

Overview of food Labelling



Indonesian Center for Agricultural Center
(ICAT) Lembang

Food labels are information media that contain information regarding the processed food and it should be provide correct and clear information to the public.



Food labels are also a means of communication between producers and consumers about a food product. Food labels can also influence people's decisions before buying and/or consume food. Therefore, food labels that traded needs to be regulated to contain correct information and not misleading.



Label” means any tag, brand, mark, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to, a container of food.



“Labelling” includes any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal (FAO/WHO, 2007).



One of the main aims of a labelling policy is to prevent food sellers from deliberately misleading consumers through false representations on a package.

For example, a fruit juice product which has water and sugar in addition to pure juice in the product. The graphic image and name of the product on the label could lead the consumer to believe the product is 100% pure fruit juice when it is not.



Promoting Consumer Understanding and Use of Labels



Labels should be designed to be as simple as possible while not omitting important information.

The following are general guiding principles for effective labelling to keep in mind (Joint FAO/WHO Food Standards Programme, 2010).

- a. A standard format to convey the same information is preferable to avoid confusion.
- b. Labels on packaged foods should not be separated from the container.
- c. Statements on the label must be clear, prominent, indelible and readily legible by the consumer.



- d. If a wrapper covers the container, the wrapper must carry the necessary information or the label must be easily read through the outer wrapper.
- e. The name and net contents of the food must appear in a prominent position and in the same field of vision.
- f. The language must be acceptable to the intended consumer.
- g. The same labels can have the same information in different languages.



- h. If the language on the original label is not acceptable, a supplementary label containing the mandatory information in the required language may be used instead of re-labelling.
- i. Authorities should establish the font type, style, and minimum font size as well as the use of upper and lower case letters to ensure legibility.
- j. A significant contrast should be maintained between the text and background so that the nutrition information is clearly legible.



Processed food label guidelines 2020 from Indonesian National Food and Drug Agency

Labels must be attached to:

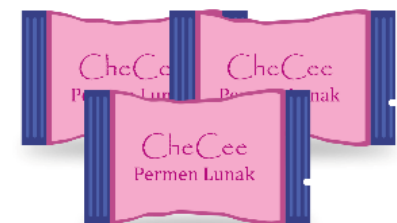
1. Processed food produced or food imported for domestic trade in *retail packaging* and food that is further processed;
2. Food additives; and
3. Auxiliary materials.



Retail packaging is the final packaging of food that cannot be opened to be repackaged into smaller packages ready to be traded. This retail packaging is the packaging accepted by the consumer and includes all label information. The inclusion of information on the label must not be easily separated from the packaging, not easily fade or erased, and not easily damaged.



Retail Packaging





Information that at least exists on the label Processed food labels contains at least the following information:

1. Product name, including type name and trade name (if any);
2. List of materials used;
3. Net weight or net content;
4. Name and address of the party producing or importing;
5. Halal for those who are required;
6. Production date and code;
7. Expiry date;
8. Distribution permit number;
9. The origin of certain foodstuffs.

General requirements: The labels must be written and printed in Bahasa

Processed food labels are also required to include other information, namely:

1. Information on Nutritional Value;
2. 2D Barcodes;
3. Additional information is required by the laws and regulations.

BPOM RI



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Trade name

Product name / product type

Halal

How to save

manufacturer's name and address

distribution license number

Expired dated

Content / net weight

2D barcode

Ingredients list

Allergen information

Nutritional value information

How to prepare

Production code

Chaki
Naget Ayam



Saran penyajian

Simpan di suhu beku -18°C

Diproduksi oleh:
PT. Bintang Lima
Jakarta 15610
Indonesia

BPOM RI MD 123456789013

Baik Digunakan
Sebelum : 010820 Berat Bersih 500 g

Daftar bahan:
Daging ayam (37%), air, tepung roti (**gluten**), isolat protein kedelai (**kedelai**), susu bubuk, minyak nabati, gula, garam, lada, penstabil fosfat
Mengandung alergen, lihat daftar bahan yang dicetak tebal

INFORMASI NILAI GIZI

Jumlah per sajian		
Energi Total 30 kkal		
* Energi dari lemak 18 kkal		
* Energi dari gula 1 kkal		
		%RDI
Lemak Total	4.3 g	8.6%
Lemak Jenuh	0.2 g	0.4%
Kolesterol	28 mg	5.6%
Protein	7.0 g	14.0%
Karbohidrat Total	4.0 g	8.0%
Gula	0.1 g	0.2%
Serat Pangan	1.0 g	2.0%
Bahan	1.0 g	2.0%
Udapan A	0.5%	
Udapan C	0.5%	
Kalsium	20.0%	
Zat Besi	1.0%	

Cara penyiapan:

1. Siapkan wajan dan panaskan minyak sampai 170oC
2. Keluarkan produk beku dan langsung goreng hingga matang
3. Siap dihidangkan

Kode Produksi: ACG07




Simpan di suhu beku -18°C

INFORMASI NILAI GIZI table with columns for nutrient and %RDI

- Cara penyiapan: 1. Siapkan wajan dan panaskan minyak sampai 170oC, 2. Keluarkan produk beku dan langsung goreng hingga matang, 3. Siap dihidangkan



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