
UNIDO
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INDUSTRIAL DEVELOPMENT ORGANIZATION
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LABELING
Soha Atallah
National Project Coordinator
UNIDO
E-mail: satallah@unido.org.lb
Poverty Reduction through Productive Activities • Trade Capacity Building • Energy and Environment


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• What is a Label?
• Identification system
• A marketing tool
• A communication tool between the product and the consumer
• A quality and security indicator
• A Standard
• Information
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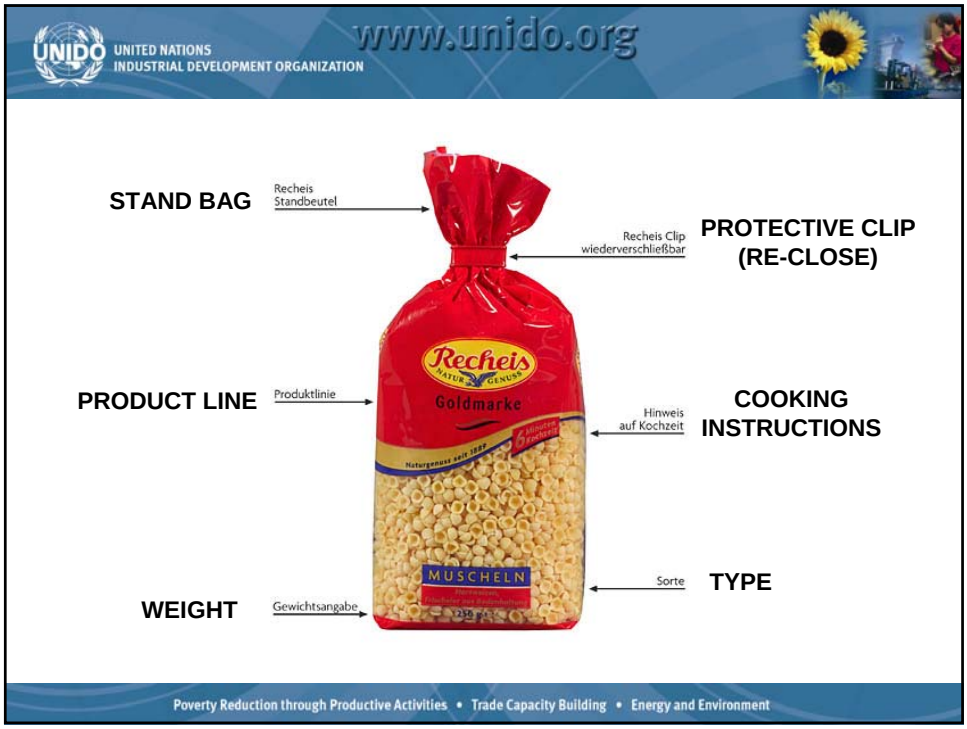
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STAND BAG
Recheis
Standbeutel
Recheis Clip
wiederverschließbar
PROTECTIVE CLIP
(RE-CLOSE)
PRODUCT LINE
Produktlinie
Goldmarke
Hinweis
auf Kochzeit
COOKING
INSTRUCTIONS
MUSCHELN
Sorte
TYPE
WEIGHT
Gewichtsangabe
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TYPE DESCRIPTION
INGREDIENTS
Sorte, Sachbezeichnung,
Zutaten
Kochzeit
Kochanleitung
COOKING
INSTRUCTIONS
ANALYSIS
Durchschnittsanalyse
Recheis
Genuss Rezept
RECEIPE
HOMEPAGE
Recheis Homepage
CUSTOMER
INFORMATION
Verbraucherinfo
Kundentelefon
WEIGHT
Gewichtsangabe
250 g
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Consumers Needs
Food composition
Health
Nutrition fact, Allergies ,Additives & Preservatives
Production processes
Environmentally friendly practices
New technologies
Freshness and production date
Temperatures & relative humidity
Uses & Methods
Geographic Origin
Communications with kids, adults, elderly , illiterate & blinds
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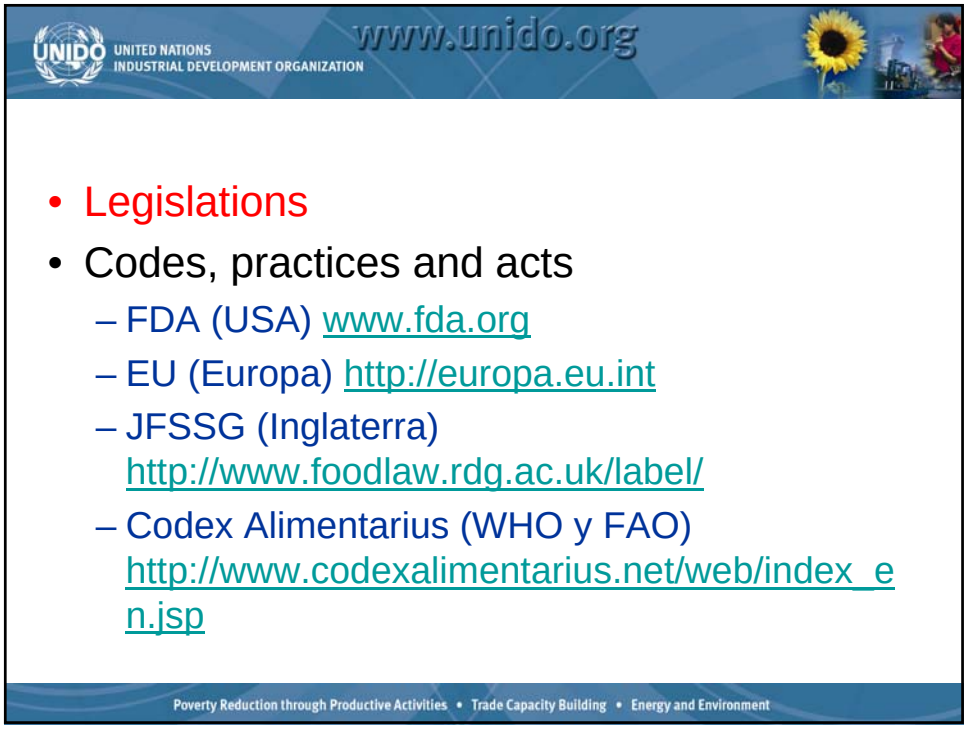
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Legislations
Codes, practices and acts
FDA (USA) www.fda.org
EU (Europa) http://europa.eu.int
JFSSG (Inglaterra) http://www.foodlaw.rdg.ac.uk/label/
Codex Alimentarius (WHO y FAO) http://www.codexalimentarius.net/web/index_en.jsp
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- Main Labeling Requirements
- **Food name & Description**
- **Ingredients list**
- **Quantities of some foods**
- **Net weight (in grams)**
- **Minimum shelf life**
- **Storage conditions**
- **Name and address of the manufacturer, packer or seller.**
- **Place of origin**
- **Use instructions**
- **Alcohol amount (more than 1.2% per volume)**
- **Label must indicate the presence of GMO's (only in EU)**
- **Nutritional value:**
  - **90/496/EEC (Standard format for all the state members)**
  - **Required for all food products (except drinking water)**
  - **Must include: Carbohydrates, fat, fiber, sodium, minerals and vitamins**

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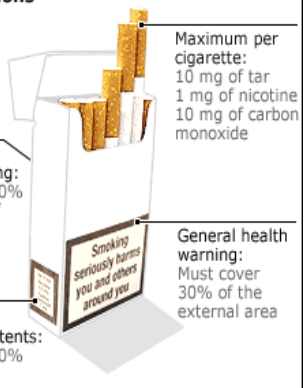
Labeling Regulations for Cigarettes

EU regulations



Words:
Such as "mild" or "light", suggesting the cigarettes to be less harmful, banned

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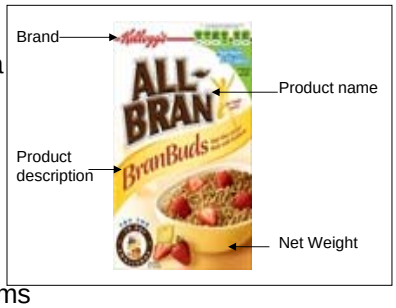
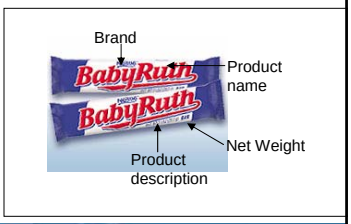
Front Panel Content according to US regulations

- **Brand**: is the company brand or umbrella brand that gives a quality statement to the product. Is a quality back up
- **Name of the product**: is the commercial name of the product
- **Description of the product**:
- **Net Weight**: Always ounces first and grams in parenthesis as Net Weight ____Oz (___g).





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Information Panel should include

- Nutrition Fact
- List of ingredients: in descendent order..
- Produced by, or Packed by or distributed by.
- Name, address, phone, e-mail and web page

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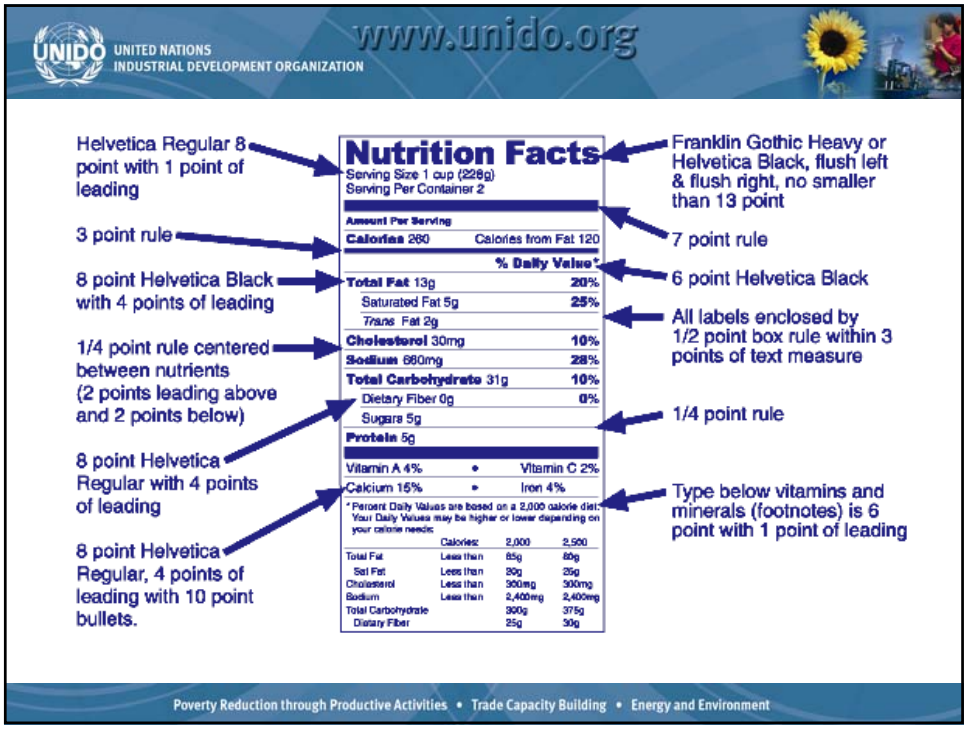
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Helvetica Regular 8 point with 1 point of leading
3 point rule
8 point Helvetica Black with 4 points of leading
1/4 point rule centered between nutrients (2 points leading above and 2 points below)
8 point Helvetica Regular with 4 points of leading
8 point Helvetica Regular, 4 points of leading with 10 point bullets.
Nutrition Facts
Serving Size 1 cup (228g)
Serving Per Container 2
Amount Per Serving
Calories 260
Calories from Fat 120
% Daily Value*
Total Fat 13g 20%
Saturated Fat 5g 25%
Trans Fat 2g
Cholesterol 30mg 10%
Sodium 660mg 28%
Total Carbohydrate 31g 10%
Dietary Fiber 0g 0%
Sugars 5g
Protein 5g
Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:
Calories: 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
Franklin Gothic Heavy or Helvetica Black, flush left & flush right, no smaller than 13 point
7 point rule
6 point Helvetica Black
All labels enclosed by 1/2 point box rule within 3 points of text measure
1/4 point rule
Type below vitamins and minerals (footnotes) is 6 point with 1 point of leading
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• Main Mistakes in Labeling in some Lebanese Companies
• Language & Translation
• Missing Nutrition Fact & Format
• Missing Weight (or not writing it according to destination market)
• Not Explaining the name of the product, lack of description (ex : Meghli, Kishek, Kebbe), they assume that other countries understand it
• Misleading pictures and names about the real packed product.
• Lack of consistency in the logo,
• Not mentioning the address of the company and its contact
• Lack of UPC or Bar code
• Claims. (ex: this product might reduce weight..etc)
• Using protected Characters (ex Disney)
• Not registering their logo and brand name at MOET
• Not mentioning all the ingredients and allergens
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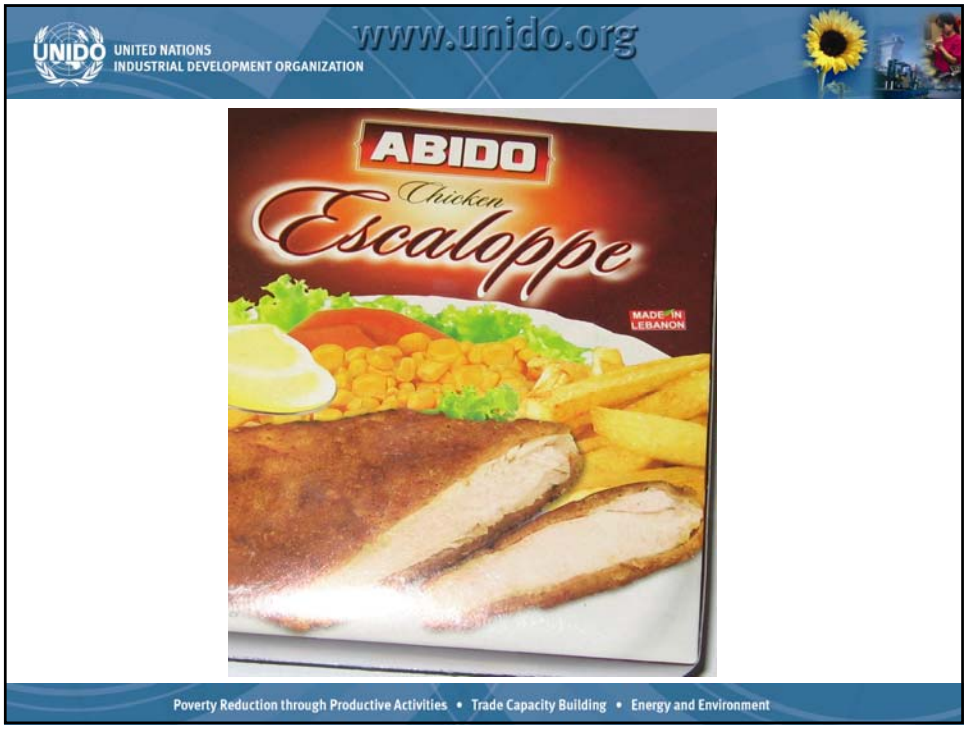
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ABIDO
Chicken
Escaloppe
MADE IN LEBANON
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