PACKAGING & LABELING

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UC Davis Ag Economics &
UC Small Farm Program

3 PURPOSES OF PACKAGING & LABELING

- 1. functional features
- 2. information components
- 3. promotion (communication) components
  - “LAST 5 SECONDS OF ADVERTISING”

FUNCTIONAL FEATURES

- convenience
  - easy to carry, store, open, pour, reseal
- protection
  - from damage, air, light, heat, tampering
- package size
  - # of servings

REFRIGERATE

TOP LOAD ONLY

SONOMA BRINERY

HANDMADE

FRESH PICKLES & SAUERKRAUT

INFORMATION FEATURES

- Preparation instructions
- Serving suggestions
- New products can be “education intensive”

melissa's

FULLY COOKED

READY TO EAT

EDAMAME

SOYBEANS

IN SHELL

HIGH IN PROTEIN

CHOLESTEROL FREE

CONTAINS SOY ISOFLAVONES

Soy Protein may reduce the risk of heart disease

For centuries, Edamame has been enjoyed as a delicious, nutrient-rich essential in Asian cuisine. Melissa's Edamame is fully cooked, ready to eat and convenient for snacking!

To Eat: Serve cold or briefly steam or microwave. Sprinkle with salt if desired and enjoy right out of the pod! Serve as an appetizer or quick snack. Use Edamame in soups, stews, stir-fries and salads. Edamame pods are not edible. To shell : Gently squeeze beans out of the pod. Rinse.

Edamame Salsa

1 1/2 cups	Melissa's Edamame Soybeans, shelled
1/4 cup	Vinaigrette Dressing (bottled)
1 cup	Roma Tomatoes, seeded and finely diced
1/4 cup	Red Onion, finely diced
1 to 2	Melissa's Jalapeño Chiles, seeded and diced
1	Clove Garlic, peeled and minced
2 tsp.	Melissa's Basil, chopped
2 tsp.	Fresh squeezed Lime juice

Mix the soybeans and vinaigrette together in a bowl. Allow to marinate overnight. Combine remaining ingredients and mix thoroughly. Makes 2 1/2 cups.

Melissa's Pacific Rim Soybean Salad

2 cups	Melissa's Edamame Soybeans, shelled
1/3 cup	Ginger Sesame dressing (bottled)
1/2 cup	Melissa's Daikon, peeled and diced
1 ea.	Melissa's Fire Roasted Jarred Red and Green Chiles, diced

Mix the soybeans and dressing together in a bowl. Allow to marinate overnight. Combine remaining ingredients and mix thoroughly. Makes 4 to 6 servings.

Nutrition Facts

Serving Size: 2.5 oz.
Servings Per Container: about 4

Amount Per Serving

Calories 100 Calories from Fat 30

	% Daily Value*
Total Fat 3.5g	**5%**
Saturated Fat 0.5g	**3%**
Cholesterol 0mg	**0%**
Sodium 50mg	**2%**
Total Carb. 8g	**3%**
Dietary Fiber 4g	**14%**
Sugars <1g	
Protein 8g	

Vitamin A 8% • Vitamin C 8%
Calcium 6% • Iron 10%

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

1/2 Cup of Soybeans Contain 10 grams of Protein

PERISHABLE
KEEP REFRIGERATED

PURE DARK CHOCOLATE with extremely rich "CHOCOLATEY" notes

TCHO

PureNotes™
DARK CHOCOLATE
Extremely rich and
"CHOCOLATEY"

Ghana
70% Cacao
2 oz (58 g)

PURE DARK CHOCOLATE with extremely rich "CHOCOLATEY" notes

INGREDIENTS: Cacao beans, cane sugar, cocoa butter, soy lecithin, vanilla beans.

Possible traces: nuts, milk, wheat

Nutrition Facts

Serving size 58 g
Servings: about 1

Amount Per Serving	
Calories 290	Calories from fat 200
	% Daily Value*
Total Fat 23 g	**35 %**
Saturated Fat 14 g	**70 %**
Trans Fat 0 g	
Cholesterol 0 mg	**0 %**
Sodium 0 mg	**0 %**
Total Carbohydrate 30 g	**10 %**
Dietary Fibre 6 g	**25 %**
Sugars 17 g	
Protein 4 g	**8 %**
Vitamin A 0 %	Vitamin C 0 %
Calcium 0 %	Iron 15 %

*Percent Daily Values (%) are based on a 2,000 calorie diet.

Certified Kosher DE

PureNotes™ FLAVOR NOTES

TCHO "CHOCOLATEY" has a rich, intensely fudge-like flavor with hints of roasted malt and caramel.

WHAT CHOCOLATE REALLY TASTES LIKE.

TCHO PureNotes™ exquisite dark chocolates are the purest expression of the cacao bean itself. As with wine, what you taste is precisely, and only, what's in the bean.

Our chocolate makers search the world for the perfect beans, then "tune" them to express their peak flavors. There are no added flavorings, only pure dark chocolate.

To craft exceptional chocolate and make a better world, TCHO partners with farmers to improve cacao quality — and quality of life.

TCHO. NEW AMERICAN CHOCOLATE.

TCHO
3100 San Pablo Ave., Suite 170
Berkeley, CA 94702 USA

5067

8 12603 01000 9

0165

TCHO INVITES YOU TO DISCOVER THE FLAVORS OF CHOCOLATE.

PureNotes explore the pure flavors inherent in cacao.

DARK CHOCOLATE
Extremely rich and
"CHOCOLATEY"

DARK CHOCOLATE
with subtle
"NUTTY" notes

DARK CHOCOLATE
with layers of
"FRUITY" notes

DARK CHOCOLATE
with light and
"BRIGHT" notes

DO YOU REALLY KNOW WHAT CHOCOLATE TASTES LIKE?

Dark chocolate is typically classified by percentage and/or country of origin. But this doesn't tell you what it will actually taste like.

Cacao percentage has no standard definition. A 65% bar can be 50% cacao solids and 15% cocoa butter; or 65% cacao solids with no added cocoa butter. Obviously, each bar tastes very different.

"Origin" doesn't necessarily tell you about flavor, either. Within a single country, different regions grow different genetic varieties of cacao, in different climates and soils — each can greatly affect flavor. An Ecuador chocolate from one region can have nutty flavor notes, and from another, floral flavor notes.

ONLY THE PURE FLAVORS OF CHOCOLATE.

We developed TCHO's Flavor Wheel to express the pure flavors found in cacao beans — such as "Fruity," "Citrus," and "Nutty."

We use our Flavor Wheel to search the world for just the right beans that express these flavors. Then we guide their fermentation, oversee their roasting, and work a special blend of art, science, and love to craft them into the exceptional chocolate you hold in your hands.

Needless to say, we add no flavorings to our chocolate. This is what chocolate really tastes like.

TCHO. NEW AMERICAN CHOCOLATE.

"Chocolate isn't just one flavor. Join us as we explore the flavors of chocolate."

Brad Kintzer
Chief Chocolate Maker

FDA's Labeling Requirements

www.fda.gov/FoodLabelingGuide

- Statement of Identity/name of food
  - Jam vs Fruit Spread
- Ingredients statement
- Net weight statement
- Name & address of manufacturer, packer or distributor
  - Street address required if firm name & address not listed in current city directory or phone book

List FDA's 8 Most Common Food Allergens e.g. "Contains Wheat and Soy"

- Milk
- Eggs
- Fish (e.g., bass, flounder, cod)
- Crustacean shellfish (e.g. crab, lobster)
- Tree nuts (e.g., almonds, walnuts, pecans)
- Peanuts
- Wheat
- Soybeans

Nutrition Facts

Serv Size: 1 Tbsp (18g), Servings 16, Amount Per Serving: **Calories** 70, **Fat Cal** 20, **Total Fat** 2.5g (4% DV), **Sat Fat** 1.5g (8% DV), **Cholest** 10mg (3%), **Sodium** 35mg (1% DV), **Total Carb.** 11g (4% DV), **Sugars** 10g, **Protein** 0g, **Vitamin A** 2%, **Iron** 2%, Percent Daily Values (DV) are based on a 2,000 calorie diet.

99559 80481 7

Refrigeration not required.

Made in a facility that also processes nuts, soy, and wheat.
ALLERGEN WARNING: Contains MILK.

This artisan c
with applewo
to strike the p
between swee
especially wi
pineapple.
www.pralin

Handcrafted wi
in San Diego, C

INGREDIENTS
PURE CANE SUGA
TAPIOCA SYRUP,
SMOKED SEA SA

FDA's Nutrition Facts Labeling Requirements

- "product" is a food or dietary supplement in any size package; which is manufactured by a single manufacturer or which bears same brand name; which bears the same statement of identity, and which has similar preparation methods.
- Exempt from filing notice with FDA, and from Nutrition Facts labeling for **any** product with annual sales less than **10,000** units if:
  - company has fewer than 10 FTE employees; **and**
  - no nutrient content claim, health claim, or other nutrition information is provided on the label, or in labeling or advertising

FDA's Nutrition Facts Labeling Requirements

- Exempt from Nutrition Facts labeling for **any** product with annual sales less than **100,000** units if:
  - company has fewer than **100** FTE employees; **and**
  - no nutrient content claim (e.g., "sugar free"), health claim, or other nutrition information is provided on the label, or in labeling or advertising
  - Must file notice with FDA annually

Barcodes

- UPC/Barcodes
  - Company prefix + item codes 12-digits
  - GS1 US, Dayton, Ohio 937 435 3870
    - One-time fee begins at $250, plus annual renewal fees starting at $50
    - **http://www.gs1us.org/get-started/im-new-to-gs1-us**
  - Considerably cheaper ones available from: https://speedybarcodes.com/ or search for something like "Barcodes for Food Products"

USDA Organic

- Multi-ingredient products that contain (by weight or fluid volume, excluding water and salt) at least 95% organic ingredients can use the USDA organic seal
- Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be used in any of the ingredients used in a product with the USDA organic seal

INFORMATION FEATURES--LABELS

- **Natural**—Natural meat & poultry must not contain any artificial flavor, color, chemical preservatives or synthetic ingredients.“Natural” and “all natural” terms are not regulated for any other products
- **Local**—The term “local” is not regulated. Retailers use varying definitions. Some use a 100 mile radius. Others use the entire state.

INFORMATION FEATURES

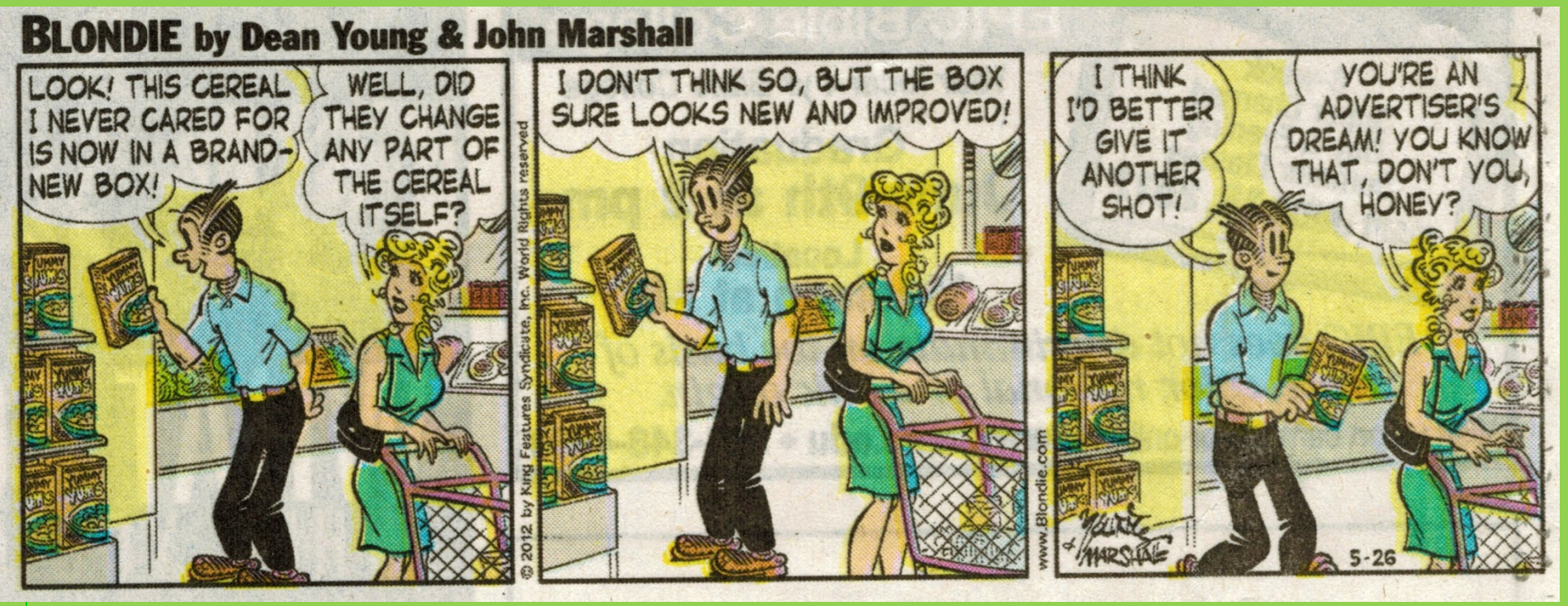
- Viewability
  - Does the consumer need to see the product?


Sure are good!
LADY WALTON'S
GOURMET COOKIES
Maple Pecan
& Sea Salt
Bite-Size Cookies
NET WT 4.5 OZ. (128G)


Giddy Up Nuts
Put A Little Kick In Your Nuts
Original Spiced
Gourmet Flavored Almonds
8 oz (226g)

PROMOTIONAL COMPONENTS

- Your package is often the first salesperson
- Packaging generates awareness & brand recognition
  - distinguish from competition
  - entice trial


BLONDIE by Dean Young & John Marshall
LOOK! THIS CEREAL I NEVER CARED FOR IS NOW IN A BRAND-NEW BOX!
WELL, DID THEY CHANGE ANY PART OF THE CEREAL ITSELF?
I DON'T THINK SO, BUT THE BOX SURE LOOKS NEW AND IMPROVED!
I THINK I'D BETTER GIVE IT ANOTHER SHOT!
YOU'RE AN ADVERTISER'S DREAM! YOU KNOW THAT, DON'T YOU, HONEY?
YUMMY YUMS
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BUNCHES & BUNCHES LTD
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GOODS AND TREATS MADE WITH LOVE
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PROVISIONS
Savor Life
THE TIME IS RIPE
Eat More Treats


BUNCHES & BUNCHES LTD
GOODS AND TREATS MADE WITH LOVE
SMALL BATCH PROVISIONS BIG TASTE
SMOKED | OAXACAN MOLE SAUCE
NET WT 15 oz (425G)

Our Fruit Spreads

Always Apricot

Click image to enlarge

79% Cooked down California Apricots

~tangy

A Red Duet

Click image to enlarge

78% Cooked down Strawberries mixed with seedless Raspberry Puree

~ lovely

Berry Blue

Fig Pizzazz

IMAGE DESIGN ELEMENTS

- SIZE
- SHAPE
- COLOR
- MATERIALS
- FONT
- GRAPHICS
- COPY

COLOR

- CONSIDER INTERACTION BETWEEN
  - LABEL & PRODUCT
  - LABEL, LID, NECKBAND

MATERIALS

- Consider unique materials—”outside of the box”
- But don’t forget about display ability

FONTS

- Bold san serif = strength **SCRIPT**
- Serif = high quality **SCRIPT**
- Script = elegant, feminine *SCRIPT*
- Fun Funk = fun, funky **SCRIPT**

GRAPHICS


BLUE RIDGE HONEY
100% NATURAL U.S. GRADE A
Camarillo Raspberry


FUEGO
FRESCA

COPY

- Copy elements
  - Tell your story
    - unique qualities–best ingredients, organic, locally grown, family made, regional specialty, ethnic, special process
- Choose your words carefully

This artisan caramel is infused with applewood smoked sea salt to strike the perfect balance between sweet and savory. Pairs especially well with grilled pineapple.

www.pralinepatisserie.com

Handcrafted with love in San Diego, CA 92113

INGREDIENTS
PURE CANE SUGAR, CREAM (milk, carrageenan) TAPIOCA SYRUP, BUTTER (milk), APPLEWOOD SMOKED SEA SALT.


BUNCHES & BUNCHES PROVISIONS
ESSENTIAL PANTRY ITEMS FOR EVERY KITCHEN
As with all of our goods and treats, love is the most precious ingredient. Every batch of SMOKED OAXACAN MOLE SAUCE - a perfect combination of flavor, spice and smoke, made with pasillas de oaxaca - is full of bunches and bunches of love. This unique sauce is inspired by my passion for the vast and bright flavors of real Mexican cuisine. It will bring an authentic and intense flavor to any meal. I hope BUNCHES & BUNCHES PROVISIONS will become a favorite at your table and a staple in your pantry.
Enjoy,
Chef Mark Slawson
The Savory Side of Bunches & Bunches Ltd.
HANDMADE AND PACKAGED WITH CARE BY
BUNCHES & BUNCHES LTD. PORTLAND, OR 97214
VISIT US AT BUNCHES-BUNCHES.COM
PLEASE REUSE OR RECYCLE THIS CONTAINER.
BATCH NO
BEST IF EATEN BY
6.2015

Maintain Family Image

Packaging Considerations

- Make sure that all elements are consistent with positioning
- A graphic designer is an investment you can’t afford **not** to make
- High printing volumes can reduce unit costs, but start small at the beginning

4 Rules For Package Design

- 1. You have to design a package that will first make somebody notice it
- 2. You have to have them touch it
- 3. Make sure the product performs
  - if the packaging oversold, they won't fall for that one again
- 4. Your packaging may be your first & only salesperson