LABELLING OF AGRO-PROCESSED PRODUCTS

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INTRODUCTION

Food manufacturers throughout the world, invest a lot of money in designing and creating labels for their food products.

WHY?? to attract consumers.

Higher standards of packaging and labeling can significantly increase the volume of Guyana's agro-processed foods to developed countries (Noble, 2011).

WHAT IS A FOOD LABEL?

According to the Food and Drugs Act “Food Label includes any legend, word or mark attached to, included in, belonging to or accompanying any food or package.”

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SOME QUALITIES OF A GOOD FOOD LABEL

A good food label will allow us to answer the following:

- What is the food?
- Where did it come from?
- Who made the food?
- What is in it?
- What quantity of food is here?
- How long will this food last?

USES OF LABEL INFORMATION

- Use-by dates
- Bar-codes for product identification & stock control
- Nutritional information
- Help sales through package promotions

MAIN COMPONENTS OF PACKAGE LABELS

1. Principal (Main) Display Panel (PDP)- refers to the surface of the package that is most prominent.

   In the retail store it is displayed in front.

   On a can, the PDP takes up 40% of the circumference & entire height, while on a box, the PDP occupies the entire side of the box.

COMPONENTS OF THE PRINCIPAL DISPLAY PANEL (PDP)

Brand or Trade name

Product's common name

Graphic representing product

Net weight or contents

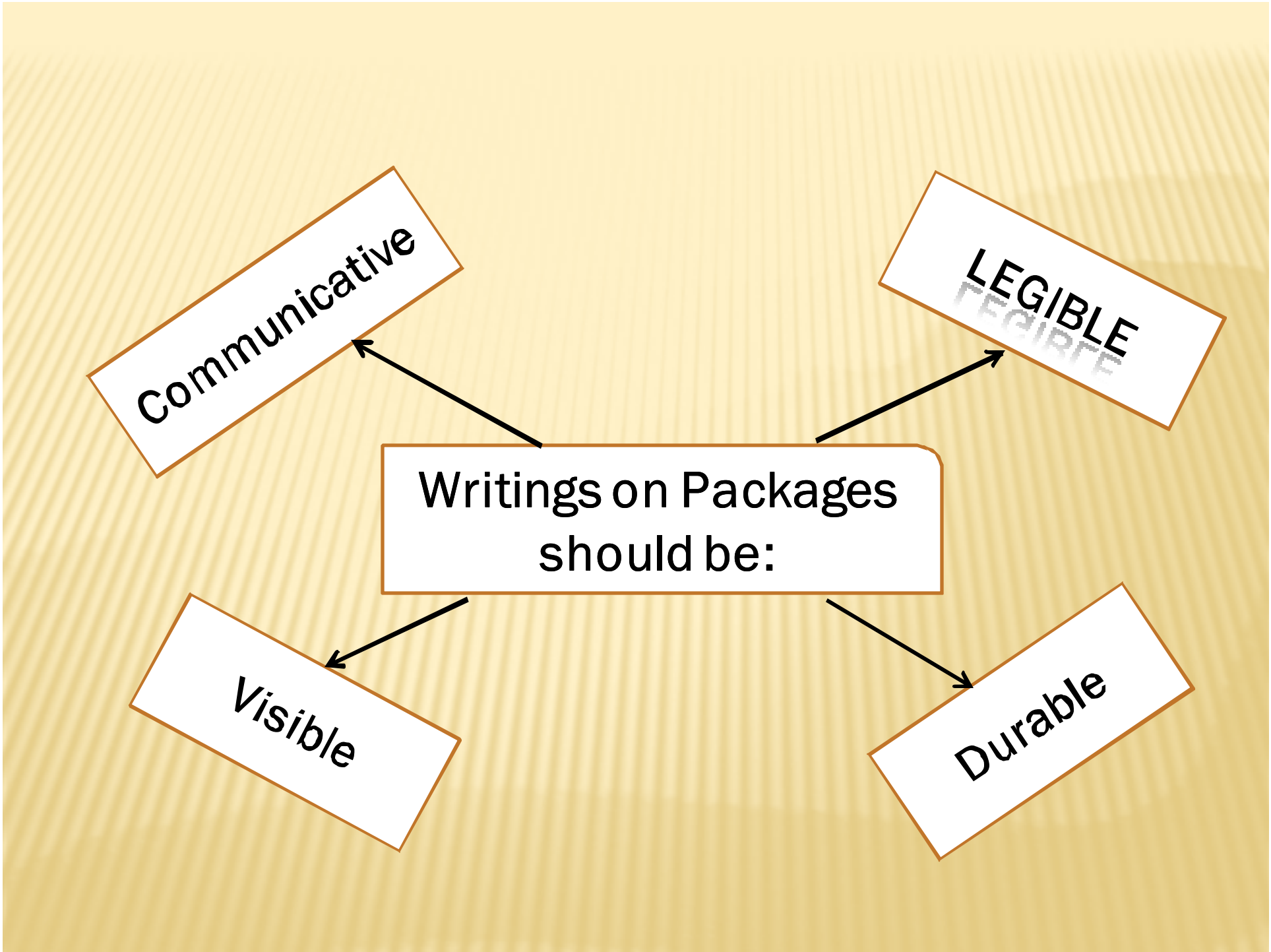
MAIN PARTS OF PACKAGE LABELS (CONT'D)

2. Information Panel (IP)

- On a box, it's the entire side immediately to the right or back of the PDP as displayed to the consumer
- On a can, it's the 20% of the can's circumference immediately to the right of the PDP.
- Notably, when the top of a package is the PDP, any adjacent side can be the IP.
- Any required features must appear together.
  - No graphics should be found on the IP.

INFORMATION PANEL (IP)

NUTRITIONAL FACTS


Communicative
LEGIBLE
Writings on Packages should be:
Visible
Durable

EXAMPLES OF LABELS ON LOCAL AGRO-PROCESSED PRODUCTS

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LOCATION AND CONTACT INFORMATION

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THANK YOU

ANY QUESTION ??????????