



State Meat & Poultry Inspection Label Approval Process

*Niche Meat Processor Assistance Network
Webinar Presentation*

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Introduction

- **What are we going to cover?**
 - Label Approval Process
 - Resources
 - Questions, Comments, Discussion

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Ground Rules

- **Presentation is based on the procedures used by The Iowa Meat and Poultry Inspection Bureau.**
- **Procedures used by other state programs and USDA/FSIS may differ from what is presented.**
- **Contact USDA/FSIS or State Inspection Program with your specific questions.**

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Label Approval Process for State Meat and Poultry Inspection Programs

- **Labeling is considered plant proprietary information; labeling submissions are only accepted from the plant.**
- **Always work through the inspector assigned to the plant.**
- **Contact in-plant inspection staff or labeling review staff if there are questions.**
- **Plan enough time to prepare and print. Can't be last minute – especially with claims.**

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Label Approval Process for State Meat and Poultry Inspection Programs

- State Inspection Programs adopt federal labeling regulations and policies.
 - *9 CFR 300 & 400*
 - *USDA/FSIS Food Standards and Labeling Policy Book*
 - *Labeling Information found on the USDA/FSIS website*
- State review/approval process is more less the same.
 - Prior Approvals (Sketch and Final)
 - Generic Approvals

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Label Approval Process for State Meat and Poultry Inspection Programs

- Approval of :
 - Label itself
 - Required Features
 - Additional Features
 - Claims if Applicable
 - Formulation of product
 - Standards of Identity
 - Restricted Ingredients
 - Processes

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Labeling Features

■ Required Features

1. Signature Line – Plant Address
2. Inspection Legend
3. Handling Statement
4. Net Weight Statement
5. Product Name and Qualifying Statement
6. Ingredient Statement

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1. Signature Line/ Plant Address

- **Business Name** as it appears on the grant of inspection OR as listed as an “doing business as” (DBA)
- **City, State Zip Code** of business.
 - NOTE: if the business is not found in the phone directory of the city listed under the business name, then the **street address** must be added.
- **Third Party Business Name** must be preceded by a phrases such as:
 - Distributed by
 - Processed for
 - Manufactured for

**Processed for
High Street Meat Market
1235 Main Street
Anywhere, IA 55555**

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1 Signature Line




J. Russell's Meat Processing
Anywhere, IA 55555


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2. Inspection Legend

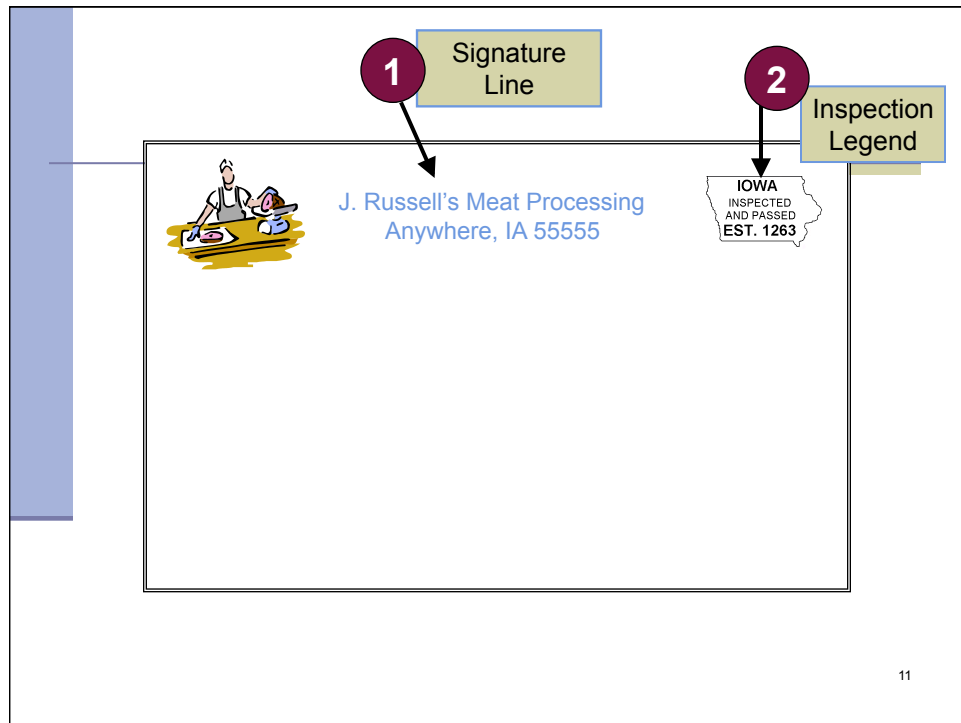
- State Inspected Product – State Inspection Legend



- Federal Inspected Product – Federal Inspection Legend



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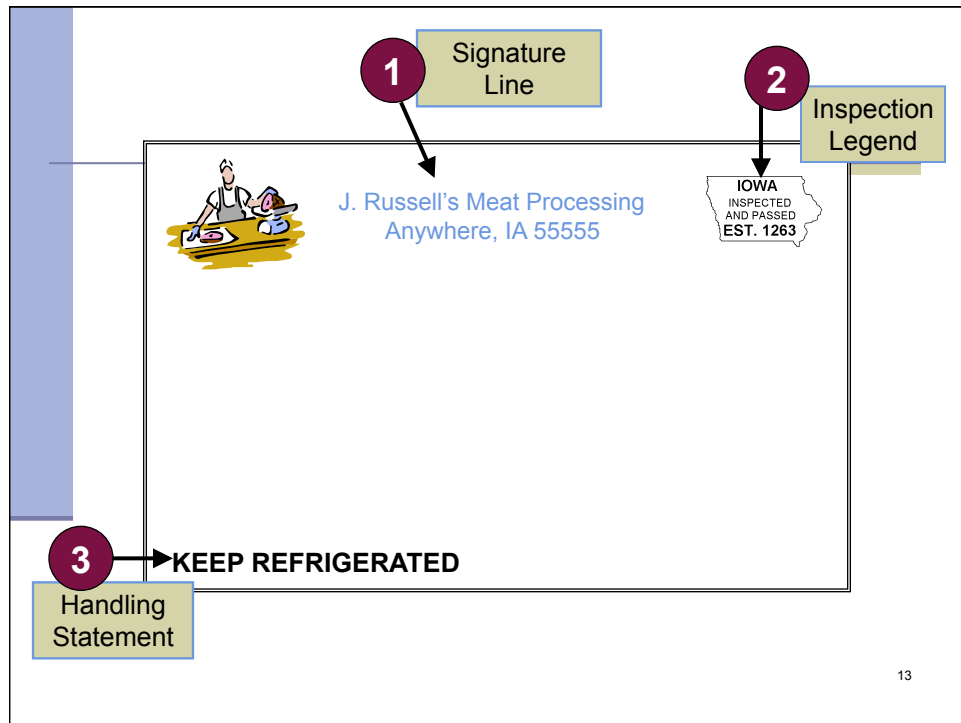


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3. Handling Statements

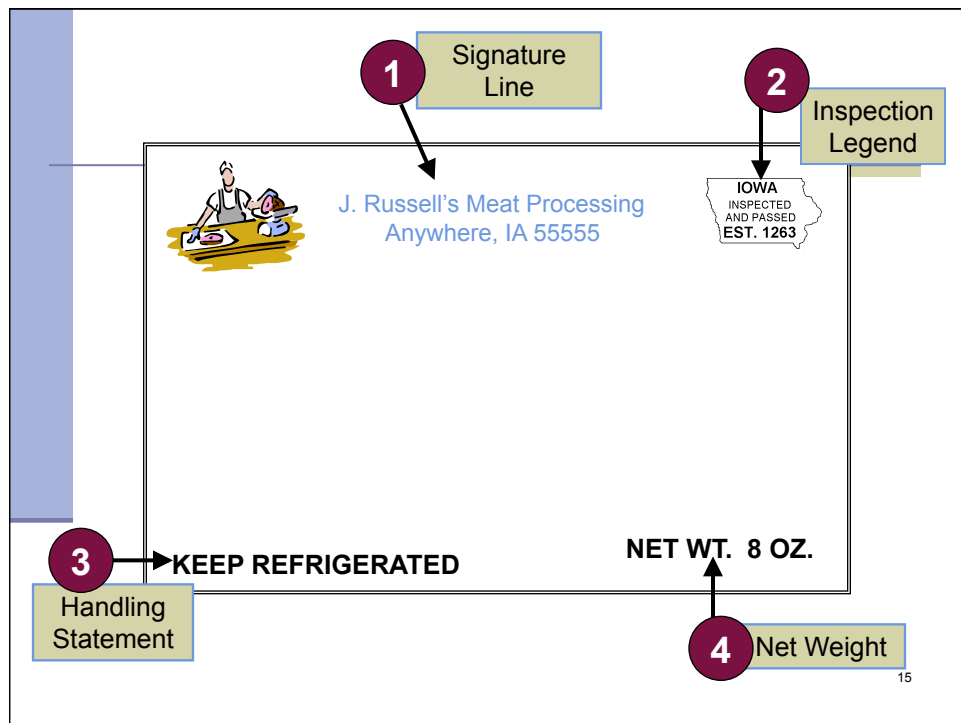
- Required for packaged products that require special handling to maintain their wholesome condition.
- Must reflect the condition product is in when leaving the plant.
 - Keep Frozen
 - Keep Refrigerated
 - Others – must be reviewed before using.

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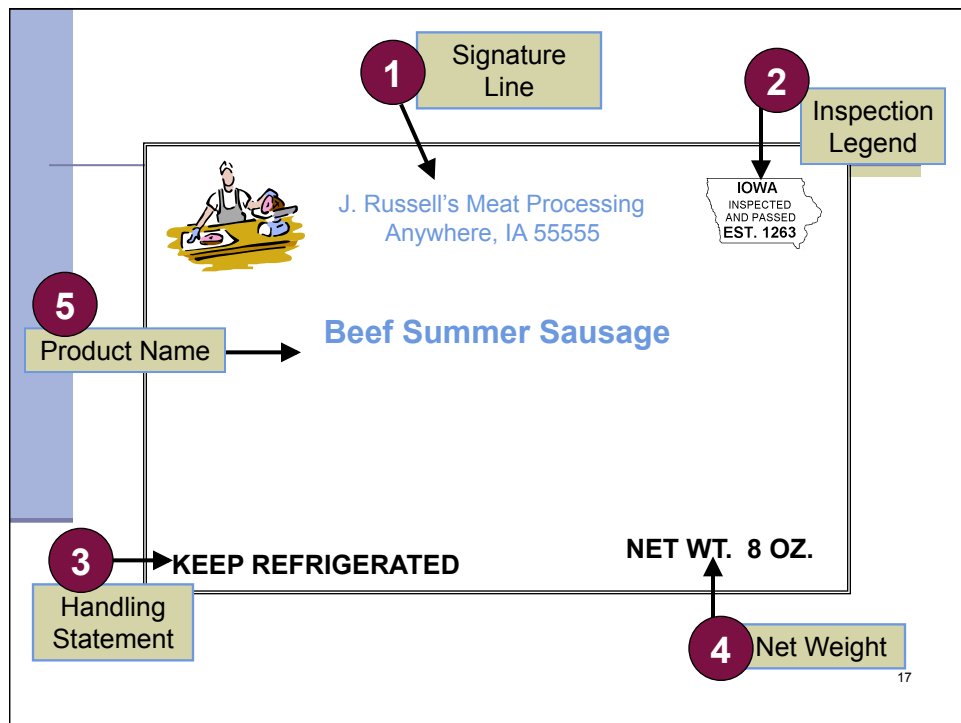
4. Net Weight Statements

- All labels on food sold at retail must bear an accurate statement of the quantity of the package content in terms of weight.
- The statement of quantity shall be expressed in terms of avoirdupois weight or liquid measure.
 - For example: pounds, ounces.



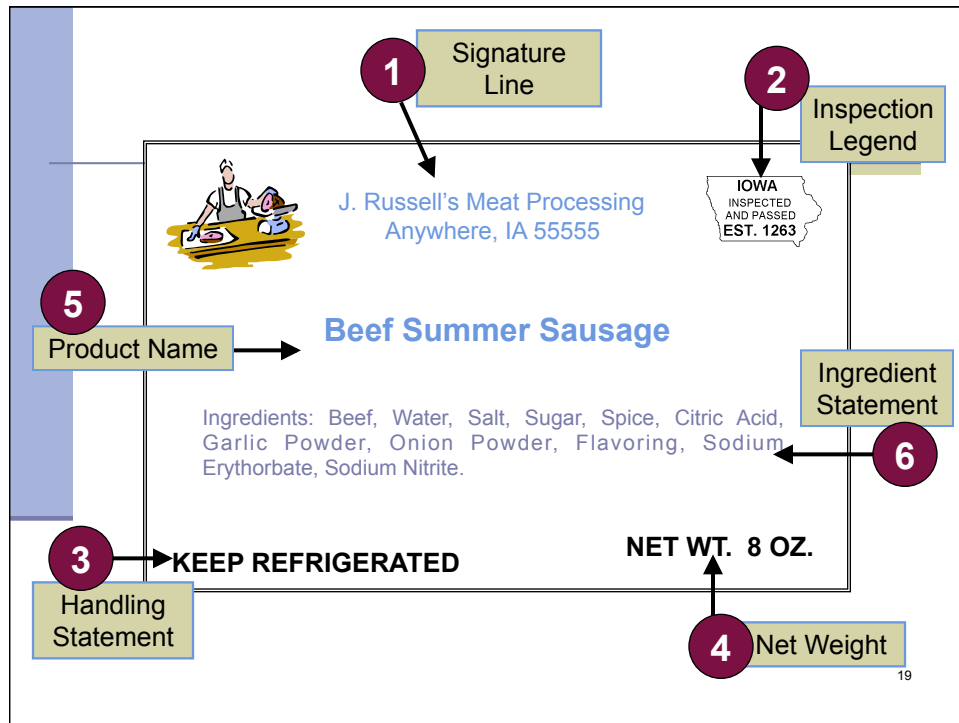
5. Product Name

- Names Determined by:
 - Standards of Identity
 - Regulatory Requirements
 - Descriptive Names
 - Coined or Fanciful Names
 - If used must include descriptive name.



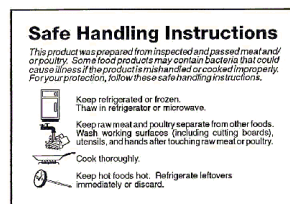
6. Ingredient Statement

- The list of ingredients shall show the common or usual names of the ingredients arranged in the descending order of predominance.
- **Product Formulation**



Other Labeling Features to Consider

- Required on some products
 - Nutritional Information
 - Safe Handling Labeling



Nutrition Facts	
Serving Size 1 cup (240 ml)	
Servings Per Container: 8	
Amount per serving	
Calories 100	Calories from Fat 35
% Daily Value*	
Total Fat 4g	8%
Saturated Fat 0g	0%
Cholesterol 0g	0%
Sodium 75mg	3%
Total Carbohydrate 8g	3%
Dietary Fiber 0g	
Sugars 4g	
Protein 7g	
Vitamin A 10%	Vitamin C 2%
Calcium 30%	Iron 6%
Vitamin D 35%	Vitamin B12 50%

Other Labeling Features to Consider

■ Optional Features

- Product Claims
 - Nutritional
 - Livestock Production
 - Quality
 - Food Safety

Pasture Raised



LOW SODIUM

USDA CHOICE BEEF

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Other Labeling Features to Consider

■ Optional Features

- Graphics
- Trade Marking Names or Graphics
- UPC Codes
- Cooking Instructions
- Product Codes – Code Dating



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 J. Russell's Meat Processing
Anywhere, IA 55555



Beef Summer Sausage

Ingredients: Beef, Water, Salt, Sugar, Spice, Citric Acid, Garlic Powder, Onion Powder, Flavoring, Sodium Erythorbate, Sodium Nitrite.

KEEP REFRIGERATED **NET WT. 8 OZ.**

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Label Approval Process for State Meat and Poultry Inspection Programs

Review/approval process:

- Establishment determines formulation for product (ingredients listed by weight or percent or formula)
- Prepares label sketch (printer's proof)
- Establishment fills out and completes label forms.
 - Including complete formulation.
- If **Claims** are made, supporting documentation must be included in labeling submittal.

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Label Approval Process for State Meat and Poultry Inspection Programs

Review/approval process

■ Prior Approval Processes

(9 CFR 317.4 & 381 subpart N))

■ Sketch Label Submission

- All information sent to state labeling staff for approval.
- Approved Sketch Approval returned to plant.
- Formulation/Label may required modifications.

■ Final Label Approval

- Label is created
- Final label forms completed
- Labeling staff or in-plant inspection staff will final approve label and return copy to plant to file.

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Label Approval Process for State Meat and Poultry Inspection Programs

Review/approval process

■ Generic Approval Process

- Label stays in-plant
- In-plant inspection staff reviews labels.
- Labels approved this way are limited to those meeting the requirements found in 9 CFR 317.5 and 381.133
- Products bearing claims can't be generically approved
- Establishment must keeps a file of all approved labels for review by inspection staff

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Approving Labels is Important

■ Meet Regulatory Requirements

- Product Standards
- Restricted Ingredients
- Product Claim Standards



■ Additional Information

- Tell a Story
- Market the Product

Provide a level playing field.

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Meat Processor's Responsibilities

- Follow Regulatory Requirements
- Labels Approved Before Used
- Use of Copyrighted Material- **get permission**
- Truthful Label
 - Do Not Misbrand
 - Do Not Mislablel
 - Do Not Be False or Misleading
- Establishment must keeps a file of all approved labels for review by inspection staff.
- Third Party/Private Labels



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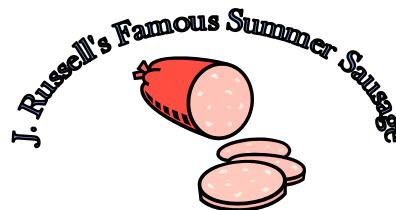
Third Party/Private Labeling

- Providing Inspected Meat Processing Services to others.
 - Example: Livestock Producer wants to sell meat products made from his/her livestock at a Farmers Market.
- Business decision and agreement of the plant and third party.
 - Cost
 - Products to be made
 - Storage
 - Many other things to consider -- LABELING

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Third Party/Private Labeling

- Labeling for Third Parties
 - Use Plant's already approved labeling
 - Create new third party/private label



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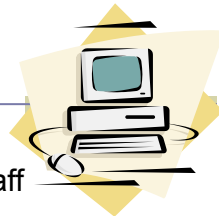
Third Party/Private Labeling

- Create new third party/private label
 - Label is responsibility of the plant
 - Label bears Plant's Mark of Inspection
 - Must be approved like all other labels.
 - Label can only be submitted by the plant.
 - Labels can only be applied at the plant where approved.
 - Third Parties must work through the plant.
 - Plan ahead – approval process and printing.
 - Claims must have supporting documentation.

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Labeling Resources

- In-Plant and Label Review Inspection Staff
- USDA/FSIS Websites
 - www.fsis.usda.gov
 - Search "Labeling"
 - Search "askFSIS"
- Label Printers, Graphic Design Companies
- Labels, Equipment & Ingredient Companies
- Networking
- Private Consultants



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Contact Information



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State Meat & Poultry Inspection Label Approval Process



***Questions
Comments
Discussion***

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