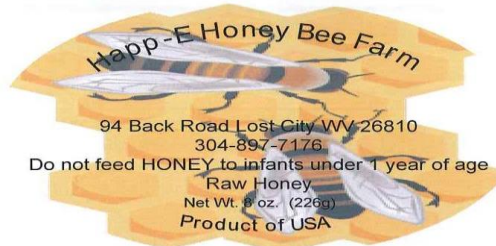
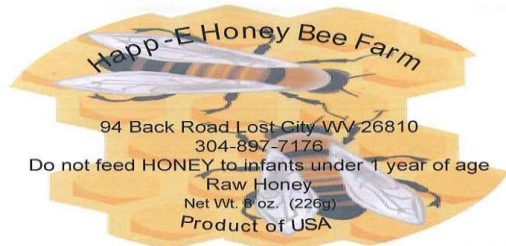
130 High Street
New Manchester, WV 26056
304-479-1911

facebook.com/4SeasonsVegieFarm

8 oz. (227 g)



Peel N Stick Labels



Required Statements

Heaton's Honey



2452 Wildcat Rd
Ireland, WV 26376

Product of the USA

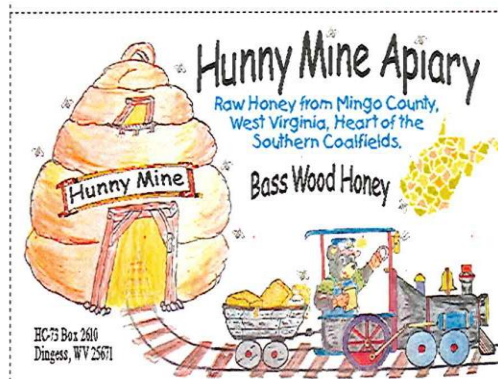
Net Wt. 22 oz (623 grams)

**DO NOT feed to infants
under 1 year old.**

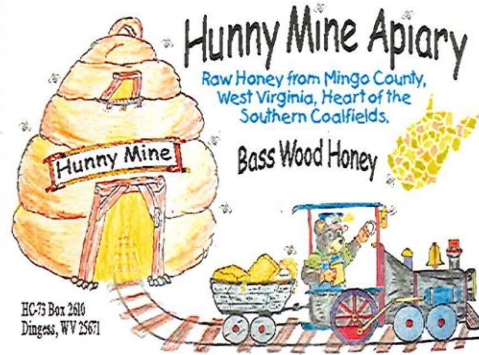
Local Labeling



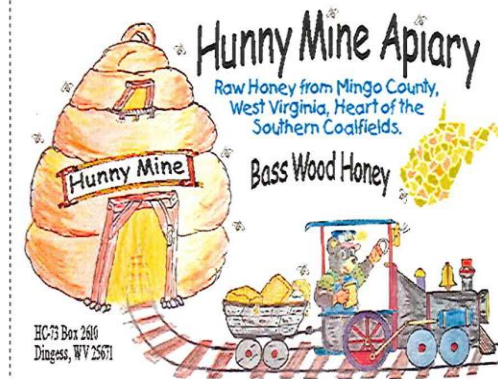
Creative Art Work for label



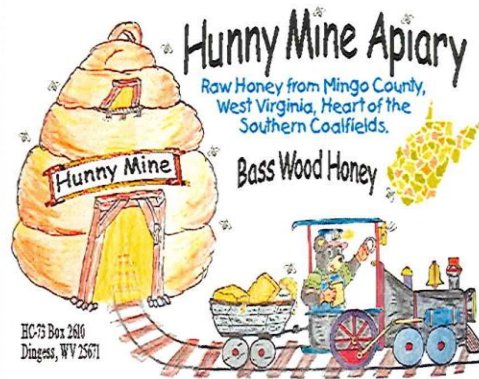
Net Weight: _____ oz. (_____ g)



Net Weight: _____ oz. (_____ g)

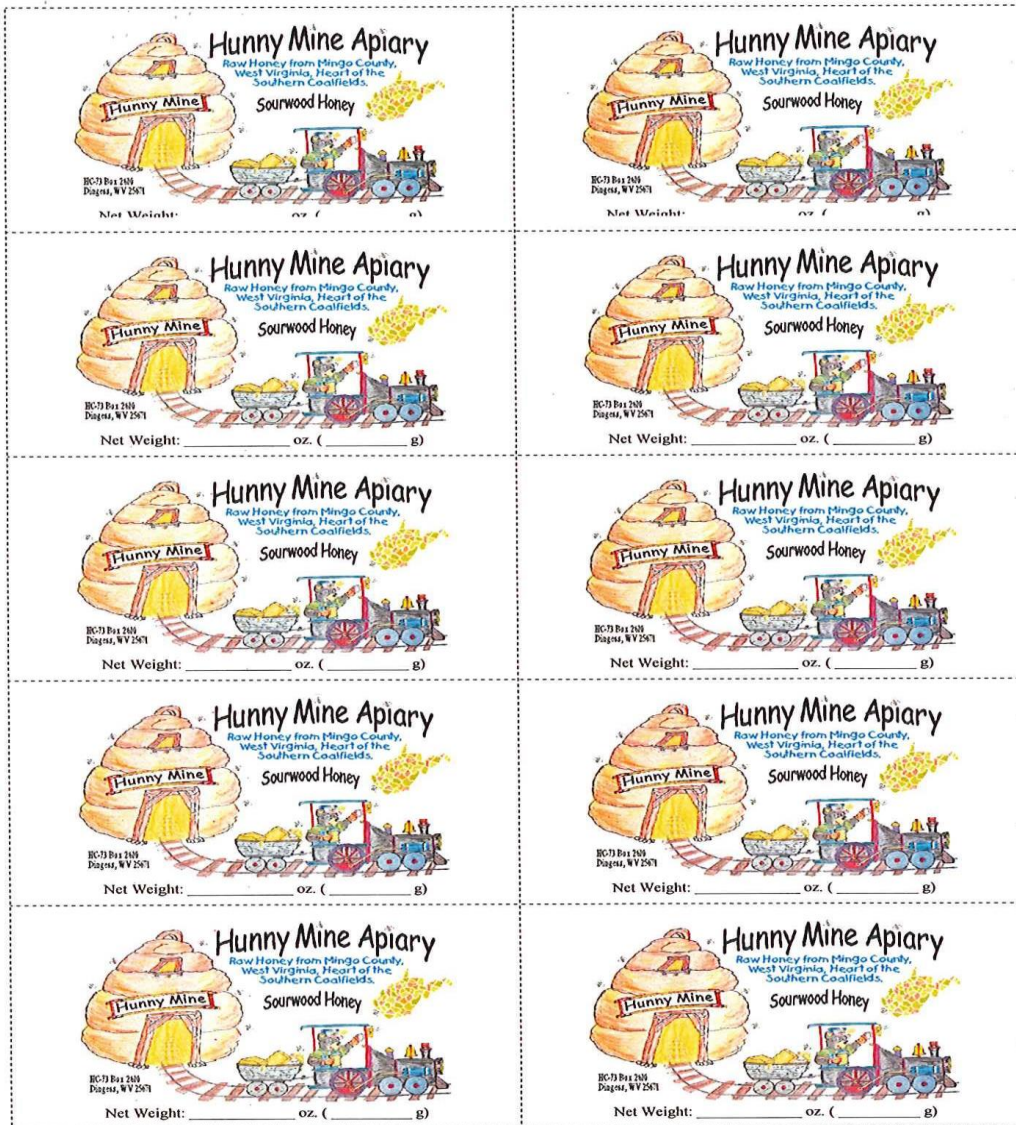


Net Weight: _____ oz. (_____ g)



Net Weight: _____ oz. (_____ g)

Utilizing Consistent Logo



Same Logo on all Packaging



Produced in USA
by Shade's Farm

Do not feed honey to
infants under 1 year

304-707-1147

2462 Sulphur Springs Rd.
Inwood, WV 25428

Net Wt. 8 oz (227 g)



Produced in USA
by Shade's Farm

Do not feed honey to
infants under 1 year

304-707-1147

2462 Sulphur Springs Rd.
Inwood, WV 25428

Net Wt. oz (g)



Produced in USA
by Shade's Farm

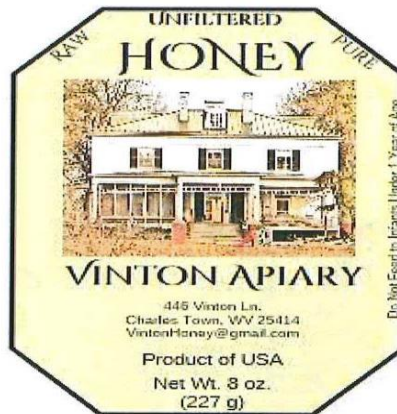
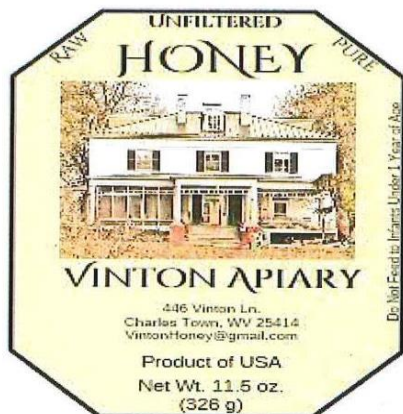
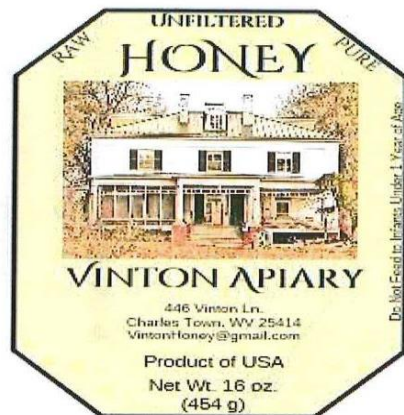
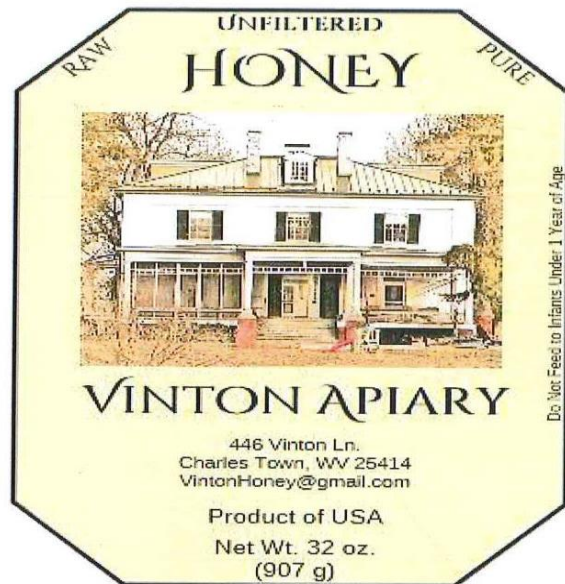
Do not feed honey to
infants under 1 year

304-707-1147

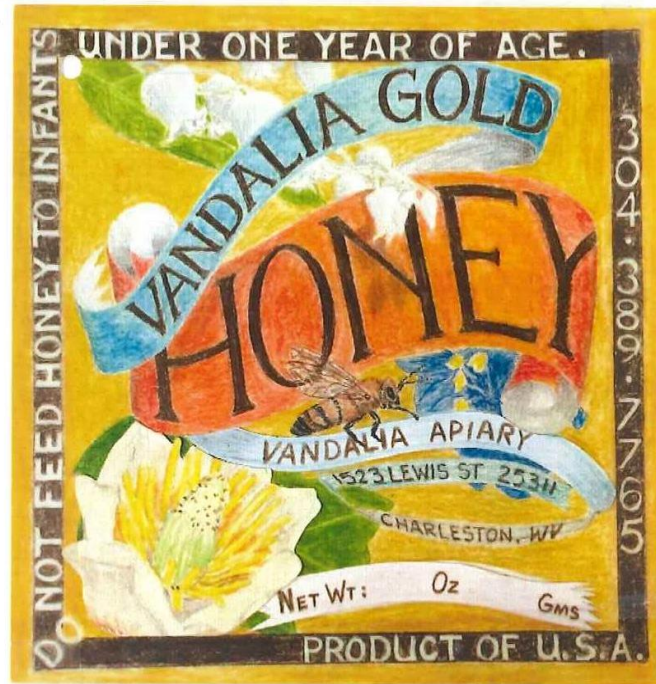
2462 Sulphur Springs Rd.
Inwood, WV 25428

Net Wt. 16 oz (454 g)

Consistent Logo



Artistic Design



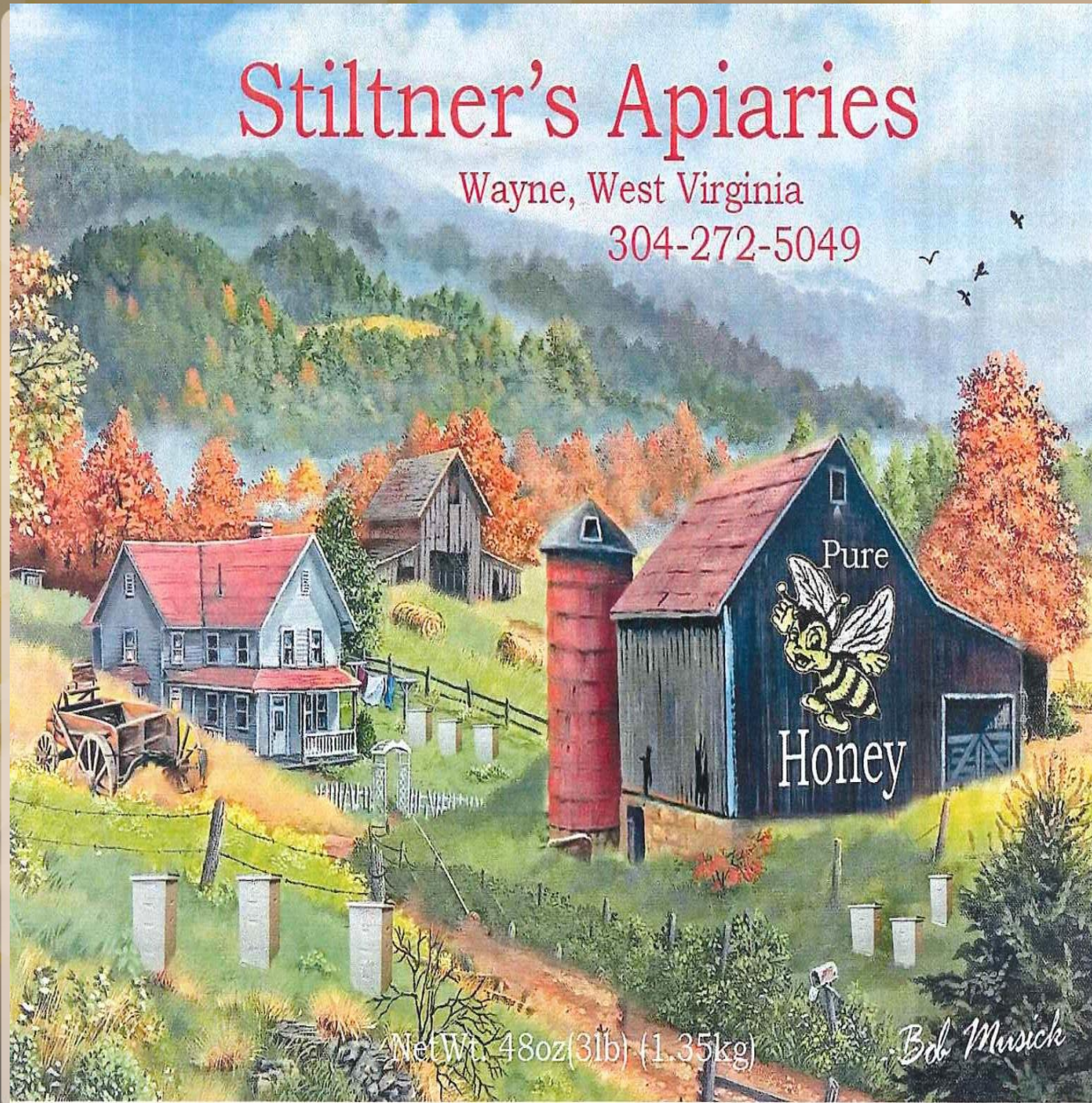
10 oz.	284Gms
16.7 oz.	652Gms
48 oz. (3Lbs.)	1361 GMS.

Artistic Background

Stiltner's Apiaries

Wayne, West Virginia

304-272-5049



Net Wt. 48oz(3lb) (1.35kg)

Bob Musick

How to Modify Art



Inserting Clip Art



Keep Beekeeping!

- Teresa A. Halloran
- Marketing Specialist-Foods
- West Virginia Department of Agriculture
- 1900 Kanawha Blvd., E
- Charleston, WV 25305
- 304-558-2210
- Fax: 304-558-2270
- thalloran@wdda.us
- www.wvagriculture.org