

# Food Product Labeling



## Why Does It Matter?

Food product labels are important to consumers and producers alike. Consumers benefit by knowing exactly what they are getting in a food product, and producers benefit by having a trusted means of informing consumers about their products.

## Proper labels are required on all food products but does your product need a formal label review from WVDA?

### Products made in a commercial kitchen (inspected by health department):

- Official review is required.
- Product may be sold outside of West Virginia.

### Products made in a home kitchen:

- Official label review are not required for non-potentially hazardous homemade products (unless being submitted for WV Grown membership).
- Non-potentially hazardous homemade products may be sold across state lines.
- Official label review required for all potentially hazardous homemade products.
- Potentially hazardous homemade food producers must register as a farmers market to sell anywhere other than a farmers market. Call 304-558-2227 for information.
- The producers of some potentially hazardous homemade foods may need permits, process approval and/or proof of specialized training.

## FAQs

### Standard Jams and Jellies

- These products contain sugar, which helps to preserve the fruit safely, and do not need label reviews.
- If they contain ingredients such as hot peppers, they are potentially hazardous and require a label review.

### Candy and Baked Goods

- Candy and baked goods generally don't need label reviews unless they have dairy or other potentially hazardous ingredients.

### Pepperoni Rolls

- Pepperoni rolls containing only pepperoni or only pepperoni and cheese are considered a bakery item and do not require a label review or any other permit.

### West Virginia Grown Branding Program

- Label reviews and compliance with all other regulations are required for WV Grown Program membership.

For more detailed information, look for the WVDA Farmers Market Vendor Guide online, email [productlabeling@wvda.us](mailto:productlabeling@wvda.us), or call WVDA's Business Development Division at 304-558-2210.

# Ready to get started designing your label?

## Required Elements:

### 1. STATEMENT OF IDENTITY

The common name of the product.

### 2. NET CONTENTS

Either the weight or liquid volume in standard measurements, followed by metric equivalents in parentheses. This should be located on the bottom third of the main panel. Honey is measured by weight – maple syrup as a liquid.

### 3. LOCATION

Name/business name, city, state and zip of the producer, packer or distributor. (Unless the name is the actual manufacturer, it must contain a qualifying phrase, such as “manufactured for” or “distributed by.”)

### 4. INGREDIENTS

Ingredients in descending order of weight. Sub-ingredients must be listed in parentheses after an ingredient. Be on the lookout for hidden allergens in your sub-ingredients. For example, Worcestershire sauce often includes anchovies, a fish allergen.

### 5. ALLERGEN STATEMENT

Any of the nine major food allergens recognized by FDA must be stated. For example, “Contains: milk, egg, fish (species), crustacean shellfish (species), tree nuts (species), peanuts, wheat, soy and sesame.” Fish, crustacean shellfish, and tree nuts must also include the common species name in parentheses. For example, “Contains: tree nuts (walnuts).”

### 6. KITCHEN/FOOD TYPES

Products made in a home kitchen must ALSO include the following statement: “This product was made in a non-commercial kitchen that may not be subject to inspection and may contain cross-contact allergens not included in the allergen statement.”

## Supplemental Elements:

### 7. REFRIGERATION, FROZEN, HONEY WARNING

Products that need to remain refrigerated or frozen should say so on the label. And any cooking instructions, such as minimum internal temperatures, should also be on the label. Honey labels must say “Do not feed to infants under one year of age” or similar.

### 8. ADDITIONAL GRAPHIC ELEMENTS/DESCRIPTIONS

You may include other elements on your label such as the WV Grown logo (available in electronic form and stickers), product description, etc. However, the required elements should be grouped together and non-required elements should not intervene.

