A Guide to Labelling Food Containing Hemp Seeds

Who should read this?

Importer – person who brings packaged food into New Zealand for sale, or

Manufacturer – person who makes and sells packaged food, or

Packer – person who packs or re-packs food for retail sale.

Anyone who sells bulk food (non retail sale).

This guide helps you to create a label to meet the rules of the Australia New Zealand Food Standards Code (the Code), Fair Trading Act and Weights and Measures Regulations.

Icons used in this guide:

Think, some key things to notice for remember.

Think, this is not allowed.

Why should you read this?

This guide will help you to get your label right for:

- food packed ready to be sold to consumers,
- food being sold in bulk.

Introduction

What do you need to do?

- Create your label.
- Make sure it meets the rules in the Code.

Labels vary from product to product. Sometimes businesses copy labels from other products which is where they go wrong. It is your responsibility to make sure your label has all of the right information to meet the rules in the Code. We have provided a checklist on pages 4-7 to help you know you've got it right.

How should I use this guide?

There are 2 parts to this guide:

1. The **example label** – this helps you know what needs to go on your label.
2. The **check list** – this helps you make sure you've got your label right.

Where can I find more information?

For more information on the Code see:

- www.foodstandards.govt.nz/code/pages/default.aspx
- This includes Standard 1.2.1 Requirements to have labels or otherwise provide information, Standard 1.2.7 Nutrition, health and related claims, Schedule 4 Nutrition health, and related claims, Standard 1.4.4 Prohibited and restricted plants and fungi, Standard 1.2.4 information requirements - statement of ingredients.

Nutrition Panel Calculator:
www.foodstandards.govt.nz/industry/npc/Pages/Nutrition-Panel-Calculator-introduction.aspx

Getting Your Claims Right Guidance:
www.foodstandards.govt.nz/publications/Pages/gettingyourclaimsright.aspx

Nutrition, Health and Related Claims:
www.foodstandards.govt.nz/industry/labelling/Pages/Nutrition-health-and-related-claims.aspx

Fair Trading Act Factsheet Unsubstantiated representations:
www.comcom.govt.nz/fair-trading/fair-trading-act-fact-sheets/unsubstantiated-representations

MBIE guideline on weights and measures for packers and importers:
trademeasurement.tradingstandards.govt.nz/for-business/packaging-andor-selling-goods-by-quantity/

If you still need help MPI recommends you contact a food consultant to help write your label.
www.foodsafety.govt.nz/registers-lists/fsp-consultants.htm

Labelling your food containing hemp seeds

Your label must:

- be easy to read,
- be written in English,
- be true.

Your label must NOT:

🚫

- include the words cannabis or marijuana or words that mean the same thing.
- include an image of any part of the *Cannabis sativa* plant (other than the seed).
- suggest or imply that the product could alter mood, behaviour or cause hallucinations (i.e. a psychoactive effect).
- include a nutrition content claim or health claim about CBD, or the name or concentration of CBD.

💡 If you aren't allowed to put something on your label (e.g. a claim about health benefits of CBD) you can't put this on any advertising, (including pictures, words and websites).

Your label must clearly have:

An accurate **name or description** of the food that lets the consumer know what it is.

The **net contents** in appropriate unit of measure (e.g. g, kg, ml, l) in text 2 mm or bigger and be near the name of the food.

A **date mark** for foods with a shelf life of less than 2 years. You need to write this as:

- **Use By:** If the food must be consumed before a certain date because it could make people sick, or
- **Best Before:** If the food declines in quality but is still safe to be consumed, or
- **Bkd On / Bkd For:** only for bread with a shelf life of less than 7 days.

SPICY HEMP COOKIE
-made in New Zealand -

85g

Best Before 6 MAY 19
Lot ID: 15:01 B1

A **lot/batch identification** which enables you to trace your food if it needs to be recalled. Each batch needs its own identification.
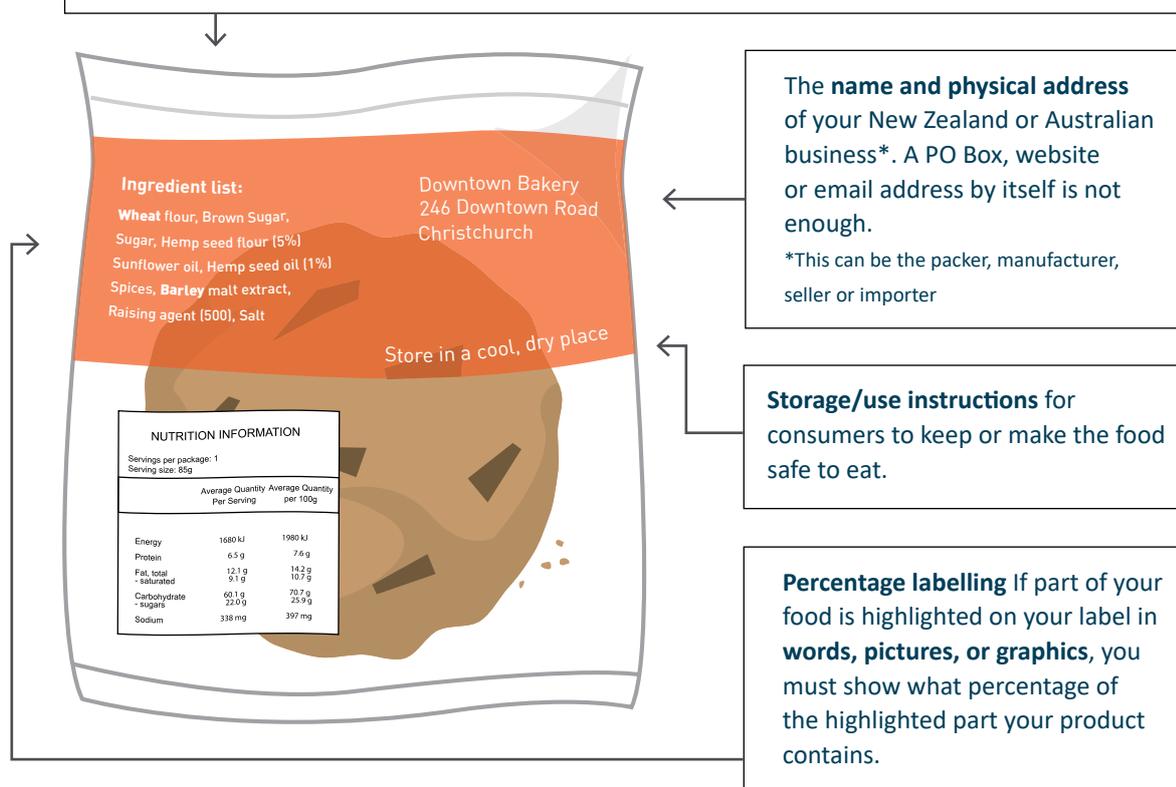
Your label must clearly have:

Ingredients list
- List your **ingredients** in descending order most to least.
- List any **food additives** you've used. There are rules about how you list these. Use the weblink on the introduction page for more information on the Code. The detail can be found in section 1.2.4-7.

Some products don't need an ingredients list including:
- standardised alcoholic beverages,
- food in a package with less than 100 cm^2 total surface area.

Ingredient list:

Wheat flour, Brown Sugar, Sugar, Hemp seed flour (5%) Sunflower oil, Hemp seed oil (1%) Spices, **Barley** malt extract, Raising agent (500), Salt

Downtown Bakery
246 Downtown Road
Christchurch

Store in a cool, dry place

NUTRITION INFORMATION

Servings per package: 1
Serving size: 85g

	Average Quantity Per Serving	Average Quantity per 100g
Energy	1680 kJ	1980 kJ
Protein	6.5 g	7.6 g
Fat, total	12.1 g	14.2 g
- saturated	9.1 g	10.7 g
Carbohydrate	60.1 g	70.7 g
- sugars	22.0 g	25.9 g
Sodium	338 mg	397 mg

The **name and physical address** of your New Zealand or Australian business*. A PO Box, website or email address by itself is not enough.

*This can be the packer, manufacturer, seller or importer

Storage/use instructions for consumers to keep or make the food safe to eat.

Percentage labelling If part of your food is highlighted on your label in **words, pictures, or graphics**, you must show what percentage of the highlighted part your product contains.

Health Star Rating:

You can choose to put this on the front of your pack to help consumers make informed decisions. If you choose to you must **correctly calculate the number of stars** for your food and **use the health star symbol correctly.**

Irradiated and genetically modified food:

If any ingredients in your food have been irradiated or genetically modified you must state this.

Statements you have to make:

Some ingredients/foods need to be avoided by certain people (e.g. people with allergies, pregnant women) or the consumer needs certain information so they don't get sick. This needs to be included on the label.

Not all foods/ingredients need these, you should read the user guide "Warning and Advisory Statements and Declarations" to see if your product needs a statement. http://www.foodstandards. govt.nz/code/userguide/pages/warningandadvisoryde1403.aspx

There are 3 main statements:

1. **Allergen declaration:** some ingredients can cause severe allergic reactions in some people. See the check list on page 4 for ingredients you have to highlight. In the hemp seed cookie label example the allergens are in **bold** in the ingredient list.

2. **Warning statement:** only applies to some foods. You must use the exact words outlined in the Code and they must be 3 mm or bigger. See the checklist on page 4 for foods that need a warning statement.

3. **Advisory Statement:** only applies to some foods/ingredients. You can choose how to write your advisory statement. See the checklist on page 5 for foods that need advisory statements.

Nutrition information panel (NIP)

- Which shows the amount per serving and amount per 100 g (or per 100 mL for liquids).
- There are different type of NIPS, so yours may look different from the example depending on your product. As a minimum, you must have all of the information shown in the example.

Your NIP must meet the rules about layout and content as stated in the Code.

Some products don't need a NIP, including:

- most alcoholic beverages,
- prepacked filled rolls and sandwiches,
- food in a package with less than 100 cm² total surface area.

NUTRITION INFORMATION

Servings per package: 1
Serving size: 85g

	Average Quantity Per Serving	Average Quantity per 100g
Energy	1680 kJ	1980 kJ
Protein	6.5 g	7.6 g
Fat, total	12.1 g	14.2 g
- saturated	9.1 g	10.7 g
Carbohydrate	60.1 g	70.7 g
- sugars	22.0 g	25.9 g
Sodium	338 mg	397 mg

Nutrition content claims and health claims:

This is really complex, you may need to ask an expert for help. See weblinks on the introduction page.

If you choose to make nutrition content claims or health claims you must:

- base your claim on the content in your food and not in an ingredient in your food,
- be able to prove the claim you have made,
- add the nutrition information for your claim to your NIP. This rule overrides any exception to having a NIP.

Checklist for getting your label right

Complete one checklist per product. If the item is not applicable for your product, write N/A in the comments box	Must have this	Might need to be on your label (depends on your product)	Is it on your label?	Comments
Name or description of the food				
Lot/batch identification				
Name and physical address of your New Zealand or Australian business				
Date mark for food with a shelf life of less than 2 years				
• Which one? Best Before Use by BKd on / Bkd For				
Storage/use instructions to keep or make food safe to eat				
Allergen declaration applies to foods containing (in any form):				
• Added sulphites when more than 10mg/kg • Milk				
• Soybeans • Peanuts				
• Shellfish • Sesame seeds				
• Crustacea • Tree nuts				
• Egg • Cereals containing gluten				
• Fish • Lupin				
Advisory statement applies to foods containing:				
• Bee pollen and propolis • Unpasteurised products				
• Milk or milk substitutes made from cereal/nuts/ seeds • Food additives with a known laxative effect				
• Unpasteurised egg products • Aspartame or aspartame - acesulphame salt				
• Quinine • Phytosterols or phytostanols or their esters				
• Guarana or caffeine				
Warning Statement only applies to royal jelly, foods for infants and formulated supplementary sports foods				
• Use the **exact wording from the Code**				
• **Text 3mm or bigger** (or > 1.5mm for small packages)				

The guidance document "Warning and Advisory Statements and Declarations" has helpful information about warning statements

Complete one checklist per product. If the item is not applicable for your product, write N/A in the comments box	Must have this	Might need to be on your label (depends on your product)	Is it on your label?	Comments
Ingredient list:				
• In descending order				
• Food additives declared				
• Exemptions/exceptions				
Net contents				
• Text 2 mm or bigger				
Nutrition information panel (NIP)				
• Amount per serving				
• Amount per 100 g (or 100 ml for liquids)				
• List the energy and 6 main components				
• Serving per package and serving size				
• Used the right NIP for you product				
• Layout from the Code followed				
• Exemptions / exceptions				
All of the rules about **making nutrition content and/or health claims** in the Code are followed (only applies if you have chosen to make a nutrition content or health claim)				
The guidance document "Getting your claims right" has a helpful checklist for making each type of claim.				
Percentage Labelling				
Listed irradiated foods				
Listed genetically modified foods				
Health star rating (this only applies if you have chosen to include a health star rating on your product)				
• Correctly calculated number of stars				
• Used the health star symbol correctly				
Your label is easy to read				
Your label is in English				
No prohibited claims or representations are made on the label			Not permitted	

Checklist for bulk food (non retail sales)

Complete one checklist per product. If the item is not applicable for your product, write N/A in the comments box	Must have this	You choose how to provide this	Is it on your label?	Comments
Name or description of the food				
Lot/batch identification				
Name and physical address of your New Zealand or Australian business				
• On the label				
• In the documentation that goes with the sale of the food				
Net contents				
• Text 2 mm or bigger				
Provide all other labelling information when requested so the purchaser can label their food for retail sale				
No prohibited claims or representations are made on the label			Not permitted	