



# ***BUREAU OF STANDARDS JAMAICA***

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*Making Standards Work For You...*

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# BUREAU OF STANDARDS JAMAICA



**What comes to mind?**

**What is the customer looking for ?**

**What catches the attention of the customer first?**

## What comes to mind?

FOOD

BRIGHTLY COLOURED LABELS, RED LABELS, GREEN LABELS, ETC

BOXES, PLASTIC BOTTLES, GLASS BOTTLES, LONG ISLES

EXPENSIVE, CHEAP

I LIKE, I DON'T LIKE

I WANT TO TRY IT, WHEN I GET PAY AGAIN I WILL TRY IT, STICK TO THE BUDGET AND PRODUCT LIST

## **What is the customer looking for ?**

- ❖ Quality Products at affordable prices
- ❖ Safe food
- ❖ Well labelled products
- ❖ Nicely packaged products
- ❖ Tasty products
- ❖ Familiar brands
- ❖ New products to try , etc



# What catches the attention of the customer first?

Label

Package

Cost

# **Bureau's Role in this Process**

# **Consumer Protection through Testing and Verification**



**Who determines what information is present  
on a label?**

**Who determines what package to use?**

- 1. The Manufacturer**
- 2. The Regulator of Standards/Food and Drug Administration**

# Why are Labels important to consumers?

- Safeguarding their own consumer rights
- A form of contract between the manufacturer/supplier and consumer

## Why is a package important?

- Protect of product
- Extends shelve Life
- Prevents packaging material from leaching out into the food/other product
- Preserves the taste of food
- Prevent tampering of product

# What is a Label?

## **Definition**

**A label is a slip of paper or other material which is fastened to a container or article, and on which is printed information about the product.**

**Note:**

**The label can be different from a package or one and the same .**



## **Importance of a label**

**A label helps to advertise the product for the manufacturer /processor and gives the consumer information about the product necessary to make the best buy.**

**The label must be accurate , true and reflect the true nature of the product.**

## **Different Part of a Label**

- Principal display panel or main panel
- Information panel

## Principal display panel

The part of the package which is most likely to be displayed, presented, shown or examined by the customer. This part of the label generally contains

- A. common name of the goods together with any brand name or registered trade name.
- B. The net contents of the package

# Information Panel

Contain any other information about the product.

For example:

- 1 Name and address of the processor, manufacturer, packer, importer or distributor.
- 2 Country of origin
- 3 Listing of the ingredients
- 4 Date Mark( Expiration date, Best Before, etc)

## **Information Panel Cont'd**

- 5 Storage Information
- 6 Precautionary Statement
- 7 Batch Code
- 8 Instructions for use
- 9 Nutritional Information
- 10 Health Claim

## General Labelling of Products

### Country of Origin

Can be stated as :-

**“Product of .....”** with the blank being filled in accordingly.

For example : Product of USA /Hecho en Canada



# General Labelling of Products

## Statement of Identity

A common or usual name of the commodity

For example : Green Peas, Ginger Tea ,Wine ,  
Engine Oil ,etc.

# General Labelling of Products

## Name and Address

Name and **Address** : **Registered** name and location of business of the manufacturer, packer ,distributor ,or importer

## General Labelling of Products

Preceded by the phrase:

“manufactured by” , “packed by”  
or distributed by” (as applicable)

Example :

Manufactured by Bureau of Standards  
6 Winchester Road , Kingston 10

## General Labelling of Products

- A batch code is a unique code used by the manufacturer to identify when the product was made.

**Note:** A manufacturer's batch code should be on label or package for traceability purpose.

# General Labelling of Products

## Net Content

Example: mass	expressed as	g , kg
volume	expressed as	mL , L
length	expressed as	mm ,cm

# General Labelling of Products

## Ingredients Listing

- Products intended for retail sale to consumers must declare the ingredients.
- should be listed in decreasing order of proportion by weight
- should be identified by the common or usual name, chemical name.



# General Labelling of Products

## Instructions for use

Where any risk to the safety or health of a consumer or user is possible then a instruction for use is needed.

## General Labelling of Products

**Official Language(s) is  
a must !!!!**

# General Labelling of Products

## Warning/ Caution Statement

- Warnings and cautions should be part of the label wherever it is necessary and appropriate to prevent a health hazard that may be associated with the use of the product.

Warning – Advises you to be wary of something

Example: Avoid contact with eyes or content under pressure or do not consume if seal is torn.

Caution –Advises you to pay attention to safety

Example: Flammable or keep away from heat

Most labels should read : Keep out of the reach of children

# General Labelling of Products

## Date Marking/date of minimum durability

Products should have dates of minimum durability or expiry dates

Example: October 20,2020

# General Labelling of Products

## Storage Information

This information aids in extending the shelf life of the product as well as giving the consumer pointers on how to preserve the product.

Example : Keep refrigerated , store at room temperature ,  
store above room temperature,  
keep away from sunlight ,etc.

# Examples of Different types of Packages





# Type of test performed

Leak Test

Compression Testing

Smoothness and Porosity

Burst Testing , etc

## **Website information for different countries as it relates to food and drug**

European Union      <http://eur-lex.europa.eu/browse/summaries.html>

USA      <http://www.fda.gov/>

Canada      [http://www.hc-sc.gc.ca/fn-an/legislation/acts-lois/act-loi\\_reg-eng.php](http://www.hc-sc.gc.ca/fn-an/legislation/acts-lois/act-loi_reg-eng.php)

Jamaica      [www.bsj.org.jm](http://www.bsj.org.jm)



# **Thank you for your attention**

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