

Basics of the labeling

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The main function of labeling is to provide sufficient information about the product to the consumer.

**Kitchen- and
homeware**

Textiles

Foodstuffs

**Machinery and
mechanical
equipment**

**Electrical
equipment**

Medicines

**Cosmetics,
detergents, etc.
products of the
chemical industry**

General requirements

- The operator (manufacturer/ contractor/ importer/ seller) is obliged to ensure that the product complies with the requirements of the legislation also product information.
- The labelling must be correct, and the information provided/missing must not mislead the consumer in any way.
- All texts should be easily to find and read.
- In accordance with the language requirements in Finland, texts should be in both languages, Finnish and Swedish, with the exception of products that are sold in a small area only in a municipality of one language.

Information of consumer goods (kulutustavara)

- The name indicating the purpose of use
- Identification information (type, batch or serial number)
- The name and the address of the manufacturer
- For products not manufactured in the EU, the name and address of the importer
- Necessary instructions and information, i.e., how to start use, maintenance and disposal
- Key information for the purchase decision on the packaging

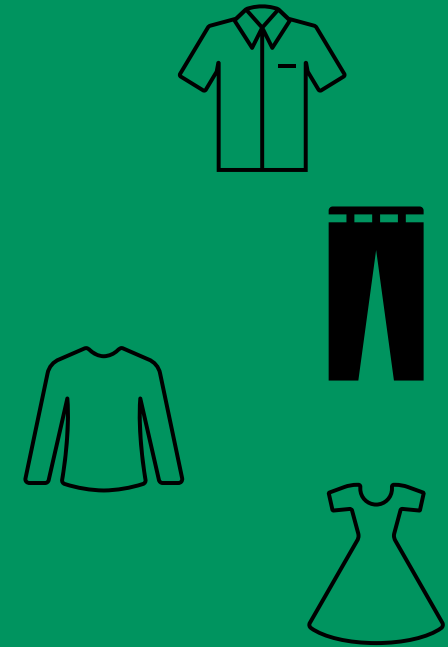
Some of the information can also be provided with commonly known instruction and warning signs.



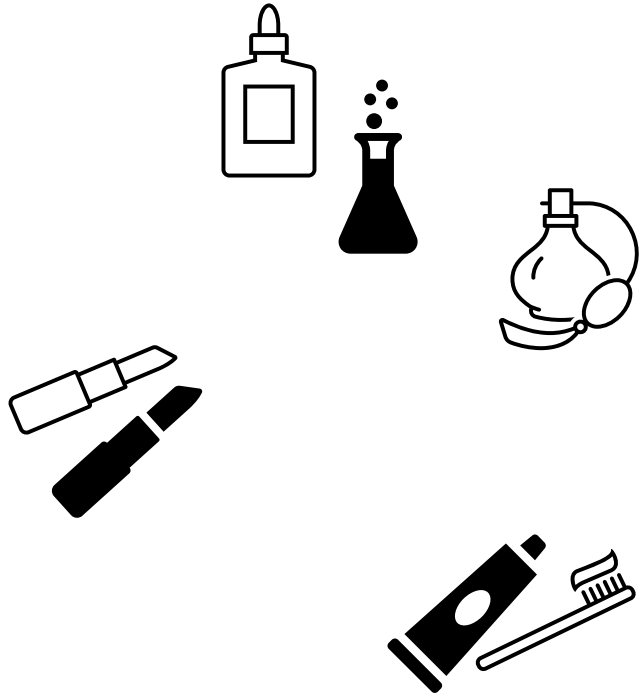
CLOTHING AND TEXTILES

the mandatory labelling

- **Commercial name and quantity of contents**
 - the purpose of use must be clarified
 - **Manufacturer, contractor or importer's name**
 - The name of the brand is not enough
 - **Names and amounts of used textile fibers**
 - **Washing and care instructions**
 - **Product size**
-
- **This information must appear on the outside packaging, unless it is clearly visible from the markings on the product without opening the packaging.**



Labeling on cosmetic products



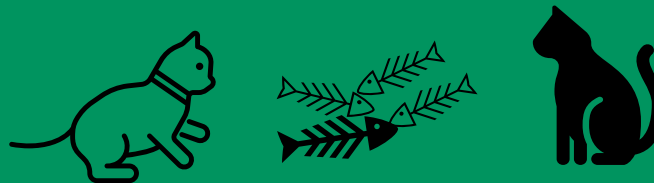
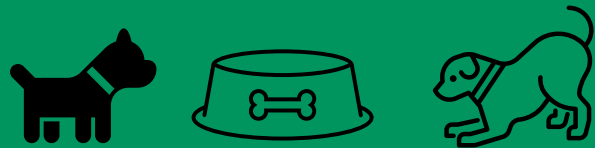
- name and address of the responsible person
- country of origin
- amount of content
- shelf lifetime if the period of use is less than 30 months
- shelf lifetime after opening, if the period of use is more than 30 months
- usage warnings if necessary
- lot number
- the intended use of the product, if this is not apparent from its presentation;
- list of ingredients

Pet food packaging labels

Own special regulation of feeds

The ingredients are named

- either as individual ingredients (as feed ingredients), e.g. beef, chicken meal, sugar beet pulp, sodium chloride (salt)
- or in groups, such as meat and animal products, grain, minerals.



The nutrients: protein, the amount of fat, fiber and inorganic matter (ash/sintering residue).

Minerals and vitamins, but not other additives.

The basis for food labeling is the EU Regulation 1169/2011 on the provision of food information to consumers

In addition, for Finnish market are almost 40 other laws which affecting labelling



The legislation of the food packaging and the labeling

Elintarviketietoasetus: Euroopan parlamentin ja neuvoston asetus (EU) N:o 1169/2011 elintarviketietojen antamisesta kuluttajille

Elintarvikelainsäädäntö:

- Elintarvikelaki 297/2021 FI
- Euroopan parlamentin ja neuvoston asetus (EY) N:o 178/2002 elintarvikelainsäädäntöä koskevista yleisistä periaatteista ja vaatimuksista, Euroopan elintarviketurvallisuusviranomaisen perustamisesta sekä elintarvikkeiden turvallisuuteen liittyvistä menettelyistä

Elintarvikehygieniä:

- Euroopan komission ohjeet elintarvikkeiden hygieniaa koskevan asetuksen (EY) N:o 852/2004 tiettyjen säännösten täytäntöönpano
- Euroopan komission ohjeet eläinperäisten elintarvikkeiden hygieniaa koskevan asetuksen (EY) N:o 853/2004 tiettyjen säännösten täytäntöönpano

Väittämät: Euroopan parlamentin ja neuvoston asetus (EY) N:o 1924/2006 elintarvikkeita koskevista ravitsemus- ja terveysväitteistä

Luomu: Euroopan parlamentin ja Neuvoston asetus (EU) 2018/848, luonnonmukaisesta tuotannosta ja luonnonmukaisesti tuotettujen tuotteiden merkinnöistä

Pakasteet: Pakasteasetus 818/2012 FI

Voimakassuolainen: Maa- ja metsätalousministeriön asetus eräiden elintarvikkeiden ilmoittamisesta voimakassuolaiseksi (1010/2014)

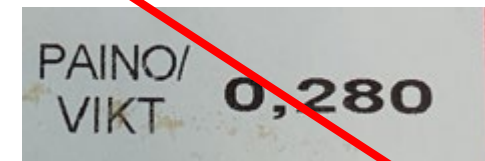
Alkuperä: Maa- ja metsätalousministeriön asetus (218/2017) eräiden elintarvikkeiden alkuperämaan ilmoittamisesta päivitetty asetuksella 885/2021 voimassa oloajan jatkamisella 31.12.2023 asti

GMO:

- Euroopan parlamentin ja neuvoston asetus (EY) N:o 1830/2003 muuntogeenisten organismien jäljitettävyydestä ja merkitsemisestä ja muuntogeenisistä organismeista valmistettujen elintarvikkeiden ja rehujen jäljitettävyydestä
- Euroopan parlamentin ja neuvoston asetus (EY) N:o 1829/2003 muuntogeenisistä elintarvikkeista ja rehuista

General


- The legal name of the product and the amount of content must be in the same field of vision
- The minimum height of the text for letters is 1.2 mm (small x), but may be larger
- For small packages, where the area of the largest surface is less than 80 cm², the minimum letter height is 0.9 mm
- The amount of content should be indicated with a higher letter height, in which case the size changes by 2-6 mm according to the number of products.
- Product (g or ml) letter height
 - ≤50 2 mm
 - >50 g or ml and ≤200 3 mm
 - >200 g or ml and ≤1000 4 mm
 - >1000 g or ml 6 mm
- **Remember these font sizes not mean maximum!**



Mandatory labeling of packaged food

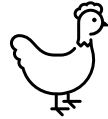
- The legal name of the food
- The list of ingredients
- Quantity (= weight or volume)
- Date of minimum durability
- The company name and post address of the responsible food business operator
- Nutrition declaration

Other mandatory labeling, if necessary

- Allergens
- The amounts of ingredient
- Country of origin, in other words the country of manufacture or production of the food, or the product's place of provenance.
- Instructions for storage.
- Conditions of use (including a warning label).
- information of heating treatment (e.g. UHT)
- Actual alcoholic strength by volume of beverages containing more than 1.2% by volume of alcohol and solid food 1.8vol-%.
- Modified atmosphere packaging.
- Indication of the use of sweeteners.
- Indication of high salt content.
- Identification mark on foodstuffs of animal origin produced at a food establishment. 
- Product-specific requirements for certain categories of food.
- Special labelling for quick-frozen and frozen food
- Labelling of genetically modified food
- Indicating ionising radiation treatment
- Fortified food (minerals, vitamins)
- Identification of production batch (if the date is not enough)

Special legislation for certain foodstuffs

- Name-protected foods
- Milk and milk products
- Poultry meat
- Pork, sheepmeat and goatmeat
- Beef
- Veal, lamb
- Sausage
- Egg
- Fish and other aquaculture products
- Spreadable fats
- Olive oils



- Juices and preparations of vegetable juices
- Fruit juices and certain similar preparations
- Fruit jams, jellies, marmalades and certain similar preparations
- Honey
- Sugar
- Cocoa and chocolate products
- Coffee extracts and chicory products
- Bottled waters
- Food for specific groups
- Nutritional supplements
- Novel foods
- Whole vegetables

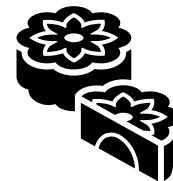
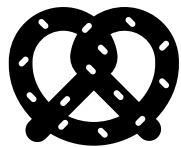


Legal name of the food

- Not necessarily the same as the brand name of the product
- Describe the product as clearly as possible
- For some products, the name is determined directly by legislation, for example. butter, chocolate and juice
- In the name shall not mentioned the ingredient if the product contains only its flavoring (excluding soft drinks and confectionery).
 - E.g. Strawberry ice cream made with strawberry aroma, but not added strawberry jam

Ingredients

- All ingredients and additives
- In descending order of weight
- Allergens should stand out from the other text, usually **bold** or in CAPITAL LETTERS
- The compounds of ingredients should be written
- Additives with a group name and own name or E code.
- The quantity of an ingredient in the whole product shall be indicated if:
 - it is mentioned in the name of the product
 - It is in the photo attached to the package
- The origin of the raw material, if its absence mislead
 - Mandatory in accordance with legislation for meat and dairy products manufactured in Finland



Nutritional information

- In this order as shown in the table
- Everything should be reported, also zero values
- Dietary fiber is optional
- Per 100 g or 100 ml of product
- In addition, it may be indicated per dose, resulting in the need for additional labelling
 - Reference intake
 - Number of servings in the package
- Vitamins and minerals should be declared if these have added to the product or if a nutrition or health claim is used
 - Add to the same nutritional table
 - Other information e.g. The lactose content should not be in the table, but should be in the same field of view as the table

Ravintosisältö/ Näringsvärde/ 100g	
Energia/ Energi	627 kJ / 150 kcal
Rasva/ Fett	2,1 g
-josta tyydyttyynyttä/ varav mättat fett	0,9 g
Hiilihydraatit/ Kolhydrat	15 g
-josta sokereita/ varav sockerarter	4,2 g
ravintokuitu/ kostfiber	3,1 g
proteiini/ protein	12 g
suola/ salt	0,89 g

According to rounding guidelines

Optional labeling

- Health and nutrition claims
- Negative claims, i.e., does not contain any raw material
- Marketing slogans
- In addition to the responsible operator, other parties to be notified, e.g., manufacturer outside the EU
- Material and recycling labels
- Photos and pictures
- Different signs and emblems

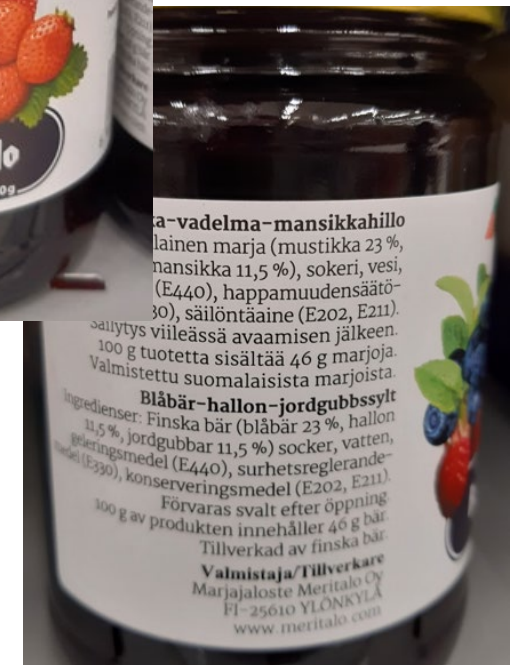


Claims

- Health and nutrition claims
 - Only allowed claims
 - Can be used when the legal requirements for claims are met
- Does not contain something
 - Lactose-free, dairy-free, gluten-free, wheat-free, etc.
 - Only if the corresponding product on the market contains the raw material in question
 - The use of negative expressions should be kept to a minimum

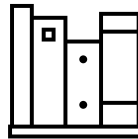


Laktoositon
Maidoton
Lihaton
Gluteeniton
Vegaaninen?



Who supervises?

The manufacturer and importer of the product has the responsibility for the correctness of the labeling.



- The main responsibility for supervision is given to municipalities and Finnish custom
- Authorities supervise labeling within the limits of resources
- Supervision in Finland is considerably stricter than in many other EU countries
- However, there are packages on the market where labeling texts are incorrect.

What kind problems?

- Wrong nutritional values, out of tolerances
- Allergens do not stand out from normal text
- Wrong order of ingredients
- Additive groups are missing
- The post address of responsible operator is missing
- Marketing claims are incorrect or not allowed to use
- Too small font size

Conclusions

- Mandatory labeling requires space in packages.
- Clear labeling texts are a competitive advantage
- Don't spoil the brand with ambiguous labeling.
- Don't mislead consumers.

Pihamaan kasvikset



Net quantity
260 g



Lounas-salaatti

Lunch sallad

Expiration date **09.04.22**

Food batch number **L-14-659**

sense n insight

The legal name of the product

Ingredient list: here should be listed every ingredient and additives this product contains. Ingredients are listed in descending order of weight. **The bolded or CAPITAL text indicates the ingredients with allergens. If the ingredients are mentioned in the name or in the picture/graphics, the amount of the ingredient must be marked.**

Mention about the instructions for storage, and the origin of the main ingredient, if necessary.

Depending on the legislation and products market, it might be required to have the packaging texts multilingual.

The country of origin: Country, World

The manufacturer: Fourteenacre co.

The producer (if it's different than the manufacturer):

Pihamaa Oy, Pihapellontie 2, 17200 Asikkala

The name and post address of the main responsible company are only required.

Nutrition declaration	100g
energy	627kJ / 150 kcal
fat	2,1 g
-of which saturated	0,9 g
carbohydrates	15 g
-of which sugars	4,2 g
dietary fiber	3,1 g
protein	12 g
salt	0,89 g



www.pihamaa.fi

Indication of the use of packaging gases, if necessary

Indication of the use of sweeteners, if necessary

Indication of high salt content, if necessary



The recycling instructions (not mandatory)



**Labelling is not a necessary evil,
it's an important part of
packaging.**



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Thanks!