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## LABELLING

### Why Labelling?

The label is the way in which the processor interacts with the consumer. Modern foods are now so complex with so many unknown components that it is important that consumers are able to make informed choices. So there should be no attempt to confuse or deceive consumers. The requirements of the label are detailed in the international food code Codex Alimentarius.

To achieve this, prepackaged food shall not be described or presented on any label or in any labelling in a manner that is false, misleading or deceptive or is likely to give the consumer any cause to be confused.

It must be clear to the consumer exactly what the package contains so that any picture is confined to the contents only. Any picture that shows any other item such as cream on fruit or sauce on pasta or a serving plate or spoon must bear the caption "SERVING SUGGESTION."

The following information shall appear on the label of prepackaged foods as applicable to the food being labelled, except to the extent otherwise expressly provided in an individual Codex standard:

#### **1 The name of the food**

1.1 The name shall indicate the true nature of the food and normally be specific and not generic, for instance 'pullusami,' must be accompanied by a brief description such as: 'A delicious blend of coconut milk and taro leaves.'

The label may have any additional description relating to the treatment that the food may have undergone that is a part of the natural process for its production: for example 'smoked, dried, salted, reconstituted, crystallised, concentrated.'

1.2 In other cases, the name prescribed by national legislation shall be used.

#### **2 Statement of weight (g or oz) or volume (ml) or occasionally number (eg nutmegs)**

Where exact weights are not possible then the phrase 'Not less than 400g,' is permitted.

Where products may naturally lose weight during storage the term "400g at the time of manufacture," may be used.

#### **3 List of ingredients**

Except for single ingredient foods, a list of ingredients shall be declared on the label.

All ingredients shall be listed in descending order of ingoing weight (m/m) at the time of the manufacture of the food.

Where an ingredient is itself the product of two or more ingredients, such a compound ingredient may be declared, as such, in the list of ingredients, provided that it is immediately accompanied by a list, in

brackets, of its ingredients in descending order of proportion (m/m). Additional components must be declared so that chocolate coated peanuts for instance would have the following Ingredients list.

Ingredients: Peanuts, chocolate (sugar, cocoa powder, hydrogenated vegetable fat, (palm oil), cocoa mass, dextrose and emulsifiers (E..).

The following foods and ingredients are known to cause hypersensitivity and shall always be declared:

- Cereals containing gluten; i.e., wheat, rye, barley, oats, spelt or their hybridized strains and products of these;
- Crustacea (shellfish) and products of these;
- Eggs and egg products;
- Fish and fish products;
- Peanuts, soybeans and products of these;
- Milk and milk products (lactose included);
- Tree nuts and nut products; and
- Sulfite in concentrations of 10 mg/kg or more.

Added water shall be declared in the list of ingredients except when the water forms part of an ingredient such as brine, syrup or broth used in a compound food and declared as such in the list of ingredients. Water or other volatile ingredients evaporated in the course of manufacture need not be declared.

As an alternative to the general provisions of this section, dehydrated or condensed foods which are intended to be reconstituted by the addition of water only, the ingredients may be listed in order of proportion (m/m) in the reconstituted product provided that a statement such as “ingredients of the product when prepared in accordance with the directions on the label” is included.

#### **4 Name and Address**

The name and address of the manufacturer, packer, distributor, importer, exporter or vendor of the food shall be declared. A contact address must appear on the label within the country of sale.

#### **5 Country of Origin**

5.1 The country of origin of the food shall be declared if its omission would mislead or deceive the consumer.

5.2 When a food undergoes processing in a second country which changes its nature, the country in which the processing is performed shall be considered to be the country of origin for the purposes of labelling.

#### **6 Lot Identification**

Each container shall be embossed or otherwise permanently marked in code or in clear to identify the producing factory and the lot.

#### **7 Date Marking and Storage Instructions**

If not otherwise determined in an individual Codex standard, the following date marking shall apply:

The date shall be declared by the words:

- “Best before...” where the day is indicated;
- “Best before end. )

**Note:** When a food must be consumed before a certain date to ensure its safety and quality the “Use by Date” or “Expiration Date” shall be declared.

The date of minimum durability shall not be required for:

- fresh fruits and vegetables, including potatoes which have not been peeled, cut or similarly treated;
- wines, liqueur wines, sparkling wines, aromatized wines, fruit wines and sparkling fruit wines;
- beverages containing 10% or more by volume of alcohol;
- bakers’ or pastry-cooks’ wares which, given the nature of their content, are normally consumed within 24 hours of their manufacture;
- vinegar;
- food grade salt;
- solid sugars;
- confectionery products consisting of flavoured and/or coloured sugars;
- chewing gum.

In addition to the date of minimum durability, any special conditions for the storage of the food shall be declared on the label if the validity of the date depends thereon.

## **8 Instructions for use and storage conditions**

Appropriate storage conditions prior to opening shall be included on the label.

Instructions for use, including reconstitution, where applicable, shall be included on the label, as necessary, to ensure correct utilization of the food.

It should include recommended storage conditions after opening or a consumption period after opening.

## **9 Nutrition Panel**

The nutrition panel should include the composition of macro-nutrients including protein, total fat, saturated fat, carbohydrate, sugars and sodium. The contents should appear as a percentage (in 100g) or per recommended serving size.

The nutrition panel should include other components for which a nutrition claim is made (eg With added Vitamin C).

Unqualified comparisons are not permitted (eg Salt reduced or Contains even more fruit).

Health benefit claims must be supported by evidence of scientifically verified clinical trials.

## 10 Bar or QR Code

Most retail outlets require QR Code that can be obtained at

<https://www.google.com/search?q=qr+code+generator&oq=qr+&aqs=chrome.5.0i433j0l2j69i57j0l6.8163j0j7&sourceid=chrome&ie=UTF-8>

A Bar Code can be obtained at <https://barcode.tec-it.com/en>

### **About: Professor Richard Beyer**

Dr. Richard Beyer is a prominent food technologist in the Pacific and considered a leader in food preservation. He is the author of over 15 commissioned reports relating to income generation and food security for the Pacific region. He has completed a textbook relating to the preservation and processing of root crops, bananas, plantain and breadfruit.

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