



TOPICS: FOOD LABELLING (BANGLADESH ISSUES PACKAGED FOOD LABELLING ACT 2017)

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SO, WHAT ARE THE REQUIREMENTS??

Can you sell it
in such a way?



WHAT'S ON A FOOD LABEL?

What's on a food label?

Date Marking

This is the 'Use By', 'Sell By' and 'Best Use Before' date. It gives the date by which the food should be eaten.

Product Name

Usually beside the brand name. Tells you what the food is.

Net Weight

This gives the actual weight of the food excluding the packaging. For canned foods packed in liquid, the net weight is the weight of the drained food.

USE BY



Ingredient List

This shows all the ingredients that make up the product. The ingredients are listed in descending order by weight.

Nutrition Information

This panel shows the nutrients found in one serving or in 100 g / 100 ml of the food.

Usage Instructions

These are instructions for storing or using the product.

Manufacturer's Details


Every label includes the name and address of the manufacturer, importer or distributor.

LABEL VS LABELLING

- “Label” any tag, brand, mark, image, mark, hallmark, graphics or descriptive instruction that is easily visible on a food wrapper, whether written, printed, sealed or by computerized printing by stencil, emboss or indelible ink Is made or added.
- “Labelling” means an introductory description of a product, written, printed, or described in graphics form, displayed by inserting or adding to a label.



GENERAL CONDITIONS OF PACKAGED FOOD LABELLING

- (A) The relevant information provided on the label of the packaged food prepared in the country should be **recorded in Bengali language**; However, if necessary, **one or more foreign languages** can be used besides Bengali;
 - (B) In case of sale of **imported packaged food** in the domestic market of the country, if the label is in foreign language, a label or a **sub-label should also be attached in Bengali**;
 - (C) Packaged food labels, containers or packaging should contain declarations of **information on food and food additives inside**;
 - (D) The **name and ingredients** of the food should be clearly stated on the label or description label as easily as possible for the food consumer;
 - (E) The label **should be uncovered, easily visible** and easy to read, and the font size should be determined in proportion to the size of the packaging, following international standards;
 - (F) **In order to prevent label separation from the packaging**, appropriate procedures should be followed, depending on the type of packaging;
 - (G) The presence of **essential nutrients per 100 g or 100 mg** or in each environment shall be declared on the label, as the case may be; However, there will be no obligation to mention the nutritional information of agricultural raw materials, such as grains, vegetables, spices, sugar and malnutrition;
 - (H) If the field of vision of the packaging is **less than 100 sq. centimeter**, the label should not contain the list of relevant ingredients, nutritional information and usage rules, in case of—
 - (i) The insertion of such information in the packaging at the wholesale level is confirmed; and
 - (ii) Copies of such information in the form of leaflets are ensured as per the demand of the retail buyers.
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FOLLOWING INFORMATION SHOULD BE CLEARLY MENTIONED IN THE LABEL, SUCH AS...

- (A) Name and address of the manufacturer, packager, supplier or marketer;
- (B) Food ingredient's or material's type and name (Natural and artificial);
- (C) Batch, code or lot number;
- (D) Net weight or volume or number and total weight;
- (E) Date of Manufacture;
- (F) Date of Packaging;
- (G) Expiry date or last date of use
- (H) Best before date
- (I) Information about nutritional value
- (J) Food additives; and
- (K) If it is not possible to use food or food products properly without instructions, its use instructions.



GENERAL REQUIREMENTS ON FOOD LABELLING

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1. Language
2. No False or Misleading Statement on the label
3. The Label attached should not get separated
4. Contents should be clear, indelible and readily legible to the consumer
5. Wrapper should not hide the relevant information
6. BSTI Logo & License no. on the label
7. The font size of the letters should be appropriate and in colour contrast with the background of the label



NAME OF THE FOOD & LIST OF INGREDIENTS

- Name of Food, Trade Name & or description of food contained in the package.
- List of ingredients shall be declared on the label with the title as “Ingredients”
- The name of Ingredients used in the product should be given in descending order of their composition by weight or volume
- A specific name shall be used for ingredients in the list of Ingredients
- In single ingredient foods list of ingredient not required.
- In some cases, the percentage is required



NUTRITIONAL INFORMATION

New Label / What's Different?

Servings:
larger,
bolder type

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories 230

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 160mg 7%

Total Carbohydrate 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 240mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

New:
added sugars

Change
in some
nutrients
required

Serving sizes
updated

Calories:
larger type

Daily Values
Updated

Actual
amounts
declared

New
footnote

NUTRITIONAL INFORMATION

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- Energy Value in kcal
- Amount of protein
- Carbohydrate (Specify quantity of added sugar)
- Fat in gram (g)
- The amount of any other nutrient for which a nutritional or health claim is made.

- **Declaration of Trans Fat:**

- If Trans Fat is less than 0.2 gm/ Serving

- **Declaration of Saturated Fat:**

- Saturated fat free if it does not exceed 0.1 gm/100 gm



NUTRITIONAL INFORMATION

- In case of the claim made for the nutritional elements like; Vitamins, Minerals, Energy, Protein, Fat etc, the added nutrients along with the values should be declared on the labels.
- Total trans Fat content not more than.....percent by weight. Total saturated fat content not more than....percent by weight
- If the nutritional declaration is made per serving, the amount of serving size in gram (g) or milliliter (ml) shall be included for reference beside the serving measure.
- Nutritional Information is not required for raw agricultural commodities like wheat, rice, spices, table salt , sugar, tea coffee, packaged drinking water, alcoholic beverage or fruit and vegetables, pickles etc



NUTRITIONAL INFORMATION

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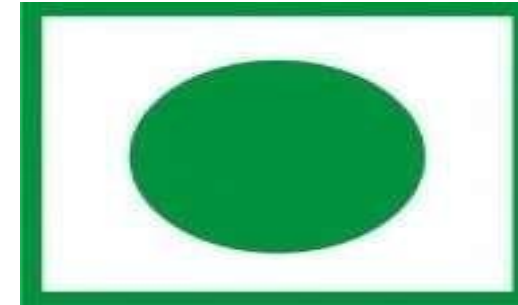
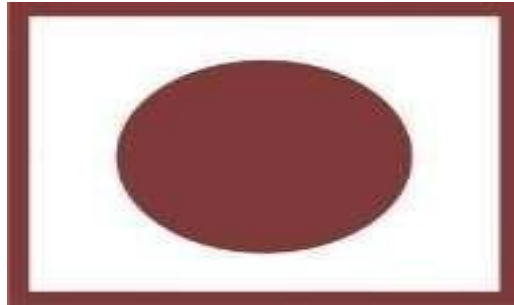
Nutritional Labelling	
Amount per 100g of product	
Energy	# kcal
Protein	# g
Carbohydrates Sugars	# g
Fat	# g
Saturated fatty acids	# g
Polyunsaturated fatty acids	# g
Monounsaturated fatty acids	# g
Trans fatty acids	# mg
Cholesterol	



DECLARATION REGARDING VEG OR NON VEG

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- A brown circle on the label to indicate the non-vegetarian content in the food item, while a green circle indicates vegetarian content.



- The size of the logo depends upon the size of the label on the product. The size of the logo i.e. the diameter of the circle and side of the square shall be in accordance to the size of the label.



ALLERGEN

❑ [Food Allergen Labeling and Consumer Protection Act of 2004 \(FALCPA\)](#). This law identified eight foods as major food allergens: milk, eggs, fish shellfish, tree nuts, peanuts, wheat, and soybean.

❑ On April 23, 2021, the Food Allergy Safety, Treatment, Education, and Research (FASTER) Act was signed into law, declaring sesame as the 9th major food allergen recognized by the United States.



DECLARATION REGARDING FOOD ADDITIVES

The following food additives may be mentioned with the specific names or INS Number.

The International Numbering System (INS) is **used by Codex to identify food additives.**

Acidity Regulator, Anticaking Agent, Antifoaming Agent, Antioxidant, Emulsifier, Emulsifying Salt, Firming Agent, Flour Treatment Agent, Foaming Agent, Gelling Agent, Glazing Agent, Humectant, Preservative, Propellant, Raisi.ng Agent, Stabilizer, Sweetener, Thickener

Permitted Colours added have to be mentioned in capital letters like;

CONTAINS PERMITTED NATURAL COLOUR(S) OR

CONTAINS PERMITTED SYNTHETIC FOODCOLOUR(S)

OR

CONTAINS PERMITTED NATURAL AND SYNTHETIC FOODCOLOUR(S)



DECLARATION REGARDING FOOD ADDITIVES

Permitted Flavours added have to be mentioned in capital letters like;

CONTAINS ADDED FLAVOUR (specify type of flavouring agent)

If both color and flavour are used in the product, a combined statements shall be mentioned, as

CONTAINS PERMITTED NATURAL COLOUR(S) AND ADDED FLAVOUR(S) OR

CONTAINS PERMITTED SYNTHETIC FOOD COLOUR(S) AND ADDED FLAVOUR(S)

OR

CONTAINS PERMITTED NATURAL AND SYNTHETIC FOOD COLOUR(S) AND ADDED FLAVOUR(S)



NAME AND COMPLETE ADDRESS OF THE MANUFACTURER

- The name and complete address of the manufacturer** should be mentioned on the package.
- If the manufacturer is not the packer, then the name and complete address of packer should also be mentioned on the package.
- In case the food is manufactured or packed on behalf of some other company then the details of the name & address of both companies, who is a manufacturer/packer and for whom food is manufactured/packed should be displayed.
- For imported food articles, the package shall bear the name and complete address of the Importer.



NET QUANTITY

- Net quantity by weight or volume or number has to be declared



LOT/CODE/BATCH IDENTIFICATION

- A batch number or code number or lot number is a mark of identification by which the food can be traced in the manufacture and identified in the distribution, shall be given on the label.



DATE OF MANUFACTURE OR PACKING

- Month & Year shall be given if “Best Before Date” is more than three months.
- Date, Month & Year shall be given if “Best Before Date” is less than three months.



DO YOU KNOW THE DIFFERENCE BETWEEN USE BY AND BEST BEFORE DATES?



BEST BEFORE AND USE BY DATE

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- Month & Date in the capital letters in the following manner

“BEST BEFORE MONTH AND YEAR

OR

“BEST BEFORE MONTHS FROM PACKAGING OR

“BEST BEFOREMONTHS FROM MANUFACTURE



BEST BEFORE AND USE BY DATE

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Continued...

In case of Sterilised or Ultra High Temperature treated milk, Soya milk, **flavoured milk**, any package containing bread, dhokla, bhelpuri, pizza, doughnuts, **khoa, paneer**, or any uncanned package of fruits, vegetable, meat, fish or any other like commodity, the declaration be made as follows:

“BEST BEFOREDATE/MONTH/YEAR” OR

“BEST BEFORE.....DAYS FROM PACKAGING” OR

“BEST BEFORE DAYS FROM MANUFACTURE”



INSTRUCTIONS FOR USE

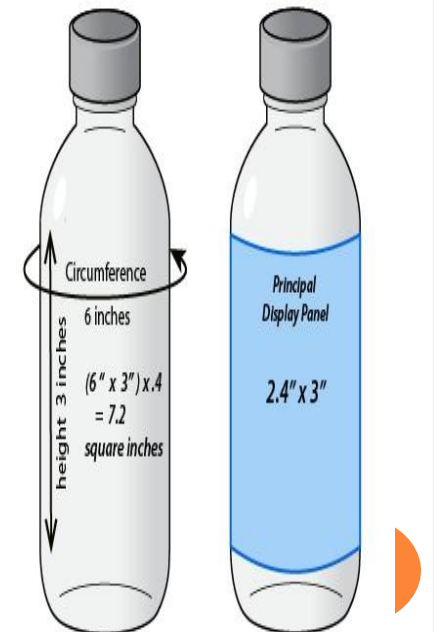
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- In order to ensure correct utilization of the food, the Food Regulations require the manufacturer or the packer to mention the “ Instructions for use” on the label on the Pre-packaged food.
- The instructions may include the directions regarding reconstitution or dilution of the product before use, where applicable.



PRINCIPAL DISPLAY PANEL

- Portion of the package label that is most likely to be seen by the consumer.
- Sometimes, a food package may also have an alternate principal display panel, which refers to the other surface of the package that is also suitable for display as PDP.



PRINCIPAL DISPLAY PANEL

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- Area of the Principal Display Panel
- **For Rectangular Container** - forty percent of the height and width
- **For Cylindrical Container** – Twenty percent of the height & circumference
- **Container of any shape** – Twenty percent of the total surface area



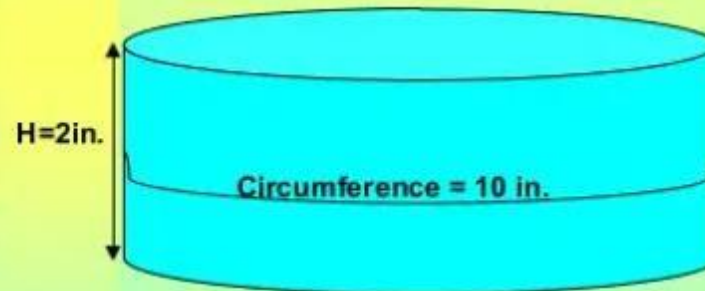
CALCULATION OF PDP

PARTS OF A LABEL

Clip slide

■ *Determination of the area of PDP*

- ◆ For cylindrical or nearly cylindrical container, it is 40% of the value of the height of the container times the circumference



$$10'' \times 2'' = 20$$

$$20'' \times 40\% = 8''$$

$$\text{Area of PDP} = 8 \text{ sq.in.}$$

Width of the area of PDP

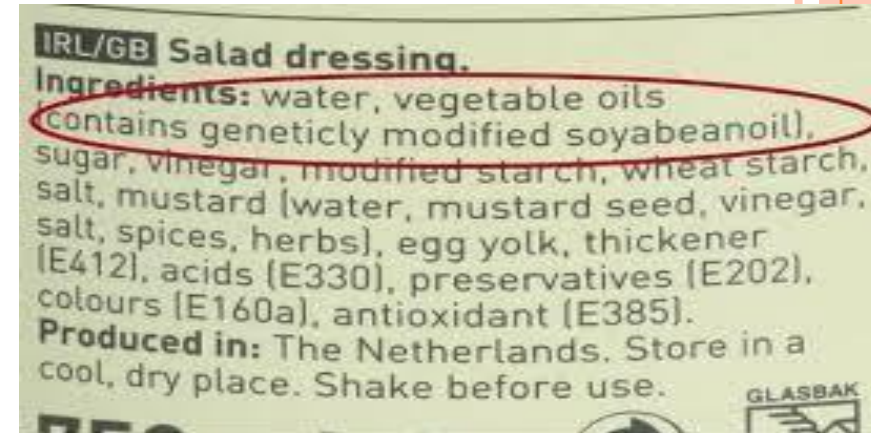
$$= \text{area of PDP} / \text{height} \quad \text{or} \quad 40\% \text{ of circumference}$$

$$= 10 \times 40\% = 4 \text{ in.}$$



Genetically modified(GM) ingredients

- ❑ The presence of genetically modified organisms (GMOs) or ingredients produced from **GMOs must be indicated** on the label.
- ❑ For GM products sold '**loose**', information must be displayed immediately next to the food to indicate that it is GM.
- ❑ Small amounts of approved GM ingredients (**below 0.9%** for approved GM varieties) that are accidentally present in a food **do not need** to be labelled.
- ❑ Foods produced with **GM technology** (e.g. cheese produced with GM enzymes) and products such as meat, milk and eggs from animals fed on GM animal feed **do not** have to be labelled.



LABELLING OF IRRADIATED FOOD

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- ✓ Irradiated foods - The label of a food, which has been treated with ionizing radiation, shall carry a written statement indicating the treatment in close proximity to the name of the food.
- ✓ In addition all packages of irradiated food shall bear the following declaration and logo, namely

PROCESSED BY IRRADIATION METHOD DATE OF
IRRADIATION.....



LICENSE NO of Irradiation Unit.....
PURPOSE OF IRRADIATION.....



Freezing star rating system

A simple star system is used to indicate what temperature the food should be held at and for how long:

* - 6 °C 1 week (pre frozen food only);

** - 12 °C 1 month (pre frozen food only);

*** - 18 °C 3 months (pre frozen food only);

**** - 18 °C or colder 6 months (pre frozen food; can also be used to freeze fresh food from room temperature).

STORAGE		
For star marked freezers:		
★	(-5°C)	Up to 1 week
★★	(-12°C)	Up to 1 month
★★★	(-18°C)	Follow best before date
★★★★	(-18°C)	Follow best before date
For ice making compartment of domestic refrigerator: 3 days		
Keep frozen. Once defrosted, do not refreeze.		



SPECIFIC REQUIREMENTS FOR SPECIFIC FOODS

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- **Labelling of infant milk substitute and infant food**

“IMPORTANT NOTICE”

“MOTHER’S MILK IS BEST FOR YOUR BABY” in capital letters



SPECIFIC REQUIREMENTS FOR SPECIFIC FOODS

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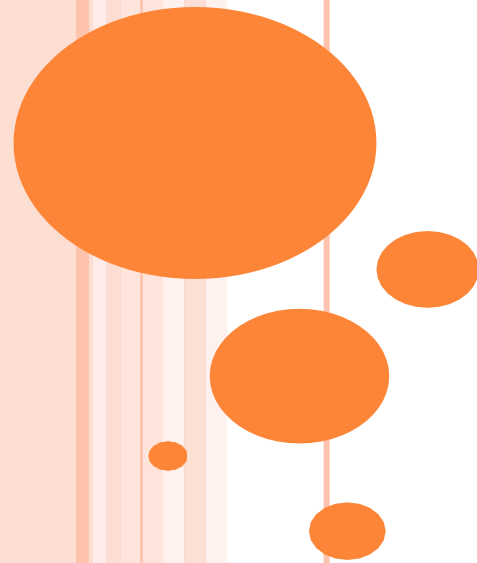
2. Labelling of edible oils and fats

The package, label or the advertisement of edible oils and fats shall not use the expressions “Super-Refined”, “Extra-Refined”, “Micro- Refined”, “Double-Refined”, “Ultra-Refined”, “Anti-Cholesterol”, “Cholesterol Fighter ”, “Soothing to Heart”, “Cholesterol Friendly”, “Saturated Fat Free” or such other expressions which are an exaggeration of the quality of the Product.



What about imported foods?

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ARE THERE PENALTIES FOR NOT MEETING THESE REQUIREMENTS?

Bangladesh	India
	<p data-bbox="1187 425 1702 472">Offenses and penalties</p> <ul data-bbox="1187 501 2135 729" style="list-style-type: none"><li data-bbox="1187 501 2135 601">• Penalty for misbranded food – up to Rs 3 lacs<li data-bbox="1187 629 2135 729">• Penalty for misleading advertisement – up to Rs 10 lacs

