

WHAT EVERY REHS SHOULD KNOW ABOUT FOOD LABELS: A Bare Bones Introduction to Food Labeling and the NEW 3-page Food Labeling Poster and Guide

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POINTS OF DISCUSSION

- Consumer right to know
- Regulatory agencies
- Regulations and guidance
- Chapter 24 labeling specifics
- “Parts of a Food Label” poster and guide
- Conditionally required labeling
- Hot topics in food labeling
- Regulatory actions



WHAT WE WILL NOT DISCUSS

- Dietary supplement labeling
- Specifics of the Nutrition Facts label



Nutrition Facts	
Serving Size 1/2 cup (about 82g)	
Servings Per Container 8	
Amount Per Serving	
Calories 200	Calories from Fat 130
% Daily Value*	
Total Fat 25g	50%
Saturated Fat 9g	45%
Trans Fat 0g	0%
Cholesterol 50mg	18%
Sodium 40mg	2%
Total Carbohydrate 10g	6%
Dietary Fiber 4g	4%
Sugars 1g	2%
Protein 4g	
Vitamin A 10%	Vitamin C 10%
Calcium 10%	Iron 6%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300 mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

CONSUMERS HAVE A RIGHT TO KNOW...

- Where is my food coming from?
- Who made my food?
- What's in my food?
- How nutritious is my food?
- How do I handle my food safely?
- Does my food contain something I'm allergic to?
- Are there any ingredients that my diet doesn't allow?



A LABEL IS THE PRIMARY WAY TO COMMUNICATE THIS INFORMATION TO THE CONSUMER.

FEDERAL REGULATORY AGENCIES

U.S. Food and Drug Administration (FDA)	U.S. Department of Agriculture (USDA)
<ul style="list-style-type: none">• Regulates 80% of food supply (also drugs, medical devices, cosmetics)• Regulates most types of food products (including game meats, shell eggs)• Limited use of pre-market approval for food• Post-market enforcement	<ul style="list-style-type: none">• Regulates 20% of food supply• Regulates meat (except game meats), poultry, processed egg products• More pre-market approval than post-market enforcement

REGULATIONS AND GUIDANCE

- Sanitation in Retail Food Establishment and Food and Beverage Vending Machines (Chapter 24) (2 pages)
- CFR Title 21 Food and Drugs (177 pages)
- 9 CFR, Part 319, Subpart A, Labeling, Marking Devices, and Containers (19 pages)
- FDA Food Labeling Guide (174 pages)
- Federal Food, Drug, and Cosmetic Act (Chapter IV-Food) (22 pages)
- Fair Packaging and Labeling Act (7 pages)

continued...

REGULATIONS AND GUIDANCE

- Nutrition Labeling and Education Act (guide, 16 pages)
- Food Allergen Labeling and Consumer Protection Act (7 pages)
- A Guide to Federal Food Labeling Requirements for Meat and Poultry (117 pages)
- Food Standards and Labeling Policy Book (202 pages)
- Federal Meat Inspection Act (4 pages)
- Poultry Products Inspection Act (3 pages)
- Egg Products Inspection Act (2 pages)

REGULATIONS AND GUIDANCE

NUMBER OF PAGES

2
19
177
174
22
7
7
16
7
117
202
4
2
3

+

759

That's **759** pages of food labeling regulation and guidance!



CHAPTER 24

8:24-3.2 – Sources, specifications, and original containers and records

- Meat and poultry that is packaged and not ready-to-eat shall be labeled to include safe handling instructions.
- Shellfish tags shall be kept for 90 days and maintained in chronological order
- Raw shucked shellfish labels shall have name, address, ID number of shucker-packer or repacker
 - ½ gallon or less package of raw shucked shellfish shall have “sell by” date
 - ½ gallon or more package of raw shucked shellfish shall have date shucked



CHAPTER 24

8:24-3.3 – Protection from contamination after receiving

- Working containers of food removed from original container shall be labeled with common name



CHAPTER 24

8:24-3.6 - Food identity, presentation, and on-premises labeling

- **PACKAGED FOOD SHALL COMPLY WITH ALL STATE AND FEDERAL LABELING REGULATIONS OR PRODUCT IS MISBRANDED**
- **Bulk food for consumer self-dispensing shall include original label from manufacturer or processor**
- **Bulk food shall have card/sign with common name of food and list of ingredients**
- **Bulk, unpackaged foods in customer-specified portions usually do not need to be labeled**



PARTS OF A FOOD LABEL POSTER AND GUIDE

(See Attachment 1)

LOCATED AT: <http://nj.gov/health/eoh/foodweb/>

*** PARTS OF A FOOD LABEL**
NJDHSS FOOD AND DRUG SAFETY PROGRAM Phone: (609)588-3123 Fax: (609)588-3135

REQUIRED ON ALL PACKAGED FOOD PRODUCTS

- 1. NAME OF FOOD:**
Crab Meat
- 2. NAME AND ADDRESS OF RESPONSIBLE FIRM:**
Packed for: Eastern Seafood, Inc. 112 Broad Street, Newark, NJ 07104
- 3. LIST OF INGREDIENTS:**
Ingredients: crabmeat, water, salt, citric acid, and sodium metabisulfite as a preservative
- MAJOR FOOD ALLERGENS**
- NOTE:** Crab is a type of major food allergen. It appears as the name of the food, and in the ingredient list.
- 4. WEIGHT:**
Net Wt. 6 oz. (170g)
- 5. NUTRITION FACTS PANEL**
- 6. COUNTRY OF ORIGIN**

ALL REQUIRED PARTS OF A FOOD LABEL MUST BE IN ENGLISH!

PRODUCT EXAMPLE



- 1. NAME OF FOOD**
CRAB MEAT
- 2. NAME AND ADDRESS OF RESPONSIBLE FIRM**
PACKED FOR: EASTERN SEAFOOD, INC.
112 BROAD STREET, NEWARK, NJ 07104
- 3. LIST OF INGREDIENTS**
INGREDIENTS: CRABMEAT, WATER, SALT, CITRIC ACID AND SODIUM METABISULFITE AS A PRESERVATIVE
- 4. WEIGHT**
NET WT. 6 OZ. (170g)
- 5. NUTRITION FACTS PANEL**
- 6. COUNTRY OF ORIGIN**
PRODUCT OF THAILAND / WILD CAUGHT

REQUIRED ON MOST PACKAGED FOOD PRODUCTS

- 5. NUTRITION FACTS PANEL**
- 6. COUNTRY OF ORIGIN:**
Product of Thailand

REQUIRED ON ALL PACKAGED MEAT AND POULTRY (in addition to other requirements)

- 7. SAFE HANDLING INSTRUCTIONS**

For more details about food labels, see attached Parts of a Food Label Guide. Find the poster and guide at: <http://nj.gov/health/eoh/foodweb/>

Richard Ritola
Program Manager
Food and Drug Safety
(609)588-3123

*This poster and guide are intended to present basic labeling requirements only. They do not include every requirement or every exemption for all types of food products. See referenced federal regulations for more information.

PARTS OF A FOOD LABEL GUIDE

FOOD LABELS ARE IMPORTANT!

Every part of a food label is important so that the person buying the food product knows exactly what is in the package. Honest and complete information is especially important for people with serious medical conditions, allergies, or those on a special diet. For some people, it can even be a matter of life or death.

If you, as a retail food establishment, buy and sell products that do not follow State and Federal label laws, the products are *misbranded*. A health inspector has the authority to place an *embargo* on any *misbranded* products. An *embargo* means that you cannot sell the food. You will be asked to provide invoices for the products to show where they came from. You may also be asked to correct the label. Sometimes, the food under *embargo* may be destroyed.

Food label requirements can be difficult to understand, but this guide will give you some basics on what a correct label should contain. For more details, please see the following website links:

- ▶ Meat, poultry, and egg products: http://www.fsis.usda.gov/PDF/Labeling_Requirements_Guide.pdf
- ▶ All other foods and non-alcoholic beverages: <http://www.cfsan.fda.gov/~dms/2lq-10c.html>

- 1. NAME OF FOOD – 21 CFR 101.3**
The common or descriptive name of a food must be easy to understand by the customer who buys your product. The name must appear on the part of a package that the customer is most likely to see first at your store (usually, the front or top).
Example: *Crab Meat*
- 2. NAME AND ADDRESS OF RESPONSIBLE FIRM – 21 CFR 101.5**
The name and address of the responsible firm (the manufacturer OR another firm who packs, imports, or distributes the product) must appear on the label. If you are the *manufacturer* (you make the product), your street, city, state, and zip code must appear on the label (street address is not required if your firm is in the local telephone directory).
OR
If you are NOT the manufacturer, the label must state your relationship to the product. For example, it can say *Packed for, Manufactured for, Imported by, or Distributed by (your business)* and your street, city, state, and zip code (again, street address is not required if your firm is in the local telephone directory).
Example: *Packed for: Eastern Seafood, Inc., 112 Broad Street, Newark, NJ 07104*
- 3. LIST OF INGREDIENTS - 21 CFR 101.4, Food Allergen Labeling and Consumer Protection Act, 2004**
All ingredients in a food product must be listed in order by weight in plain English. The ingredient that weighs the most is listed first, and the ingredient that weighs the least is listed last.
Example: *Ingredients: crabmeat, water, salt, citric acid, and sodium metabisulfite as a preservative*

THE 8 MAJOR FOOD ALLERGENS

MILK	WHEAT	TREE NUTS	FISH
SOYBEANS	EGGS	PEANUTS	SHELLFISH

If a food product contains a major food allergen, the allergen must be on the label. For tree nuts, labels must state the type (examples: almonds, pecans, walnuts). For fish and shellfish, labels must state the species (examples: crab, flounder, shrimp). List food allergens in ONE of three ways:
1) list name of allergen in ingredient list (example: crabmeat)
2) list name of allergen next to ingredient that does not disclose what is in it (example: flour (wheat))
3) list all major food allergens after the word "contains": (example: Contains: egg, soy, wheat)

- 4. WEIGHT – 21 CFR 101.105**
The total weight, or *net quantity*, of a food product must appear in the bottom 30% of the *principal display panel* (the front or top of the package). For most food products, the weight must be in both ounces, pounds, or fluid ounces AND in grams, kilograms, milliliters, or liters. (Grams, kilograms, milliliters, or liters are not required for meat and poultry products).
Example: *Net Wt. 6 oz. (170g)*
- 5. NUTRITION FACTS PANEL – 21 CFR 101.9**
The Nutrition Facts panel is required on most food labels, but not all. Products that are exempt are not required to have a Nutrition Facts panel. For example, food served in a restaurant is exempt. Food manufactured by a small business can be exempt, but a small business must apply yearly to the FDA for this exemption. For more information on Nutrition Facts panel requirements, go to <http://www.cfsan.fda.gov/~dms/2lq-7a.html>. To apply for a small business exemption, see <http://www.cfsan.fda.gov/~dms/2lq-7a.html>.

NOTE: If the food product is exempt, but the package or advertising material makes a nutrition claim (examples: low fat, cholesterol free), then a Nutrition Facts panel will still be required! To learn more about general exempt food products, go to <http://www.cfsan.fda.gov/~dms/2lq-7a.html>. For meat and poultry exemptions, go to http://www.fsis.usda.gov/PDF/Labeling_Requirements_Guide.pdf.

- 6. COUNTRY OF ORIGIN – 19 CFR Part 134**
All products (or their containers, for bulk items) that come from outside the U.S. must have the statement "Product of (English name of country where product is made)" on the label at the time of import, per U.S. Customs. USDA requires country of origin for meat and poultry products, and will require it for fish and shellfish on Sept. 30, 2008. For exceptions and more info, see: http://www.access.gpo.gov/nara/cfr/waisidx_04/19cfr134_04.html.
Example: *Product of Thailand*
- 7. SAFE HANDLING INSTRUCTIONS – 21 CFR 101.17, 9 CFR 317.2**
Raw and partially cooked meat and poultry labels must have safe handling instructions that help people understand how to handle and cook the product safely.

Safe Handling Instructions

This product has been prepared under supervision of Consumer Protection and Food Safety. Please do not eat this product until it is cooked thoroughly. For more information, please refer to the safe handling instructions on the label.

Always use clean hands and wash hands thoroughly with soap and water before and after handling raw meat, poultry, and seafood. Do not use the same cutting board for raw meat, poultry, and seafood as you use for ready-to-eat foods.

Do not use the same cutting board for raw meat, poultry, and seafood as you use for ready-to-eat foods.

Do not use the same cutting board for raw meat, poultry, and seafood as you use for ready-to-eat foods.

And finally, ALL FOOD PRODUCT LABELS MUST BE IN ENGLISH! – 21 CFR 101.15

It is OK to have information in another language, but all the required parts of a food label must be in English and in the other language. No English on a label is a cause for embargo.

If you need labeling assistance on a regular basis, you may want to hire a labeling consultant. A consultant may be found through internet searches, trade associations, or land grant colleges, or in industry publications. For questions, call the NJDHSS Food and Drug Safety Program at (609)588-3123.

TARGET AUDIENCES

- **REHS**

- 1) to help you explain labeling requirements to retail establishments in a visual way

- 2) to gain or brush up on knowledge about food labeling

- **Retail establishments (especially “mom and pop” stores, ethnic stores)**

- 1) to clarify labeling requirements

- 2) to act as a guide to help them purchase properly labeled food products

ORGANIZATION OF POSTER

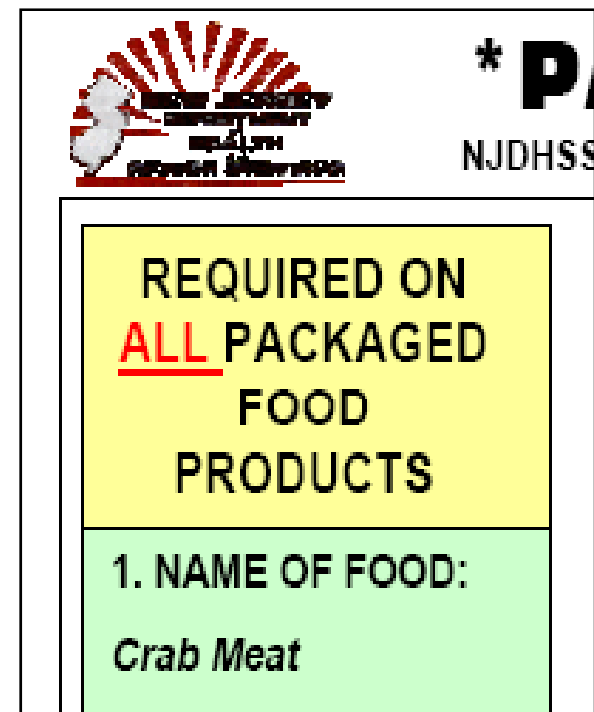
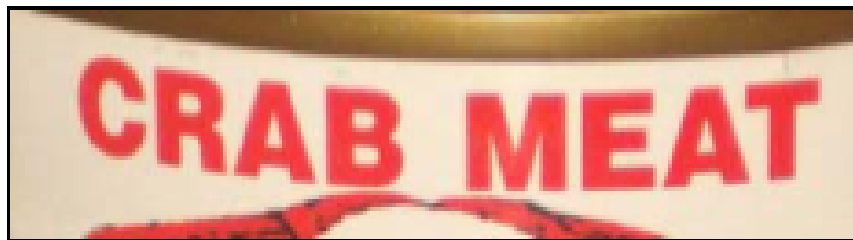
- Incorporates basic State and Federal labeling requirements
- Broken into 3 sections
 - Required on **ALL** packaged food products
 - Required on **MOST** packaged food products
 - Required on **ALL** packaged **MEAT AND POULTRY**
- Numbers correspond with numbers in attached guide that give more detail about requirements

REQUIRED ON ALL

1. NAME OF FOOD – 21 CFR 101.3

- Must be easy to understand (common English, readable type, no graphic interruption)
- Must be on principal display panel or hang tag
- Species of fish/shellfish must be listed (“dried fish” is NOT correct, “dried herring” is correct)

1. NAME OF FOOD



NAME OF FOOD

- Misbranded jar of “Hot Ajvar”
- This term is not easily understood by most people
- Should include descriptive term “hot pepper and eggplant spread”

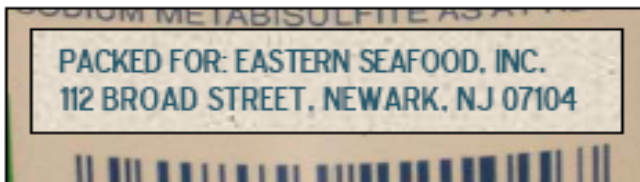


REQUIRED ON ALL

2. NAME AND ADDRESS OF RESPONSIBLE FIRM – 21 CFR 101.5

- Whomever is ultimately responsible for the product must have name/address on label
- Street address, city, state, zip required if not easy to locate in a telephone directory
- If not manufacturer, must state relationship to product (ex: “distributed by” or “manufactured for”)

2. NAME AND ADDRESS
OF RESPONSIBLE FIRM



2. NAME AND
ADDRESS OF
RESPONSIBLE FIRM:

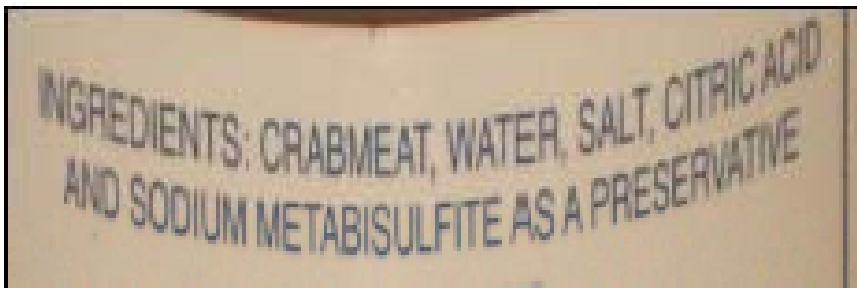
*Packed for:
Eastern Seafood, Inc.
112 Broad Street,
Newark, NJ 07104*

REQUIRED ON ALL

3. LIST OF INGREDIENTS – 21 CFR 101.4, FALCPA

- Listed in order of weight
- Declare by common or usual name
- Allergen declaration

3. LIST OF INGREDIENTS



INGREDIENTS: CRABMEAT, WATER, SALT, CITRIC ACID
AND SODIUM METABISULFITE AS A PRESERVATIVE

3. LIST OF INGREDIENTS:

*Ingredients:
crabmeat, water, salt,
citric acid, and
sodium metabisulfite
as a preservative*

RECENT RECALLS DUE TO LABELING ISSUES

Between September 1 and October 15, 2008, the FDA reported 17 food recalls. 12 (71%) were due to undeclared allergens.

REASON	# OF RECALLS
UNDECLARED ALLERGEN(S)	12
UNDECLARED SULFITES	4
WRONG LABEL	1
TOTAL	17

RECALLED PRODUCTS

Bagels, bread, candy, canned peaches, chocolate, dressings, fish, ginger, mustard, oatmeal, pet food, pumpkin seeds, sauces, tortilla chips

THE 8 MAJOR FOOD ALLERGENS

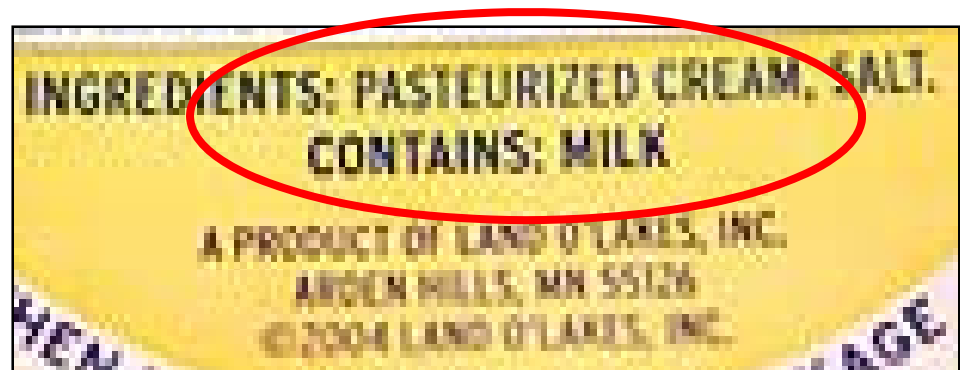
- Eggs, fish, milk, peanuts, crustacean shellfish, soy, tree nuts, wheat
- Products that contain an allergen **MUST** declare it
- Type of nut or species of seafood/shellfish must be declared
- Allergens in colors, flavors, spices must be listed
- Exemption for highly refined oils (i.e., peanut and soybean oil)

NOTE: Allergy warnings such as “May contain...” or “Manufactured in a facility...” are VOLUNTARY and not regulated by FDA.

ALLERGEN LABELING

Allergens may appear on a label in 1 of 3 ways:

1. List in name or in ingredient list - ex: **crab**meat
2. List in ingredient list next to ingredient that does not disclose what it is – ex: **flour (wheat), casein (milk)**
3. List after the word “contains”- ex: **Contains: egg, soy, wheat**



ALLERGEN LABELING

(See Attachment 2)

INGREDIENTS: Sugar, enriched bleached flour (**wheat flour**, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), chocolate chips (sugar, chocolate liquor, cocoa butter, **soy lecithin**, vanilla), partially hydrogenated soybean and cottonseed oils, natural cocoa, cocoa (processed with alkali), **wheat starch**, salt, natural and artificial flavors (**contains milk derivatives**), sodium bicarbonate.

ALLERGY INFORMATION: This product contains wheat, soy and milk. It is made on equipment that also makes products containing eggs and tree nuts.

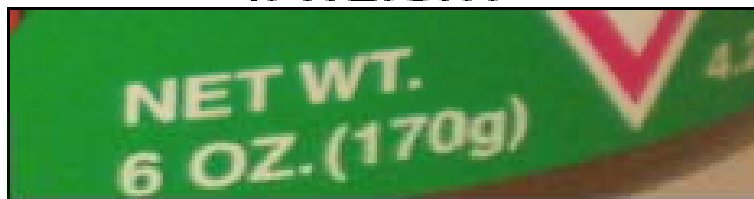
REQUIRED ON ALL

4. WEIGHT – 21 CFR 101.105

- Must appear on bottom 30% of principal display panel as “net content” or “net weight”
- Appear in both ounces, pounds, or fluid ounces AND in grams, kilograms, milliliters, or liters (metric)

EXCEPTION: Metric *not* required on meat and poultry products

4. WEIGHT



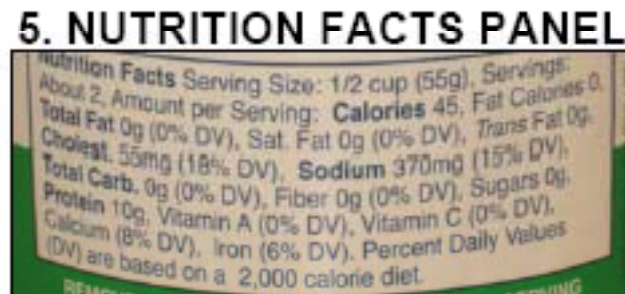
4. WEIGHT:

Net Wt. 6 oz.
(170 g)

REQUIRED ON MOST

5. NUTRITION FACTS PANEL – 21 CFR 101.9

- Required on most food labels
- Made to order, restaurant, and buffet foods are exempt
- Food with no significant amount of nutrients is exempt (i.e. coffee, tea, spices)
- **EXEMPTION:** If annual sales of a product total less than \$50,000, or if retailer has less than \$500,000 annual sales
- HOWEVER, if package makes a nutrition claim, exemption is void!



REQUIRED ON MOST

6. COUNTRY OF ORIGIN – 19 CFR Part 1304, 9 CFR Parts 317, 381

- Per U.S. Customs and Border Protection (CBP), imported articles shall be marked with country of origin (on box for bulk products)

6. COUNTRY OF ORIGIN:

Product of Thailand

- Per USDA, muscle cuts and ground beef, lamb, chicken, goat, pork; wild and farm-raised fish and shellfish; perishable agricultural commodities (fresh and frozen fruits/veggies); macadamia nuts, pecans, ginseng, peanuts require country of origin

6. COUNTRY OF ORIGIN

PRODUCT OF THAILAND / WILD CAUGHT

REQUIRED ON MOST

EXEMPT from COOL (per CBP):

- Livestock
- Natural products (vegetables, fruits, nuts, berries, fish, birds in their natural state)
- Maple sugar

EXEMPT from COOL (per USDA):

*GOOD RULE
OF THUMB!



- Processed food (cooked, smoked, cured)
- Mixtures (combined with other food components)
- Food served in food service facilities (restaurants, bars, etc.)

COOL VS. NOT COOL

(Attachment 3)

COOL (Must indicate country of origin.)	NOT COOL (Exempt from country of origin labeling.)
Meat sold in supermarkets.	Meat sold in butcher shops. Labeling is only required in stores that purchase a certain minimum amount (\$230,000) of fresh or frozen produce a year. Butchers do not purchase any produce, so meat sold by them is exempt.
Fish sold in supermarkets.	Fish sold in fish markets. Labeling is only required in stores that purchase a certain minimum amount (\$230,000) of fresh or frozen produce a year. Fish markets do not purchase any produce, so fish sold there is exempt.
Raw peanuts	Roasted peanuts, peanut butter (processed food is exempt).*
Pork chops	Ham and Bacon (processed food is exempt).*
Sliced cantaloupe	Fruit Salad (mixtures are exempt).*
Raw almonds	Trail Mix (mixtures are exempt).*
Frozen carrots	Frozen peas and carrots (mixtures are exempt).*
Raw shrimp	Cooked shrimp (cooking is considered processing, which is exempt).*
Fresh salmon	Smoked salmon (smoking is considered processing, which is exempt).*
Frozen peas	Canned peas (processed food is exempt).*
Bagged lettuce	Bagged Mixed Salad Greens (mixtures are exempt).*
Lettuce in produce section	Lettuce in salad bars (restaurants are exempt, including supermarket salad bars).

*Except if packaged or canned abroad, in which case COOL *is* required, under older laws.

REQUIRED ON ALL PACKAGED MEAT AND POULTRY

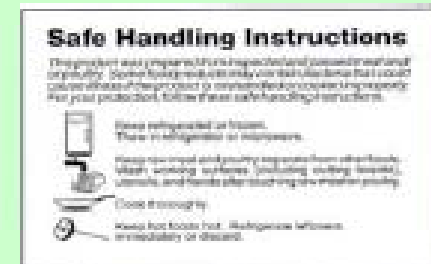
7. SAFE HANDLING INSTRUCTIONS – 21 CFR 101.17, 9 CFR 317.2

(NOTE: also Chapter 24 requirement)

- Applies to all raw and partially cooked meat and poultry
- Instructions must be word for word

REQUIRED ON
ALL PACKAGED
MEAT AND
POULTRY (in
addition to other
requirements)

7. SAFE HANDLING INSTRUCTIONS



INSPECTION LEGEND FOR MEAT AND POULTRY

INSPECTION LEGEND – 9 CFR Sec. 312, 9 CFR Sec. 381.96

- **Appears on shipping containers or packages of meat and poultry slaughtered and processed at USDA-inspected plant**
- **Small retailers are exempt from inspection legend on package**



POULTRY



MEAT

DATES

- **Grade A dairy products (ex: milk, yogurt, cream, cottage cheese) require a “not to be sold after” or a “sell by” date**

AT A GLANCE....

Dates are required for:

- Grade A dairy products
- Infant formula
- Baby food
- Wholesale poultry
- Raw shellfish

- **Infant formula and FDA-regulated baby food require a “use by” date**

- **Wholesale poultry products require “date of pack” (or “use by” or “sell by” date)**

- **Raw shellfish require “sell by” date or “date shucked”**

- **“Best if used by” dates are used by the manufacturer for quality purposes – NOT ENFORCEABLE**

CONDITIONALLY REQUIRED LABELS

CONDITIONALLY REQUIRED LABELS – 21 CFR 101.17(h), 21 CFR 101.17(g)

- **Required on labels of all shell eggs:**

SAFE HANDLING INSTRUCTIONS: To prevent illness from bacteria: keep eggs refrigerated, cook eggs until yolks are firm, and cook food containing eggs thoroughly.

- **Required on labels of unpasteurized juice:**

WARNING: This product has not been pasteurized and therefore, may contain harmful bacteria that can cause serious illness in children, the elderly, and persons with weakened immune systems.

CONDITIONALLY REQUIRED LABELS

INFANT FORMULA

MUST HAVE:

- “Use by” date
- Directions for preparation and use
- Statement on adding water or not adding water
- Warning statement regarding improper preparation
- Nutrient declarations (looks different from Nutrition Facts panel)



HOT TOPICS IN FOOD LABELING

- **Claims**
- **Bilingual labeling**
- **“Farm raised” or “wild caught” fish/shellfish**
- **Organic certification**
- **Genetic engineering**
- **Irradiation**
- **Cloning**

HOT TOPICS IN FOOD LABELING

- Some labels say “low fat” or “gluten-free” or “fresh.” Are these claims regulated?

Yes! A manufacturer cannot place any claims on a food label without prior approval from FDA or USDA. The manufacturer must provide proof that the claim is true.

***Remember that any food with a nutrition claim MUST have a nutrition label, even the food is otherwise exempt from nutrition labeling.**



HOT TOPICS IN FOOD LABELING

- Can a food label be in Spanish/Hindi/Chinese *only*?

No. All the required elements must be in both English and the other language. A bilingual nutrition facts panel is permitted.



Label in Spanish only



Label in Hindi only

MISBRANDED

HOT TOPICS IN FOOD LABELING

CORRECT



HOT TOPICS IN FOOD LABELING

- Why do I see “farm raised” or “wild caught” on packaged fish labels?

Under Country of Origin (COOL) laws, USDA requires imported fish to be labeled as “farm-raised” or “wild caught.”



HOT TOPICS IN FOOD LABELING

- What makes a food “organic?”

It is grown or produced without the use of chemicals, growth hormones, antibiotics, or pesticides. Must be certified by USDA organic program.



- Is the statement “genetically engineered/modified” required?

No. Mandatory labeling of genetically engineered/modified foods has been proposed, but not enacted.

HOT TOPICS IN FOOD LABELING

- What about irradiated food?

Foods that have been irradiated must have a label that says "treated with radiation" or "treated by irradiation." The irradiation symbol must be included.



“RADURA”
IRRADIATION SYMBOL

HOT TOPICS IN FOOD LABELING

- Is this food made from a cloned animal?

Food labels do not have to state that food is from animal clones or their offspring. FDA has found no reason to require labels to distinguish between products from clones and products from conventionally produced animals.



PRO-STAT PROFILE AMINO ACID COMPOSITION

ESSENTIAL AMINO ACIDS	MG/30 PROTEIN	% IOM (ATTERN) ¹
Histidine	18	100%
Isoleucine	25	100%
Leucine	55	100%
Lysine	51	100%
Methionine & Cysteine	25	100%
Phenylalanine & Tyrosine	47	100%
Threonine	27	100%
Tryptophan	7	100%
Valine	32	100%
CONDITIONALLY ESSENTIAL AMINO ACIDS		
Arginine	66	NA
Glutamic Acid	111	NA
NON-ESSENTIAL AMINO ACIDS		
Alanine	93	NA
Aspartic Acid	66	NA
Glycine	289	NA
Proline	149	NA
Serine	32	NA
MODIFIED AMINO ACIDS		
Hydroxylysine	9	NA
Hydroxyproline	140	NA

Pro-Stat® Profile is a complete protein supplement providing the Institute of Medicine (IOM) recommended Essential Amino Acids profile¹, and is an excellent source of high nitrogen, Conditionally-Essential and Non-Essential Amino Acids.

¹Food and Nutrition Board 2005, Institute of Medicine
²Contact company for additional information.

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Pro-Stat® Profile™

*Pro-Stat® is clinically proven to aid in improving pressure ulcer healing**

Profile™



Complete Protein Supplement

- Concentrated Liquid Protein with Enhanced Calories
- For Patients With Increased Protein Needs and Inadequate Essential Amino Acids Intake
- Provides all Essential Amino Acids and High Nitrogen, Conditionally-Essential and Non-Essential Amino Acids
- 10 g of Hydrolyzed Protein and 101 Calories per 30 ml Serving
- U.S. Patent No. 7,318,934: Method for Treating Wounds to Promote Healing; additional U.S. patents pending.

Wild Cherry Punch
 (887 ml) 30 oz.

NUTRITION FACTS

Serving Size: 30 ml (2 tablespoons)
 Servings per Container: 30

Amount Per Serving	% Daily Value ²	
Calories	101	
Calories from Fat	0	
Total Carbohydrate	15.2 g	5%
Total Sugar	7.5 g	
Protein	10 g	20%
Sodium	14.5 mg	<1%
Potassium	16 mg	<1%
Phosphorus	5.9 mg	<1%

²Percent Daily Values are based on a 2,000-calorie diet.

Contains: Filtered Water, Hydrolyzed Kosher Beef Collagen Protein, Fructose, Maltodextrin, L-Tryptophan, L-Lysine, L-Leucine, L-Phenylalanine, L-Valine, L-Threonine, L-Methionine, L-Isoleucine, L-Histidine, L-Cysteine, L-Tyrosine, Flavor, Citric Acid, Sucralose, Potassium Sorbate and Sodium Benzoate.

Lactose and Gluten Free.

Suggested Indications: Nutritionally at Risk, Pressure Ulcers, Protein Energy Malnutrition, Recent Weight Loss, Hypoalbuminemia, Poor Appetite, Immune Dysfunction, Dialysis, Fluid Restricted. Use only or with tube feeding.

Pro-Stat® Profile is a naturally viscous liquid. **Do Not Refrigerate.** Serve at room temperature. Refrigeration causes gelling. Excessive heat could cause product to expand. Discard three (3) months after opening.

Record date opened on bottom of container.

Pro-Stat® is a medical food. Consult your health care professional on use of this product.

Manufactured under U.S. Patents Nos. 4,053,589, 4,042,688, 4,025,650, U.S. Patent No. 7,318,934 (Method for Treating Wounds to Promote Healing), and additional U.S. patents pending.

Item # 10101P NDC:26974-0410-12 HCPCS Code B4155

Do Not Use If Seal Is Broken.

HOT TOPICS IN FOOD LABELING

- **How is medical food regulated?**

Medical foods must be:

- 1. for oral or tube feeding**
 - 2. labeled for the dietary management of a specific medical condition**
 - 3. intended to be used under medical supervision**
- **Medical foods are *not* pre-approved by FDA**
 - **They are *exempted* from labeling requirements for health claims and nutrient content claims**

LABELING SURVEILLANCE

How do I apply what I just heard?

HIGH PRIORITY ISSUES	LOW PRIORITY ISSUES
Truthfulness	Country of origin
Traceability	"Farm-raised" and "wild caught"
Ingredients and allergens	Net weight
Compliant	Farmer's markets
English	"Use by" dates
Common terminology	
Infant formula	

LABELING SURVEILLANCE

- Imports
- Small Specialty Retailers/wholesalers
- Farmers Markets



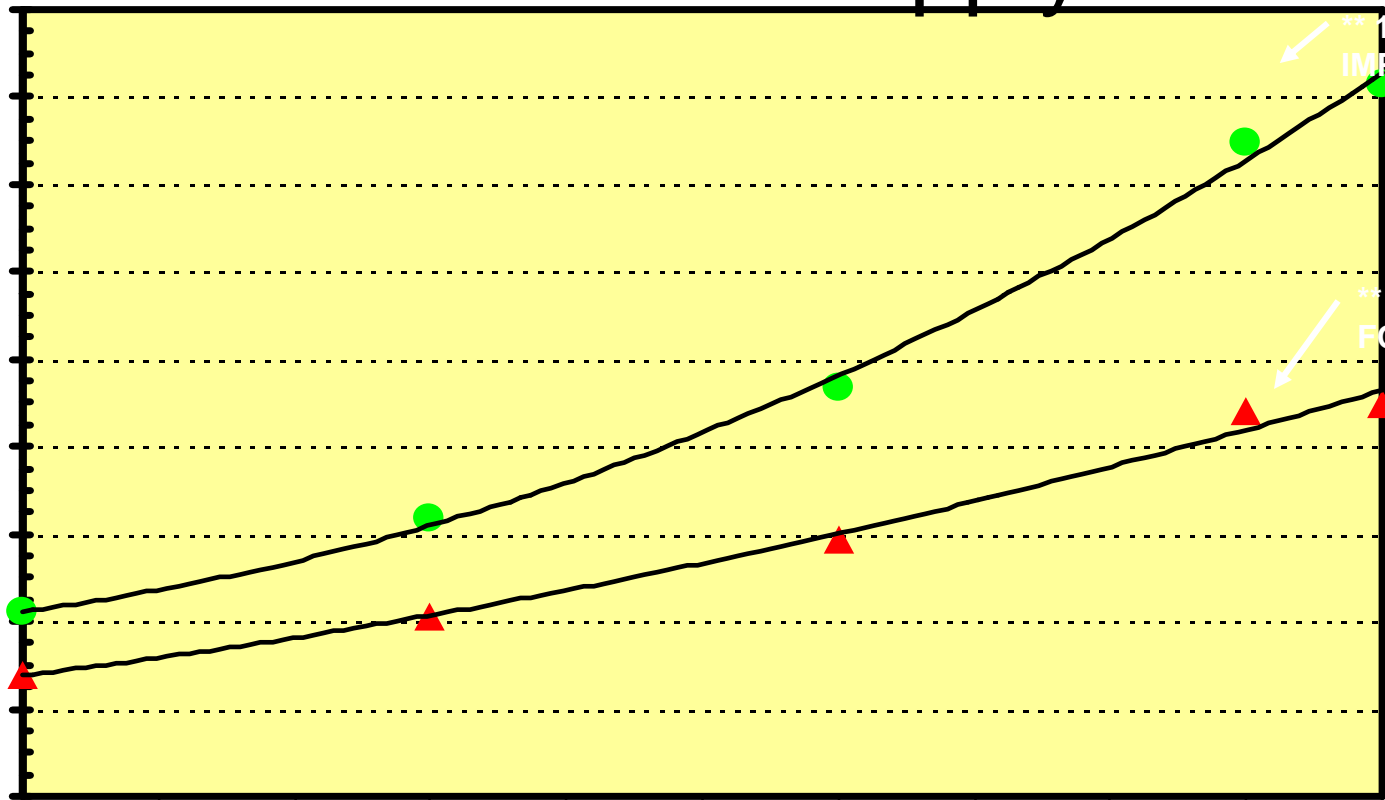
IMPORTS

- **Increasing trend of imported food products**



CHANGES AND CHALLENGES

Global Food Supply



● IMPORT LINES (000)
— Poly. (IMPORT LINES (000))

▲ FOOD LINES (000)
— Poly. (FOOD LINES (000))

IMPORTS

- Baby Formula
- Specialty bodegas catering to ethnic populations
 - Know bulk labeling requirements found in Chapter 24



SMALL SPECIALTY RETAILERS AND WHOLESALERS

- Definitions
- Examples
- Education
 - Most critical parts of the label



FARMERS MARKETS

- **Rise in Popularity**
 - Support locally grown and processed
 - Freshness /wholesome
 - Promotions
- **Education**
 - Educator vs. Regulator
 - Bring labels



TAKING ACTION

So what if I find products that are not properly labeled, that is, *misbranded*?

- 1. Exercise good judgment**
- 2. Embargo**
- 3. Obtain name/address of suppliers**
- 4. Give supplier info to Virginia**
- 5. Offer relabeling option, if feasible**
- 6. If not feasible, pursue voluntary destruction**
- 7. Use food label poster/guide as educational tool**

REMEMBER: If product is misbranded, it is a violation of 8:24-3.6.

FOR MORE INFORMATION

- “Parts of a Food Label” poster and guide:
<http://nj.gov/health/eoh/foodweb/>
- FDA’s Food Labeling and Nutrition website:
<http://www.cfsan.fda.gov/label.html>
- Guidance for Industry, A Food Labeling Guide:
<http://www.cfsan.fda.gov/~dms/2lg-toc.html>
- USDA Food Safety and Inspection Service:
<http://www.fsis.usda.gov/>

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