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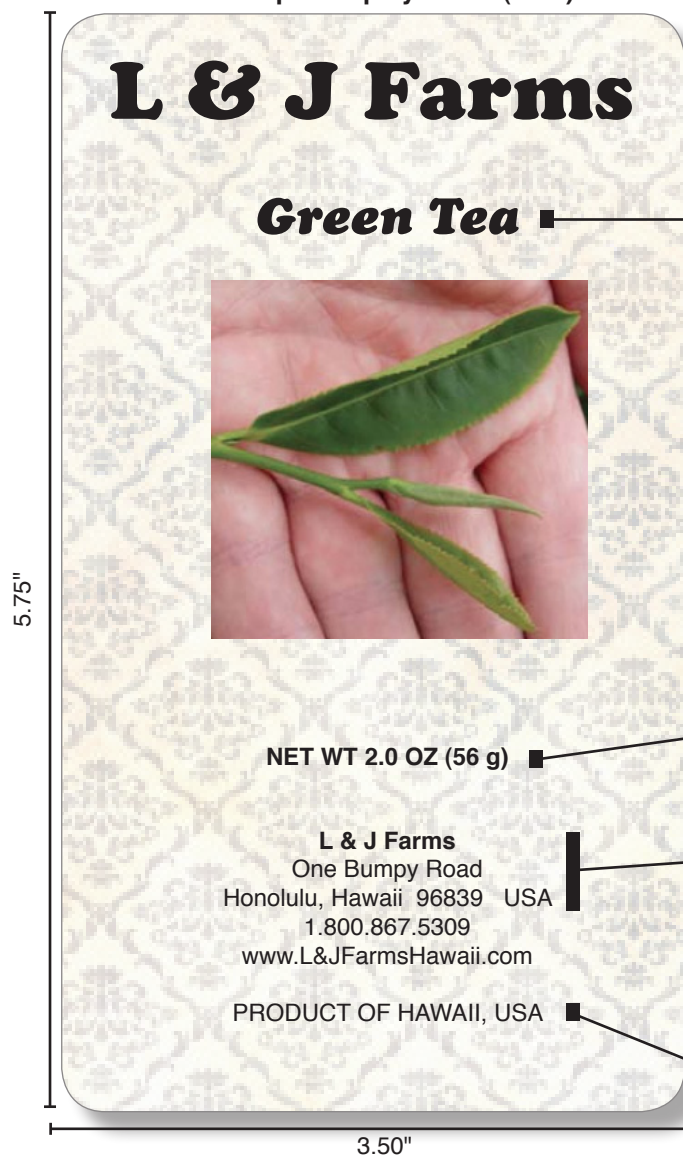
Required and Optional Labeling for Loose Tea for Sale

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Labelling your tea product correctly is a marketing as well as regulatory (legal) issue.

Principal Display Panel (PDP)



An attractive and informative label/package can make a lasting impact on clients. The US Food and Drug Administration (FDA) also has requirements for labeling a product, laid out in the publication *Guidance for Industry: A Food Labeling Guide* (<http://tinyurl.com/nje6mh>). The Hawaii Department of Health follows these guidelines in their own publication (<http://tinyurl.com/3dslxto>).

This example label illustrates the minimum data you *must provide* consumers about your product according to the FDA guidelines. This example is for those businesses that process their own tea leaves. If a product is “manufactured for” or “distributed by,” the label will be slightly different.

There are four required items for any label: product name in English, ingredients, net quantity, and responsibility statement. This information must also be provided in a minimum font size relative to the number of square inches on the “Principal Display Panel”

Product name in English
In bold type.

Net quantity of contents statement
Dual weight (ounces and grams) declaration. Located in the bottom 30% of the PDP.

Responsibility statement
The following is required: name of business, street address, city, state, zip code. Note: if your company is listed in a current phone book, then the street address is not required. Web site or email does not replace this required information.

Country of origin
Does not have to be on the PDP, but near it, and in a font size similar to that of the address.

(PDP)—the side of the package that faces the consumer. In this case, this label is 5.75 in x 3.50 in, or 20.13 square inches—the same size as the tea box/bag. Thus, the minimum font for this label as required by FDA is 1/8 in or 3.2 mm, or 9 point font.

Besides the PDP, there is the panel to the right as the consumer rotates the package to the left. This panel is where the Nutrition Facts and Ingredient statements go.

In general, these are the basic requirements for your commercial tea label. It is advisable to design your label, following the FDA document referenced

above, and then set up a meeting with the Food and Drug Branch of the Hawaii Department of Health to have them review the label so that you can refine it before it's printed. If you decide to go ahead without a review, you might face a fine for mislabeling, so doing the due-diligence is a great idea.

For more information

Food and Drug Branch (O'ahu)
 591 Ala Moana Blvd.
 Phone: (808) 586-4725
 Fax: (808) 586-4729
<http://tinyurl.com/4yfwkhkt>

The "Information Panel" to the right side of Principal Display Panel

	Back of package	Left-side panel
<p>Nutrition Facts This label may be placed together with the ingredient list and the name and address (name and address of the manufacturer, packer, or distributor) on the PDP. These 3 label statements also may be placed on the information panel (the label panel adjacent and to the right of the PDP, or if there is insufficient space on the adjacent panel, on the next adjacent panel to the right). On packages with insufficient area on the PDP and information panel, the Nutrition Facts label may be placed on any alternate panel that can be seen by the consumer (FDA Web site).</p> <div style="border: 1px solid black; width: 150px; height: 40px; margin: 10px auto; text-align: center;"> <p>Nutrition Facts</p> </div> <p>Ingredients In order of prominence, heaviest to lightest. Can be here or on the PDP. Ingredients: Green tea.</p>	<p>Back and left side panels There is no more "required" content to be placed on these panels. These surfaces can be used to provide other information to the purchaser. For example, a story about the business, recipes, and other information of interest.</p>	<p>L&J Farms We started L&J Farms in 1999 to . . .</p>
		<p>Tea-Flavored Pastries Our tea has a deep, rich flavor that can be infused into cakes and other pastries. To make . . .</p>

Disclaimer

Reference to a supplemental information source is not intended as an endorsement or recommendation in preference to other sources that may also be suitable.

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