

MODULE

FOOD LABELLING



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I. Overview of Food Labelling

When foods are packaged in bags, boxes, bottles, cans and wrappers, the consumer cannot detect the quality and quantity of the food through their senses of sight, smell, taste and touch. This means that the producer has information about the product that is not known to the consumer. Economists call this difference between sellers and buyers “information asymmetry”. Information asymmetry must be corrected to ensure that the market functions well because consumers need information about what the product is before they decide whether to purchase the product. By knowing the product identity, quantity and qualities, consumers decide if the price is satisfactory according to their needs and desires.

Marking food to inform consumers has existed since ancient times, mainly to indicate the identity, purity, quantity and freshness of the product. Labelling laws for food and drink can be traced back to the Middle Ages in Europe. In the early 20th century, governments in North America and Asia enacted laws to prevent adulteration and misbranding of foods in order to protect consumers from unscrupulous marketing of food products. Laws help to protect honest food sellers from unfair competition by sellers who mislead consumers to gain a competitive advantage in the market.

With the industrialization of agriculture and urbanization, producers sell packaged goods in large quantities to consumers in distant places. Personal contact between the food producer and buyer is becoming rare. With global trade, the distance between producers and sellers and risk of miscommunication are increased greatly. In the 21st century markets there are many foods that are unfamiliar to a large number of shoppers. These factors lead to a greater need to build trust in the integrity of the food products. Consumer confidence in the packaged product often begins with the information on the label. The need to inform consumers about the true quantity and quality of the product and to prevent deceptive sales practices exists in all regions of the world.

Preventing misleading information is a fundamental principle of labelling policies. Providing detailed information on the exact nature and characteristics of the foods sold enables authorities to take action if products are misbranded.

1.1 Definition

A food label is the information found on the food product seen by the consumer, the ordinary person. According to the Codex General Standard for the Labelling of Prepackaged Foods (CODEX STAN 1-1985), a food label is any tag, brand, mark, pictorial or other descriptive matter that is written, printed, stencilled, marked, embossed or impressed on, or attached to, a container of food or food product. This information can also accompany the food or be displayed near the food to promote its sale.

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

“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).

1.2 Effective Food Labelling : Principles and Good Practices

Through experiences over many years and in numerous countries, a set of principles and good practices for food labelling have evolved. Often, the principles are embodied in laws and they must be followed. The good practices may be included in legislation or standards. Some practices are not officially recognized but they are common knowledge and values shared by experts throughout the world. Although there is a shared set of principles and good practices, individual governments may adopt different approaches to regulating food labelling because of different priorities, philosophies and capacities. The sections below describe the basic principles and good practices commonly followed throughout the world.

Preventing Misleading Labelling

One of the main aims of a labelling policy is to prevent food sellers from deliberately misleading consumers through false representations on a package. Intentionally misleading consumers can lead to legal actions, for example, confiscation of products and fines. Such negative events can be costly and damage the reputation of the producer. Laws to prohibit misleading information are relevant regardless of whether the label information is provided mandatory or voluntary.

Sometimes a producer does not aim to mislead the consumer yet it becomes evident that shoppers do not accurately understand the information. Marketers must strive to ensure that labels are clear and that typical consumers will not misinterpret the information. Consumer studies should be carried out before a label policy is enacted to prevent unclear labelling. Psychologists and others have developed methods to learn how consumers understand and use labels. For example, consumer interviews, experiments and focus groups provide data on consumers' expectations and beliefs that may affect how consumers will interpret label information as well as consumers' reactions to specific examples of potentially misleading label information. These research methods can be used to evaluate options for reducing or eliminating misleading communications.

There are many ways that labels can mislead consumers. For example, omitting information is one way that a label can mislead consumers. A common example is 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. This can be prevented by requiring that the producer add information on the label clearly stating that water and sugar were added to the juice. Another example is ready-to-serve stew, which may contain a large amount of sodium/salt. When the label states, "no added salt", this could lead the consumer to assume erroneously that the stew is low in sodium/salt or contains no sodium/salt. This could be prevented with a disclosure drawing attention to the fact that the stew contains a certain amount of sodium/salt.

Setting explicit definitions is another way to prevent misleading labels. Specific terms that can be used on foods can be defined in the labelling standard and criteria can be developed that a food product must meet before the package can bear certain terms. For example, Codex has established standardized definitions for the terms “free” and “low” as they relate to making claims about the level of energy, fat, cholesterol, sugars and sodium on any food product. Finally, prohibiting information that is inherently misleading may be needed.

Promoting Consumer Understanding and Use of Labels

Education, culture, language, advertising and personal experience are some factors that can influence how well consumers understand food labels. Various types of consumers may interpret identical labels differently; this is why each label must be designed with an understanding of the way that most consumers within a particular market will perceive a label. Experience has shown that consumers may be confused and distracted by complicated and excessive information. Therefore, labels should be designed to be as simple as possible, while not omitting important information. It is important to recognize that appropriate use of labels requires that awareness campaigns and education be provided to the public on an ongoing basis.

Format, Language and Legibility

The manner of presenting food label information is important to ensure that the label is useful, clear and not misleading. 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 the container is covered by a wrapper, 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.

1.3 Costs and Benefit Of Food Labelling

Each piece of information included on a food label has a cost and this cost must be compared with the benefit of providing the information on the product label. It is important to consider the costs and benefits over time, since the benefits such as behavior change and reductions in diseases can take years. Some costs, such as analyzing the composition of foods and creating new labels, may be high initially but decrease with time.

Tabel 1. Benefit and Costs of Food Labelling

BUSINESSES	GOVERNMENTS	CONSUMERS
BENEFITS		
Ability to make legal claims about the qualities of the product	Enhanced credibility of regulations and public health policies	Become more educated about a product Gain ability to make comparisons of products Gain credible information about products
Ability to compete based on the qualities of the product that the consumer cannot detect without a label	Savings in the health system from reduced incidences of illnesses where health costs are borne by government	Learn to use product information to protect health Learn to use product information to tell if a product is worth the price
Compliance with regulations	Enhanced ability to facilitate trade with countries that have label requirements	Information that affects product choice can express consumer's values and priorities
Ability to trade in markets where such information is required		
Positive image of products		
COSTS		
Administrative	Research to develop label content and format Information and records	Higher prices for goods

Marketing	Information systems	
Changes in suppliers	Collection and administering data	
Label redesign	Inspection, enforcement and audit costs	

Based on 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.

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.

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.

II. Prerequisite of Food Labelling

There are two ways to label packages and containers:

1. Place all required label statements on the front label panel (the principal display panel or PDP), or,
2. Place certain specified label statements on the PDP and other labeling on the information panel (the label panel immediately to the right of the PDP, as seen by the consumer facing the product) (see figure one).

The 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 PDPs. Place the statement of identity, or name of the food, and the net quantity statement, or amount of product, on the PDP and on the alternate PDP. 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, (e.g., folded flaps), then the information panel is the next label panel immediately to the right.

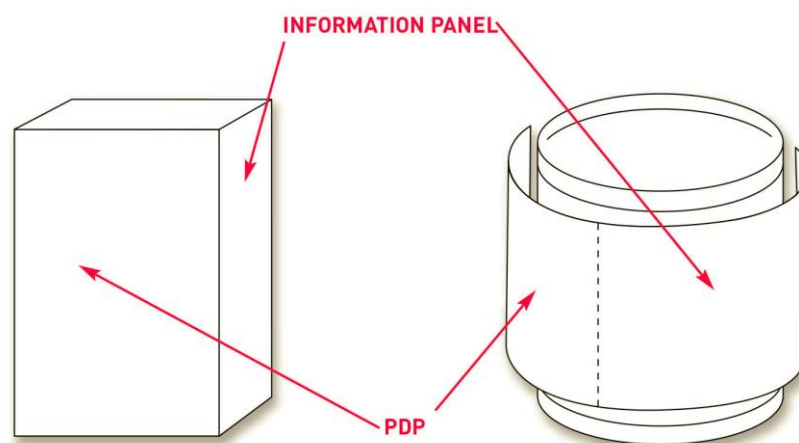


Figure 1. PDP and Information Panel

The phrase “information panel labeling” refers to the label statements that are 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, the ingredient list, nutrition labeling and any required allergy labeling.

There are many components of a food label that aim to protect consumers from fraud and promote the health of consumers. By outlining provisions requiring this information in food labelling, legislation can give authority to address fraudulent practices in food labelling. The components discussed below indicate the minimum information which should be mandatory on a food package label

the following data to be clearly stated on a packaged food label:

1. Statement of identity
2. The net quantity of contents
3. The list of ingredients (listed according to amount, from highest to lowest)
4. Manufacturer, packer, seller
5. Nutrition fact
6. Date Mark
7. Production date and code
8. Number of marketing authorization

2.1 Statement of identity

The statement of identity is the name of the food. It must appear on the front label, or PDP as well as any alternate PDP. 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 PDP. Generally, this is considered to be at least 1/2 the size of the largest print on the label. (See fig 2)



Statement of identity

Figure 2. Statement of identity

The name of product is established by law or regulation, or in the absence thereof, the common or usual name of the food, if the food has one, should be used as the statement of identity. If there is none, then an appropriate descriptive name, that is not misleading, should be used. Based on FDA, brand names are not considered to be statements of identity and should not be unduly prominent compared to the statement of identity. But in other country like in Indonesia, the statement of identity consists of the name of product and the brand name. Statement of identity place the statement of identity on the PDP in lines generally parallel to the base of the package. When the nature of the food is obvious, a fanciful name commonly used and understood by the public may be used.

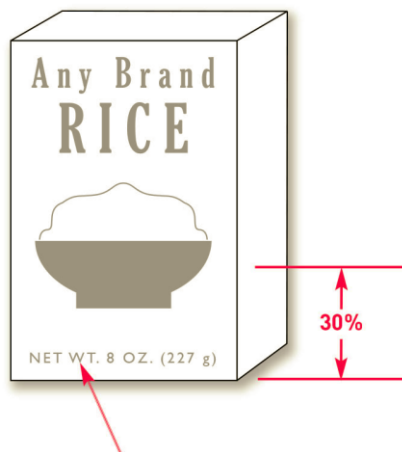
The common or usual name must be used for a food if it has one. It would be considered misleading to label a food that has an established name with a new name. If the food is subject to a standard of identity it must bear the name specified in the standard.

Standard of identity :

- Establishes specific requirements for a food to be called by a certain name
- May describe the ingredients that may added or manufacturing processes that must be followed
- May describe specifications that must be met (e.g., milkfat %)

2. The net quantity of contents

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. It must be expressed in weight, measure or numeric count. Generally, if the food is solid, semisolid or viscous, it should be expressed in terms of weight. If the food is a liquid it should be expressed in fluid measure (e.g., ml. l). The net quantity statement (net quantity of contents) is placed as a distinct item in the bottom 30 percent of the principal display panel, in lines generally parallel with the base of the container (FDA)(see figure 3).



Net quantity Statement








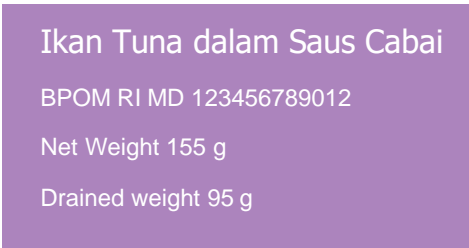
Figure 3. Net quantity of Contents


The area of the PDP (calculated in square inches or square centimeters) determines the minimum type size that is permitted for the net quantity statement. Calculate the area of the PDP as follows. The area of a rectangular or square PDP on a carton is the height multiplied by the width (both in inches or both in centimeters). To calculate the area of the PDP for a cylindrical container, use 40% of the product of the height by the circumference.

For the net quantity statements, the minimum type size is the smallest type size that is permitted based on the space available for labeling on the PDP. Determine the height of the type by measuring the height of the lower case letter "o" or its equivalent when mixed upper and lower case letters are used, or the height of the upper case letters when only upper case letters are used. Choose a print style that is prominent, conspicuous and easy to read. The letters must not be more than three times as high as they are wide, and lettering must contrast sufficiently with the background to be easy to read. Do not crowd the net quantity statement with artwork or other labeling (minimum separation requirements are specified in the regulation

the quantity of food in the container or package is stated in the net quantity statement. Do not include the weight of the container, or wrappers and packing materials. To determine the net weight, subtract the average weight of the empty container, lid and any wrappers and packing materials from the average weight of the container when filled with food

Table 1. Examples of The net quantity of contents

No	Net quantity of contents	
1	Solid product : miligram (mg), gram(g), kilogram (kg)	
2	Liquid product : mililiter (ml / mL), liter (l / L)	
3	Semi solid product : miligram (mg), gram(g), kilogram (kg), mililiter (ml / mL), liter (l / L).	 
4	Product in the form of pieces, besides net weight, can include pieces and weight per piece e.g: "Net weight : 445 g (165 pcs) "Net weight : 445 g (165 pcs @ 2.7 g)	  
5	Solid food using a liquid medium. Besides net weight, also write down the drained weight in label. The drained weight is calculated by subtracting the net weight from the weight of the liquid medium, and is proven by the analysis results. e.g.: Tuna fish product in chili sauce with a net weight of 155 g. Drained weight of 95 g	

6	<p>On food coated with a solid medium, besides net weight, also write down the drained weight in label. Drained weight is calculated by subtracting the net weight from the weight of the coating material.</p> <p>e.g.: Breaded shrimp product with a net weight of 120 g, drained weight of 95 g</p>	 <p>Udang lapis tepung (breaded shrimp)</p> <p>BPOM RI MD 123456789012</p> <p>Bobot bersih/Net weight: 120 g Bobot tuntas/Drained weight: 95 g</p>
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3. The list of Ingredients (listed according to amount, from highest to lowest)

The ingredient list on a food label is the listing of each ingredient in descending order of predominance by weight means that the ingredient that weighs the most is listed first, and the ingredient that weighs the least is listed last. 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 PDP. It may be before or after the nutrition label and the name and address of the manufacturer, packer or distributor (see figure 4). The common or usual name always be used for list ingredients unless there is a regulation that provides for a different term. For instance, use the term “sugar” instead of the scientific name “sucrose.”

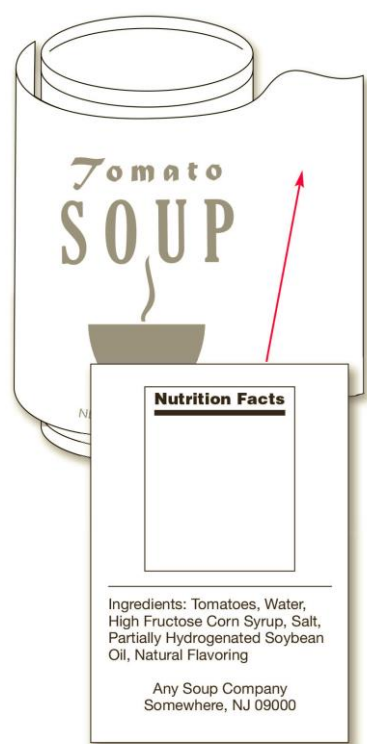


Figure 4. The ingredient list placement

Water added in making a food is considered to be an ingredient. The added water must be identified in the list of ingredients and listed in its descending order of predominance by weight. If all water added during processing is subsequently removed by baking or some other means during processing, water need not be declared as an ingredient.

Listing alternative fat and oil ingredients (“and/or” labeling) in parentheses following the declaration of fat and oil blends is permitted only in the case of foods in which added fats or oils are not the predominant ingredient and only if the manufacturer is unable to predict which fat or oil ingredient will be used.

Spices, natural flavors or artificial flavors may be declared in ingredient lists by using either specific common or usual names or by using the declarations “spices,” “flavor” or “natural flavor,” or “artificial flavor.” “INGREDIENTS: Apple Slices, Water, Cane Syrup, Corn Syrup, Modified Corn Starch, Spices, Salt, Natural Flavor and Artificial Flavor”. However, products that are spices or spice blends, flavors or colors must list each ingredient by name.

Food additives

The Codex General Standard for Food Additives defines food additives as: any substance not normally consumed as a food by itself and not normally used as a typical ingredient of the food, whether or not it has nutritive value, the intentional addition of which to food for a technological (including organoleptic) purpose in the manufacture, processing, preparation, treatment, packing, packaging, transport or holding of such food results, or may be reasonably expected to result (directly or indirectly), in it or its by-products becoming a component of or otherwise affecting the characteristics of such foods. The term does not include contaminants or substances added to food for maintaining or improving nutritional qualities.

If a chemical preservative is added to a food, the ingredient list must include both the common or usual name of the preservative and the function of the preservative by including terms, such as “preservative,” “to retard spoilage,” “a mold inhibitor,” “to help protect flavor,” or “to promote color retention.” For examples “INGREDIENTS: Dried Bananas, Sugar, Salt, and Ascorbic Acid to Promote Color Retention”

Allergenic Ingredients

Food allergies occur when there is an abnormal response of the immune system to certain food components. Some allergic reactions may be severe, even fatal. Without information, hypersensitive consumers may not be able to recognize allergenic foods when they are found in mixed food products. Further, the technical terms used to describe ingredients of processed foods may not be understood by consumers. Therefore, when foods contain ingredients made from allergenic foods, the source of the ingredients should be stated in simple language.

Although more than 200 allergens have been identified, regulatory agencies around the world generally agree on the common foods that must be included in the allergy lists. According to the Codex General Standard on Labelling of Prepackaged Food (CAC, 2010), the major categories of foods that should be listed on the label are:

- Cereals containing gluten; that is, wheat, rye, barley, oats,
- Crustacea 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
- Sulphite in concentrations of 10 mg/kg or more.

A single ingredient food that is, or contains protein derived from milk, egg, fish, Crustacean shellfish, tree nuts, wheat, peanuts, or soybeans, may identify the food source in the name of the food (e.g., “all-purpose wheat flour”) or use the “Contains” statement format. FDA recommends that if a “Contains” statement format is used, the statement be placed immediately above the manufacturer, packer, or distributor statement. For single ingredient foods intended for further manufacturing where the “Contains” statement format is used, the statement should be placed on the PDP of the food.

FALCPA (The Food Allergen Labeling and Consumer Protection Act of 2004) requires food manufacturers to label food products that are made with an ingredient that is a major food allergen in one of the ways shown as follow :

Nutrition Facts

Ingredients: Enriched flour (wheat flour, malted barley, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, partially hydrogenated cottonseed oil, high fructose corn syrup, whey (milk), eggs, vanilla, natural and artificial flavoring, salt, leavening (sodium acid pyrophosphate, monocalcium phosphate), lecithin (soy), mono- and diglycerides.

Any Cookie Company
College Park, MD 20740

Include the name of the food source in parenthesis following the common or usual name of the major food allergen in the list of ingredients in instances when the name of the food source of the major food allergen does not appear elsewhere in the ingredient statement for another allergenic ingredient.

Nutrition Facts

Ingredients: Enriched flour (wheat flour, malted barley, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), sugar, partially hydrogenated cottonseed oil, high fructose corn syrup, whey, eggs, vanilla, natural and artificial flavoring, salt, leavening (sodium acid pyrophosphate, monocalcium phosphate), lecithin, mono- and diglycerides.

Contains: Wheat, Milk, Egg and Soy.

Any Cookie Company
College Park, MD 20740

Place the word “Contains,” followed by the name of the food source from which the major food allergen is derived, immediately after or adjacent to the list of ingredients, in a type size that is no smaller than that used for the ingredient list.

another way to declare food allergance on the label as follow :

INGREDIENTS

Water, Carrots, Onions, Red Lentils (4.5%) Potatoes, Cauliflower, Leeks, Peas, Cornflower, **Wheat** flour, Cream (**milk**), Yeast Extract, Concentrated Tomato Paste, Garlic, Sugar, **Celery** Seed, Sunflower Oil, Herb and Spice, White Pepper, Parsley

ALLERGY ADVICE

For allergens, see ingredients in **bold**

Figure 5. an example of how to declare an allergen on a label

4. Name and address of the manufacturer, packer or seller

Food labels must list :

- Name and address of the manufacturer, packer or distributor. Unless the name given is the actual manufacturer, it must be accompanied by a qualifying phrase which states the firm's relation to the product (e.g., "manufactured for" or "distributed by");
- Street address if the firm name and address are not listed in a current city directory or telephone book;
- City or town;
- State (or country, if outside the United States); and
- ZIP code (or mailing code used in countries other than the United States).

The country of origin statement must be conspicuous. If a domestic firm's name and address is declared as the firm responsible for distributing the product, then the country of origin statement must appear in close proximity to the name and address and be at least comparable in size of lettering.

5. Date Marking

Date marking is one of the oldest and most widespread types of information found on food labels. By providing a date mark, the food manufacturer is advising subsequent food chain operators, mainly retailers, distributors, importers and consumers on the appropriate shelf-life of the food. Date marks are determined by the shelf-life of a product after which time the quality or safety of the product may be compromised. Date marking is required on packages of perishable and semi - perishable foods and may be used on products with a long shelf-life.

Date marking serves multiple purposes and is often presented in different ways on packages, which may be specific to the country or region. Different terms have included, but are not limited to Use by, Best before, Sell by, Date of manufacture. The format of the label can vary as well. For food products with a durability of three months or less the date mark often includes the day, month, and year. Retailers and food outlets use this information to manage stocks and manufacturers use the information (in addition to other information on the label) to trace and recall products. Many consumers use date marking to determine

whether the food will meet their expectations in terms of quality and whether the product is safe to eat.

With multiple types of date marking, there can be misunderstanding of the label. This confusion can lead to food waste if a consumer throws away food which could have been eaten safely even though the “best by” date has passed. Conversely, lack of clarity may cause a consumer to take a safety risk if they eat a food which should have been discarded because the “use by” date has passed.

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

- **‘Use-by’** - found on perishable food, e.g. milk, meat, fish. Food are not safe to eat after this date.
- **‘Best before’** - found on a wide range of food including frozen, dried and canned food. ‘Best before’ dates are about quality, not safety, and are reliant on the food being stored according to the instructions on the label.

The Codex Alimentarius Commission updated the section on date marking in the General Standard for the Labelling of Prepackaged Foods (Codex Stan 1-1985) (Joint FAO/WHO Food Standards Programme, 2016). The main features of this standard are provided below:

- “Date of Manufacture” means the date on which the food becomes the product as described. This is not an indication of the durability of the product.
- “Date of Packaging” means the date on which the food is placed in the immediate container in which it will be ultimately sold. This is not an indication of the durability of the product.
- “Best Before Date” or “Best Quality Before Date” means the date which signifies the end of the period, under any stated storage conditions, during which the unopened product will remain fully marketable and will retain any specific qualities for which implied or express claims have been made. However, beyond the date the food may still be acceptable for consumption.
- “Use-by Date” or “Expiration Date” means the date which signifies the end of the period under any stated storage conditions, after which the product should not be sold or consumed due to safety and quality reasons.

6. Nutrition facts

The Nutrition Facts label may be placed together with the ingredient list and the name and address (name and address of the manufacturer, packer, or distributor) on the PDP. These three label statements also may be placed on the information panel (the label panel adjacent and to the right of the PDP, or, if there is insufficient space on the adjacent panel, on the next adjacent panel to the right). On packages with insufficient area on the PDP and information panel, the Nutrition Facts label may be placed on any alternate panel that can be seen by the consumer.

Even when using the tabular display, the nutrition information must be set off in a box

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%
* 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.	

- The serving size appears in bold font
- Calories are displayed in large, bold font.
- Daily Values have been updated.
- Added sugars, vitamin D, and potassium are listed. Manufacturers must declare the amount in addition to percent Daily Value for vitamins and minerals.

Figure 6. Nutrient facts label

Serving size

Servings per container and serving size information appear in large, bold font. Serving sizes have also been updated to better reflect the amount people typically eat and drink today.

NOTE: The serving size is not a recommendation of how much to eat.

- The nutrition information listed on the Nutrition Facts label is usually based on one serving of the food; however some containers may also have information displayed per package.
- One package of food may contain more than one serving.

Calories

Calories are now in larger and bolder font to make the information easier to find and use. 2,000 calories a day is used as a guide for general nutrition advice. Your calorie needs may be higher or lower depending on your age, sex, height, weight, and physical activity level.

The Lows and Highs of % Daily Value

The percent Daily Value (%DV) shows how much a nutrient in a serving of food contributes to a total daily diet. Daily Values for nutrients have been updated, which may make the percent Daily Value higher or lower on the new Nutrition Facts label. As a general guide:

5% DV or less of a nutrient per serving is considered **low**.

20% DV or more of a nutrient per serving is considered **high**.

The footnote at the bottom of the label has been updated to better explain %DV.

Nutrients

Calories from fat has been removed because research shows the type of fat consumed is more important than the amount.

Vitamin A and C are no longer required on the label since deficiencies of these vitamins are rare today. These nutrients can be included on a voluntary basis.

Added sugars have been added to the label because consuming too much added sugars can make it hard to meet nutrient needs while staying within calorie limits. Added sugars include sugars that are added during the processing of foods (such as sucrose or dextrose), foods packaged as sweeteners (such as table sugar), sugars from syrups and honey, and sugars from concentrated fruit or vegetable juices.

Vitamin D and potassium are now required to be listed on the label because Americans do not always get the recommended amounts. Diets higher in vitamin D and potassium can reduce the risk of osteoporosis and high blood pressure, respectively.

Calcium and iron will continue to be listed on the label because Americans do not always get the recommended amounts. Diets higher in calcium and iron can reduce the risk of osteoporosis and anemia, respectively.

Nutrient facts label can support your personal dietary needs—choose foods that contain more of the nutrients you want to get more of and less of nutrients you may want to limit. Choosing healthier foods and beverages can help reduce

the risk of developing some health conditions, such as high blood pressure, cardiovascular disease, osteoporosis, and anemia.

More often, choose foods that are:

Higher in dietary fiber, vitamin D, calcium, iron, and potassium.

Lower in saturated fat, sodium, and added sugars.

7. Production code and date

- Production date and code must be stated on label and placed in a section that is easy to see and read
- The inclusion of production date and code on the label is preceded by the words "Production Code" followed by the batch number and/or production date.

8. Distribution permit number

- The inclusion of the distribution permit number for domestically processed food products must begin with the words "BPOM RI MD" followed by a digit number
- The inclusion of a distribution permit number for imported processed food products must begin with the words "BPOM RI ML" followed by a digit number
- Must match with the food registration number listed on the distribution permit.
- In the event that the processed food is a home industry processed food, the label must include the words "P-IRT" followed by the number of the Home Industry Food Production Certificate (SPP-IRT)

III. Design of Food Labelling by Canva

Canva is one of the most popular graphic design applications. The Canva app is one application which is widely used because it provides convenience to users even for beginners. Other than that, Canva is easily accessible, whether on desktop or mobile. So, you don't need to use a computer because you can already get the mobile version of Canva. Canva comes in two versions, namely a free version and a paid version. Even so, you can already get a lot of features even if you use the free version. But for maximum results, you can also use the premium version of Canva.

The steps for creating a label by canva.com :

1. Search the canva app via google

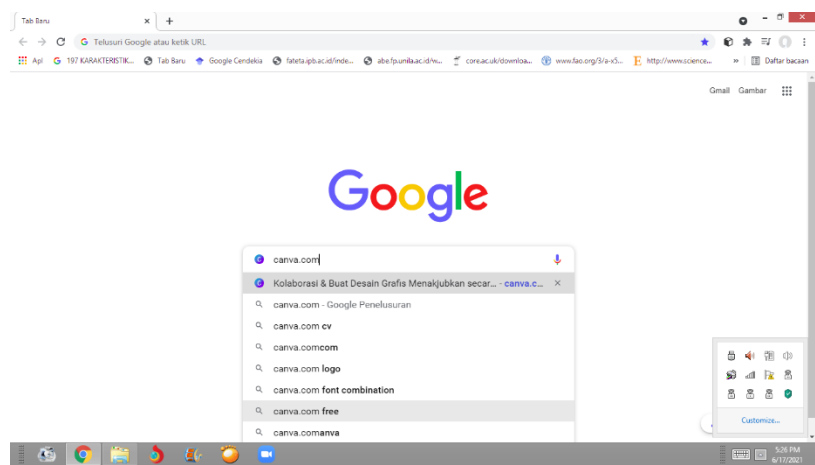


Figure 7 . Google view

2. Create a canva account

To use Canva, you need to create an account first. The method is very easy. After accessing the site, click the “sign up” button in the left or top right corner of the screen. You can register with a Google account, Facebook or email address. Once you've done that, your Canva account is ready to go.

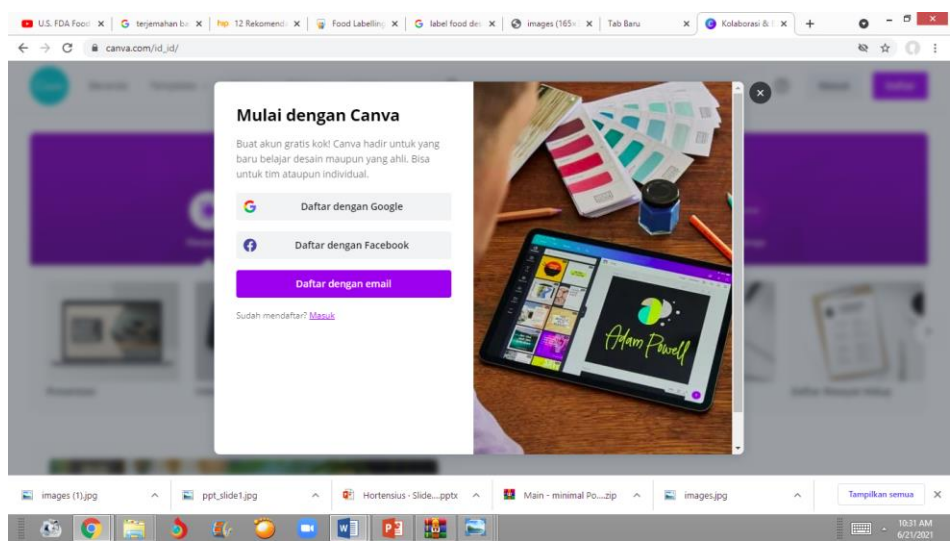
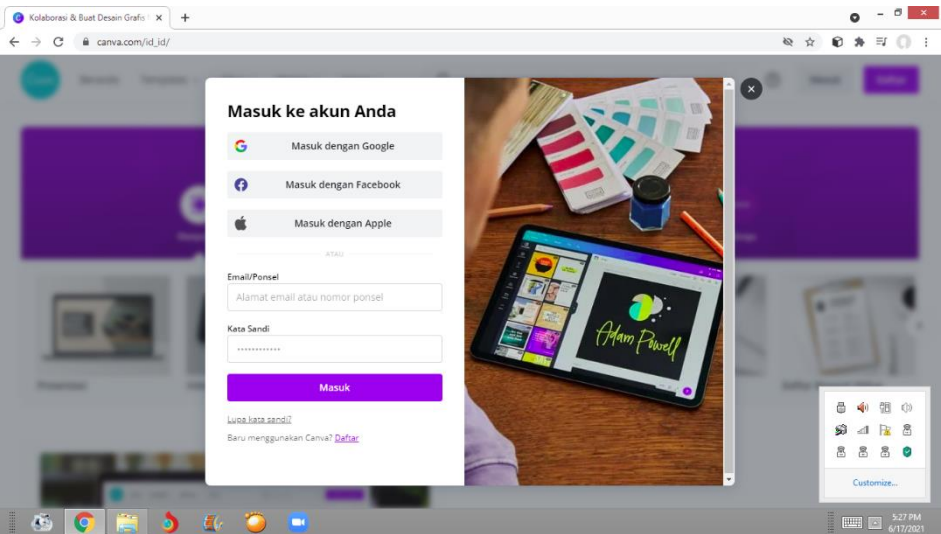


Figure 8. Create a canva account

Login by google / facebook / apple if you have already account before....



3. Start to create design

After your Canva account is created, you will be taken to the main page of the app. To create your first design, click the “create a design” button, then select the type of visual content you want to create (label)

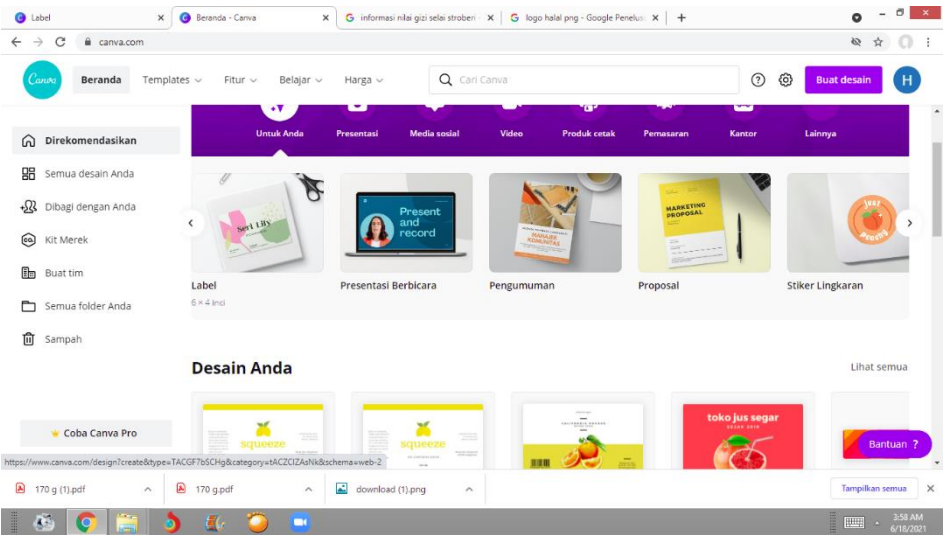
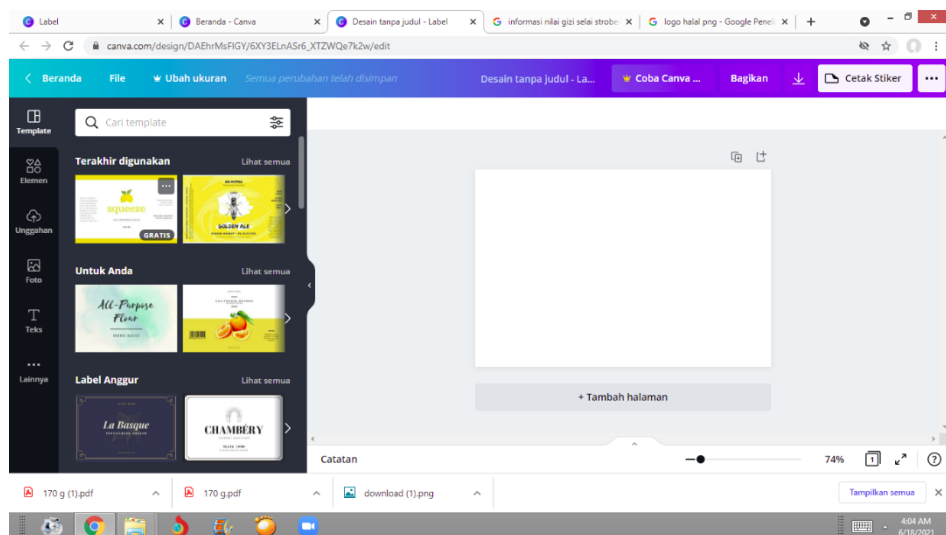


Figure 9. Canva.com view

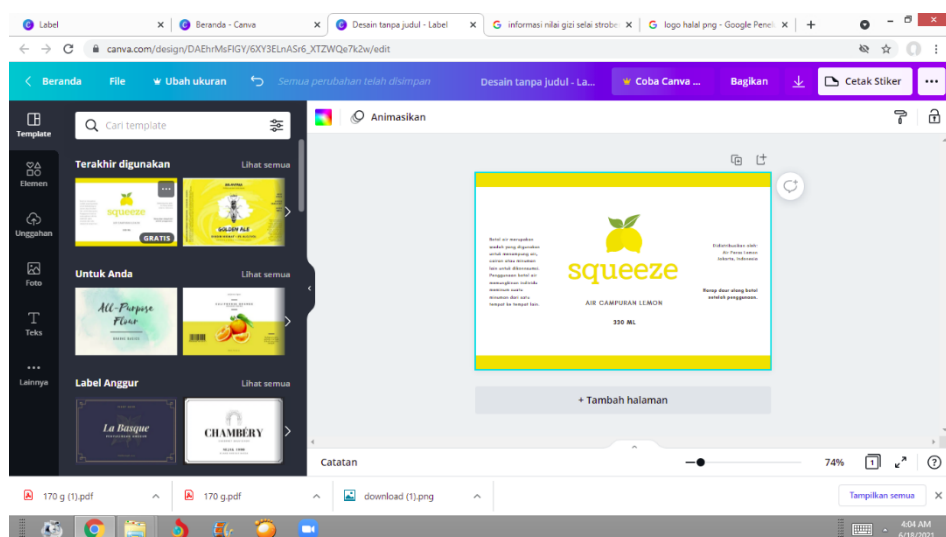
4. Choose a label template

After selecting the type of label content, you'll be taken to the Canva editor page. You can designs a label with the help of templates



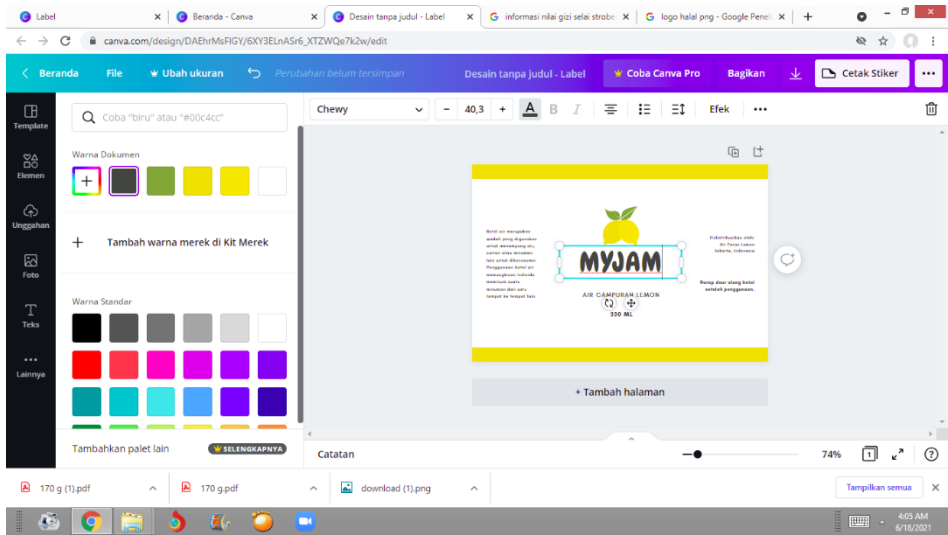
5. Edit a templete

The first step we do is to choose a background. Actually, there are two menus that you can choose from when you want to specify an image for your design background, namely “Photos” and “Background”.



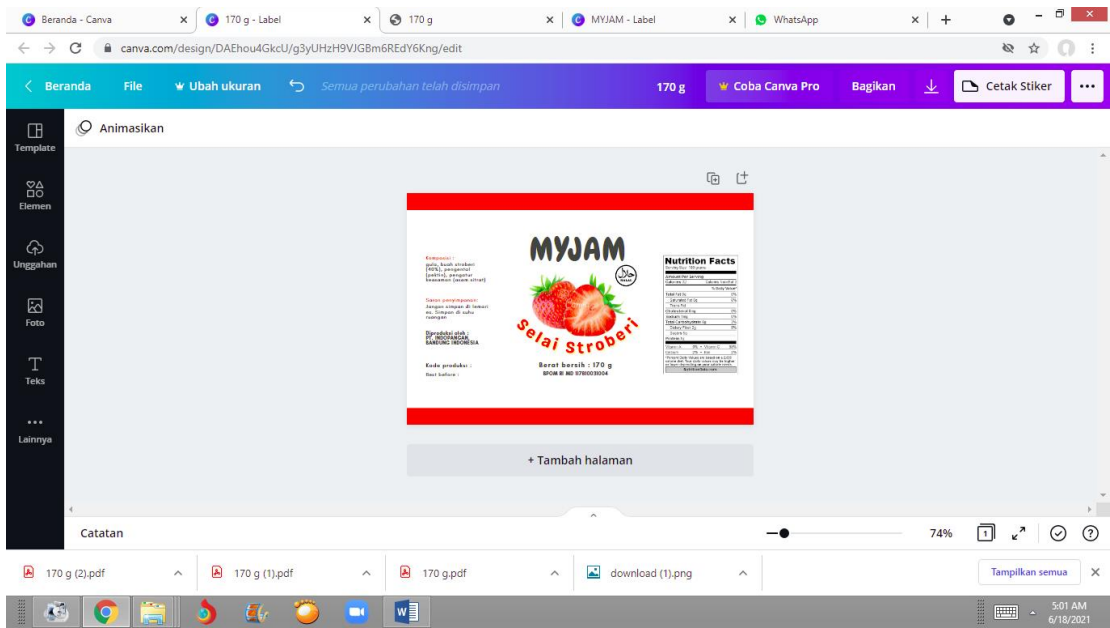
In the “Photos” menu, you can find a variety of photos with different styles.. On the other hand, the “Background” menu provides various color gradients and images in a minimalist style.

- To add text to your design, click the “Text” menu
- There are two ways which you can use to add text. First, you can choose from a variety of templates provided by Canva. This method is easier because the user just replaces the existing text in the template.



However, you can add text manually if you're not interested in the variety of templates available.

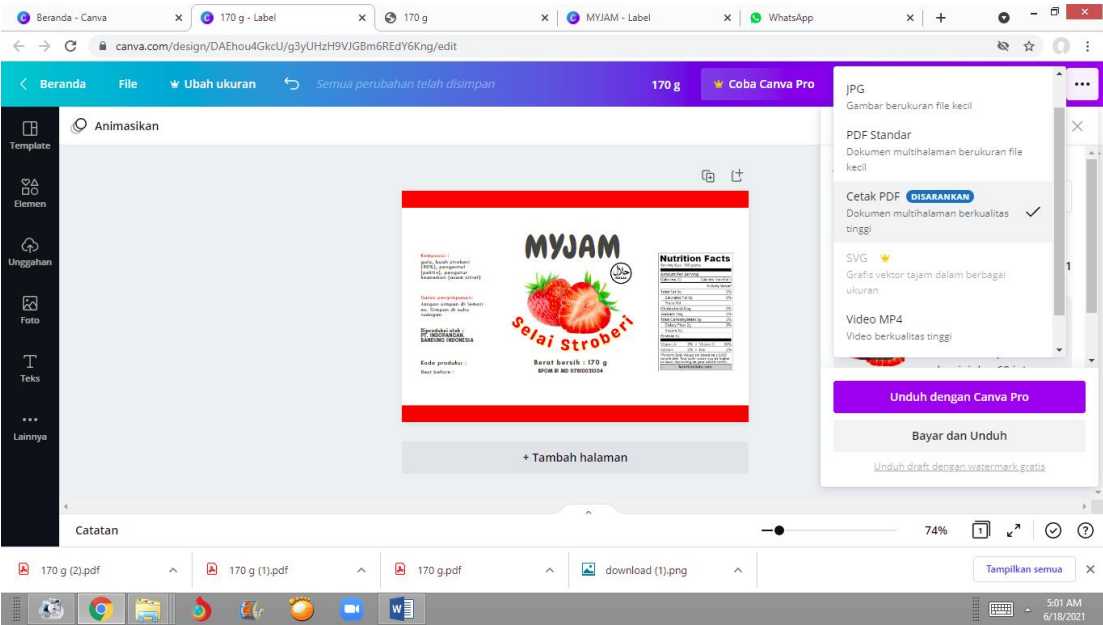
- It does not matter which model will you choose, because later you can change the size, color, and style of the text by clicking on the text you want to customize.
- Besides being able to change a text, You can also move the location. You just need to click on the outline of the text box and drag it to the field that you wanted.



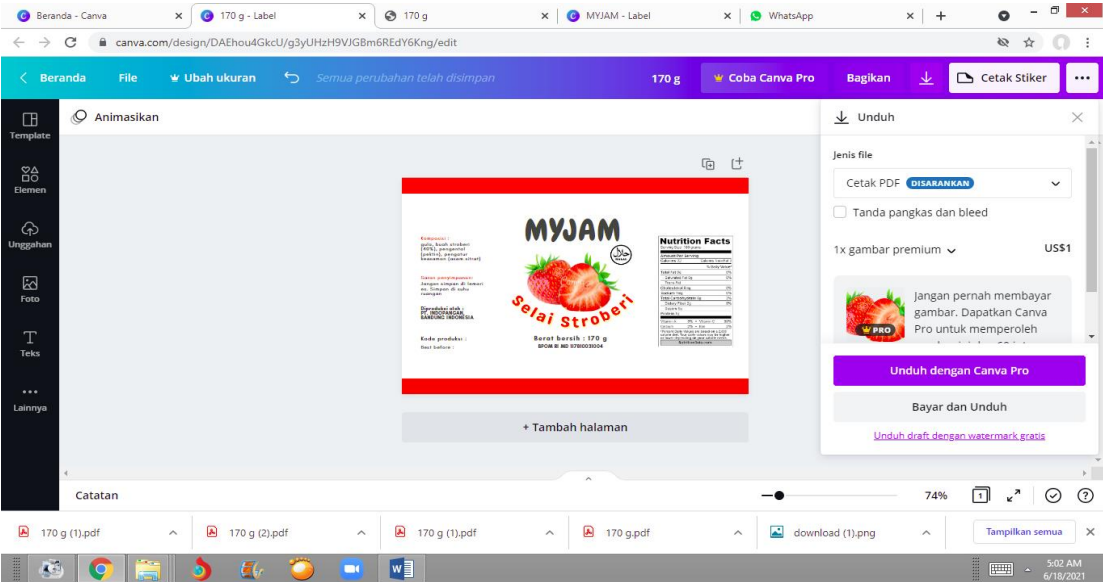
6. Save and download

If there's nothing else to add, your design is done. Since Canva has an auto save feature, your work is automatically saved in the save folder previously mentioned.

The next thing you can do is download the design or share it on other platforms, such as social media websites. You can even transfer your designs to online storage tools like Google Drive and Dropbox.



To download it, click the “Download” button in the upper right corner of the screen. Or, you can click the down arrow button next to it to bring up more options.



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