

BIBLIOGRAPHY

MAXION, YVONE JULZ B. APRIL 2008. Conformity of Benguet State University (BSU) processed product labels to the mandatory labeling requirements of the Bureau of Food and Drugs (BFAD). Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to determine the information found on the labels of BSU processed products and the conformity of these labels to the mandatory labeling requirements of BFAD.

An interview schedule was used to gather information from 50 respondents who were selected through purposive sampling technique. Five food products were considered in this study: Ube Wine, Yummy Nuts, Pineapple-Papaya Jam, Peanut Butter and Strawberry Preserve.

The labels of the BSU processed products were found to have product identity name which reflect the content of the product, net content declaration (except for Strawberry Preserve), list of ingredients indicated using specific and common names, product of origin and the name and address of the manufacturer. All these information are mandatory as contained in Administrative Order (AO) No. 88-B. s. 1984.

Further, the respondents claimed that the labels do not have the nutritional label, expiration date (for some of the products), processing date, BFAD registration number,

and bar code. These are listed in A0 No. 88-B s. 1984 as mandatory labeling requirements, however, they are not considered unimportant to be provided.

Based from the findings the following recommendations were derived: the BSU Food Processing Center should consider changing the picture used in the Ube Wine, especially since the graphic used did not reflect the product; the center should also consider putting nutritional label on the products to provide more information to their buyers especially health conscious consumers. BSU Food Processing Center should maintain putting of important information on the labels such as product identity name, list of ingredients, net content declaration, and the name and address of the manufacturer; and the center should also include the expiration date of the products on the label.

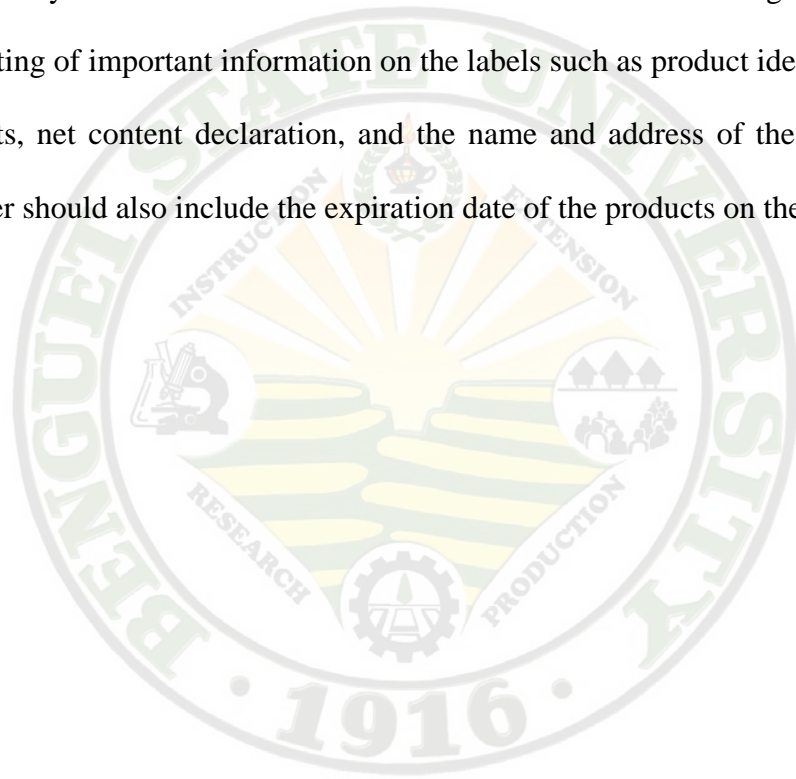


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INTRODUCTION

Rationale

Different people have different considerations when selecting and buying food products, including taste and price. Others try out new products because of testimonials, and some people are enticed by sleek packaging (Javier, 2002).

Labels give information that can help buyers decide what to choose as part of an overall healthy eating plan. It is the first thing that a consumer sees or read before they will buy the product.

According to Aprile (2005), labeling can be used by public bodies as an economical- political tool to address the information asymmetry which characterizes markets. As public intervention tool, labeling may improve the perception of search attributes in increasing the amount of nature of the information available in the market.

Information is very important to the individual. It is where they base their everyday plans. There are different kinds of information that people need to know and one is the information on what they are consuming particularly the food that they are taking in, especially since food is one of the essential needs of people. There is an apparent need to check information on the different labels of products that we buy.

A label is a face of the product. However, labeling of food products is not totally controlled by the manufacturer. There are certain rules and regulation as to what should be placed in the package. Anent this, the Philippines has its own rules and regulations for labeling and packaging food products, pursuant to the provision of section 26 (a) of



Republic Act 3720, otherwise known as “Food, Drugs and Cosmetic Act” of the Bureau of Food and Drugs (BFAD).

Administrative Order No.88-B s. 1984 is subjected to the rules and regulations governing the labeling of prepackaged food products imported or locally produced and distributed in the Philippines. It contains provisions on mandatory labeling requirements as to the name of the product and content declaration.

Worldwide, there have been concerns regarding product labeling and packaging. These concerns do not dwell only on the design or appearance of the labels but more on the accuracy and transparency of the information in the products mainly to promote the development of international standards.

The Benguet State University food processing center produces baked and processed products such as wines, jams, breads, strawberry tarts, strawberry cookies, carrot-based products, strawberry and chayote champoy and chayote-based goods.

The food processing center has become a popular *pasalubong* center, and it is the most frequently visited project of the Benguet State University. The center continuously come up with new products for its local, regional, national and international clients. As part of its marketing strategy, the center designed labels for its products. The labels uniformly contain the mark of BSU.

However, there have been no known efforts in checking if the labels used conform with the mandatory labeling requirements of Bureau of Food and Drugs, thus this study.



Statement of the Problem

The purpose of the study is to check if the processed products of Benguet State University have the standard labeling requirements as prescribed by the Bureau of Food and Drugs

It answered the following questions.

1. What are the information found on the labels of Benguet State University processed products?
2. Do the labels of Benguet State University processed products conform with the mandatory labeling requirements of the Bureau of Food and Drugs?

Objectives of the Study

Specifically the study aimed to:

1. determine the information found in the labels of BSU processed products.
2. determine if the labeling of BSU processed products conform with the mandatory labeling requirement of the Bureau of Food and Drugs .

Importance of the Study

The result of the study will serve as guide for the consumers in looking for the proper information of the local processed products, and it will also help and guide the producers in determining the proper information and placement of information in their products.



Scope and Limitation of the Study

The study was conducted from October 2007 to January 2008 at Benguet State University.

Labels on the following processed products were evaluated: Ube Wine, Peanut Butter, Yummy Nuts, Pineapple-Papaya Jam, and Strawberry Preserve.



REVIEW OF LITERATURE

Food product labeling

Food packaging labels are meant to be more than just attractive artwork to catch the eye of the consumer. Properly formatted labels convey specific information in the manner that enables the consumer to make an informed purchase. Foods packaged with labels that do not meet regulatory requirements, also known as misbranded, may result in harsh penalties to the producer. Accurate and legally complete labels make sense from the standpoints of both ethics and good business. Fortunately, constructing a label that meets regulations is simple and requires only a small of information and following a few rules (Scott, D, et. al. n. d.).

Parts of the label

Principal Display Panel (PDP). The principal display panel or PDP is the portion of the package that is seen at the time of purchase by the consumer and contains information typically regarding the statement of identity and net quantity. Often food packages are designed with two or more panels that may serves as the PDP. These additional panels are referred to as alternative principal display panels, and they must also contain the statement of identity and net quantity contents (Scott D, et al. n. d.).

Information Panel. The information panel contains information that is generally required to be placed together such as information for the manufacturer, packer or distributor, country of origin, the ingredient list and nutritional labeling (when present). This information cannot interrupt visually split by non-essential information such as



artwork or etc. The information panel is position directly to the right of the PDP, unless this panel is not usable; if this panel is too small to accommodate the necessary information, then the information panel is the next label immediately to the right of the part of the labels; if the package has one or more alternative PDP, then the information panel is immediately contiguous and to the right of any PDP; if the top of the container is the PDP and the package has no alternative PDP, the information panel is any panel adjacent to the PDP (Scott D, et al. n. d.).

Name of the food/ Product Identity Name

The statement of identity is the name of the food and must appear prominently on the PDP, as well as any alternative PDP, in bold type and should run parallel to the bottom of the package. The common or usual name of the food is to be used. If one is not available then the name that is descriptive and not misleading should be used. Examples of foods with standards of identity are jelly, mayonnaise and peanut butter. The standard of identity establishes and maintains the identity and quality of a food (Scott D, et al. n. d.).

Net Quantity of Contents / Net Content Declaration

The net quantity of contents is the amount of food contained within a package (excluding the weight of the package itself), and typically includes any water, syrup or liquid that has been added to the food. The net content shall be declared using metric system of measurement or “SI” (International System of Units) on either the principal



display panel or the information panel and in line generally parallel to the base of the package. The declaration shall be made in this manner:

- a. for liquid foods, by volume;
- b. for solid foods, by weight, except that when such foods are sold by number, a declaration of counts may be made;
- c. for semi solid or viscous foods, either by weight or volume.

The declaration of contents shall appear in conspicuous and legible bold face print or type in distinct contrast to other matters on the panel where it is declared. The net content declaration shall be appear in letters and numerals of a type size established in relation to the height of the label of food package and shall be uniform for all packages of substantially the same size type by complying with the following type size specification (Bureau of Food and Drugs. R.A. 3720).

Ingredient list

Ingredients must be listed by their common names in descending order by predominance of weight or volume. This includes items such as preservatives, colors and flavors (Scott D, et al. n. d.).

Name and Address of Manufacturer, Packer and Distributor

The name and address of either the manufacturer, packer or distributor of the food shall be declared on the label. The street/town and province shall be indicated except that the street address may be omitted if the company's name as declared on the label is listed in a current telephone directory (Bureau of Food and Drugs. R.A. 3720).



Lot Identification

The lot identification code shall be embossed or otherwise permanently marked on immediate individual packages or containers (Bureau of Food and Drugs. R.A. 3720).

Food Labeling

The goal of food labeling is to provide consumers with information that is factual and relevant. That food label allows consumers to compare one product to another, give instruction for safety handling and storage, lists ingredients to help consumer consumers select foods with ingredients they wants to avoid, and identifies the firm responsible for the product. Certain labels information, such as the responsible firm's name and address and ingredient declaration, is required. Other label information, such as health and nutrient content claims are voluntary (California Department of Health, 2007)

Marketing and Information

A package is the face of a product and often is the only product exposure consumers experience prior to purchase. Consequently, distinctive or innovative packaging can boost sales in a competitive environment. The package may be designed to enhance the product image and/or to differentiate the product from the competition. For example, larger labels may be used to accommodate recipes. Packaging also provides information to the consumer. For example, package labeling satisfies legal requirements for product identification, nutritional value, ingredient declaration, net weight, and manufacturer information. Additionally, the package conveys important information



about the product such as cooking instructions, brand identification, and pricing. All of these enhancements may impact waste disposal (Marsh and Bugusu, 2007).

The Current Information Level: The Community Regulation

The information for which there is no obligation for the food firms to adopt specific labeling, relates to the nutritional aspects of the products. In fact, according to the specific regulation the nutritional label is optional. However, it becomes compulsory when the presentation or advertisement of the product includes the specific nutritional or diet attributes to the product itself. Nutritional Data are listed in single table, with the figures arranged in columns: when this is not possible because of space reason, data will have to be arranged on one or more lines. Nutritional labeling recognizes to consumers the right to know which ingredients the product contains and their nutritional profile. This enables the consumers to choose products consistently with a balanced diet within a context where the relationship between nutrition and health is widely accepted (Aprile et al, 2005).



METHODOLOGY

Locale and Time of the Study

The study was conducted at Benguet State University, La Trinidad Benguet on October 2007 to January 2008.

BSU is located at Benguet Province in the Cordillera Administrative Region (CAR), specifically at La Trinidad Valley, the capital municipality of Benguet. It is the 1st class municipality in the province of Benguet, located three km north of Baguio City and is 256 km north of Manila (Figure 1).

La Trinidad is the strawberry capital of the Philippines. Strawberry is one of the raw materials in some processed products like wine, cake, candy and others. Most of the raw materials used in the processed products of BSU are locally grown.

Respondents of the Study

There were 50 respondents of the study who are residents of La Trinidad. They were selected through the use of purposive sampling technique. Other information were gathered from the people involved in the processing of the aforementioned products under study and experts from the Department of Trade and Industry and Department of Science and Technology.



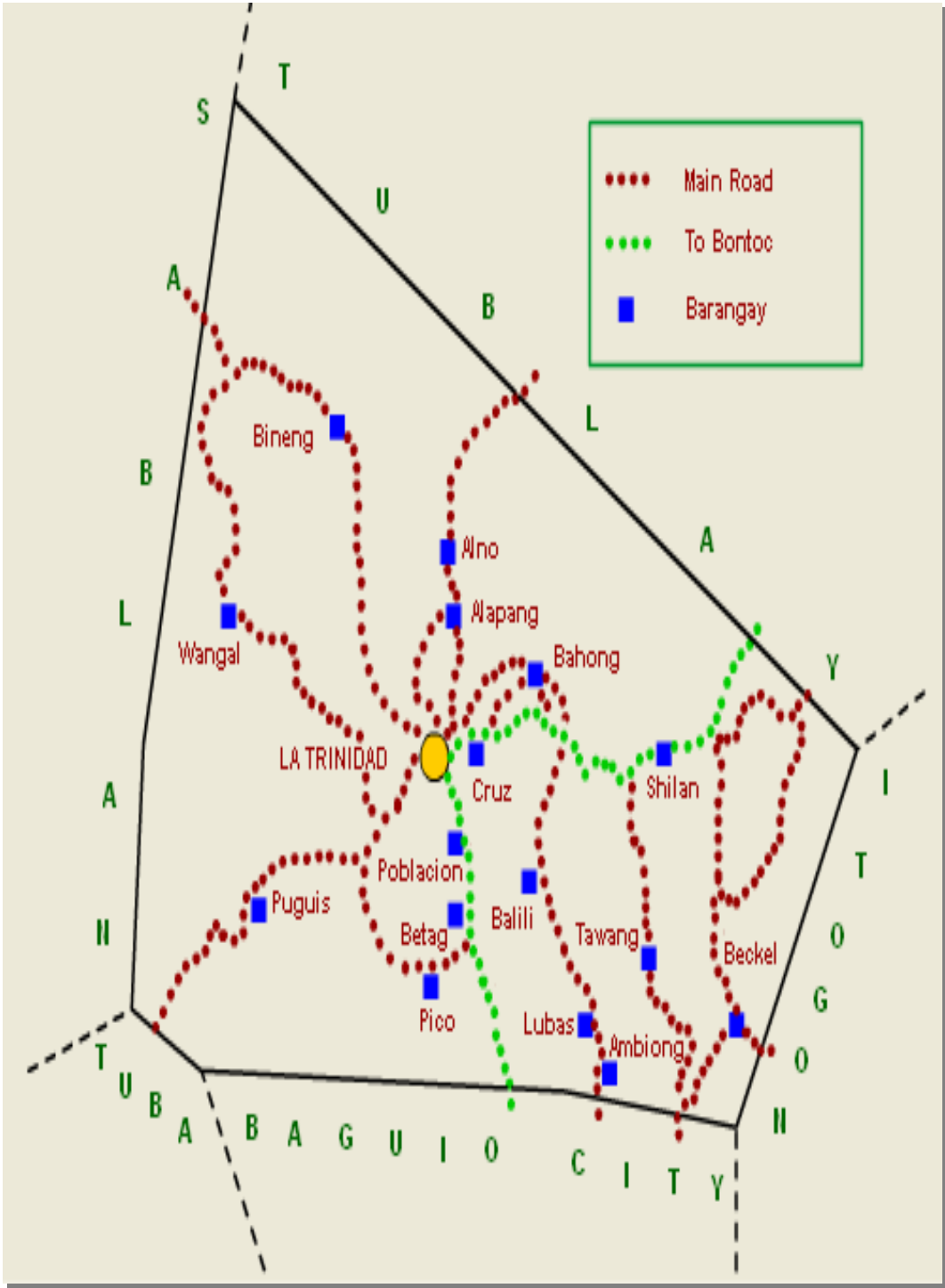


Figure 1. Map of La Trinidad showing the locale of the study



Data Collection

An interview schedule was used to gather information from the respondents. The questionnaire was distributed personally by the researcher in order to facilitate understanding between the researcher and the respondent.

Data Gathered

The gathered data were the information found on the labels of Benguet State University processed products and if the labels of Benguet State University processed products conform with the standard rules and regulations set by the Bureau of Food and Drugs.

Data Analysis

All the gathered information from the respondents were consolidated, analyzed and interpreted quantitatively using frequency and percentage. Other data were qualitatively analyzed and presented.



RESULTS AND DISCUSSION

Information Found on the Labels of BSU Products

Ube Wine. The label for the Ube Wine consists of the BSU food product logo which is a circle with the letters BSU inside. Also found in the label is the name of the products, specific nature of the food, name and address of the manufacturer, net content declaration, alcohol content and a picture of the mural which can be found at the BSU main gate.

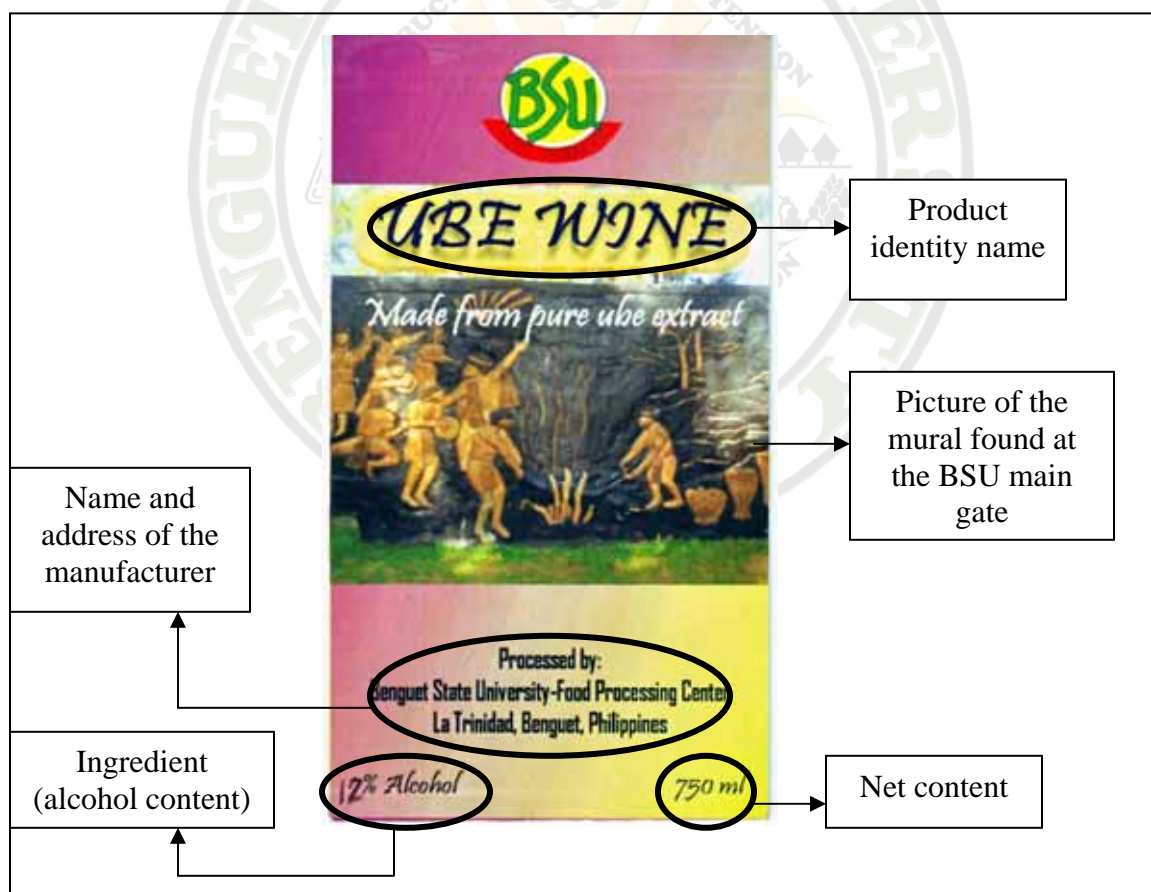


Figure 2. Label of BSU Ube Wine



Yummy Nuts. The label on the Yummy Nuts shows BSU food products logo, product identity name, ingredient list, net content declaration, name and address of the manufacturer and expiration date of the product. There were no images or pictures on the label.

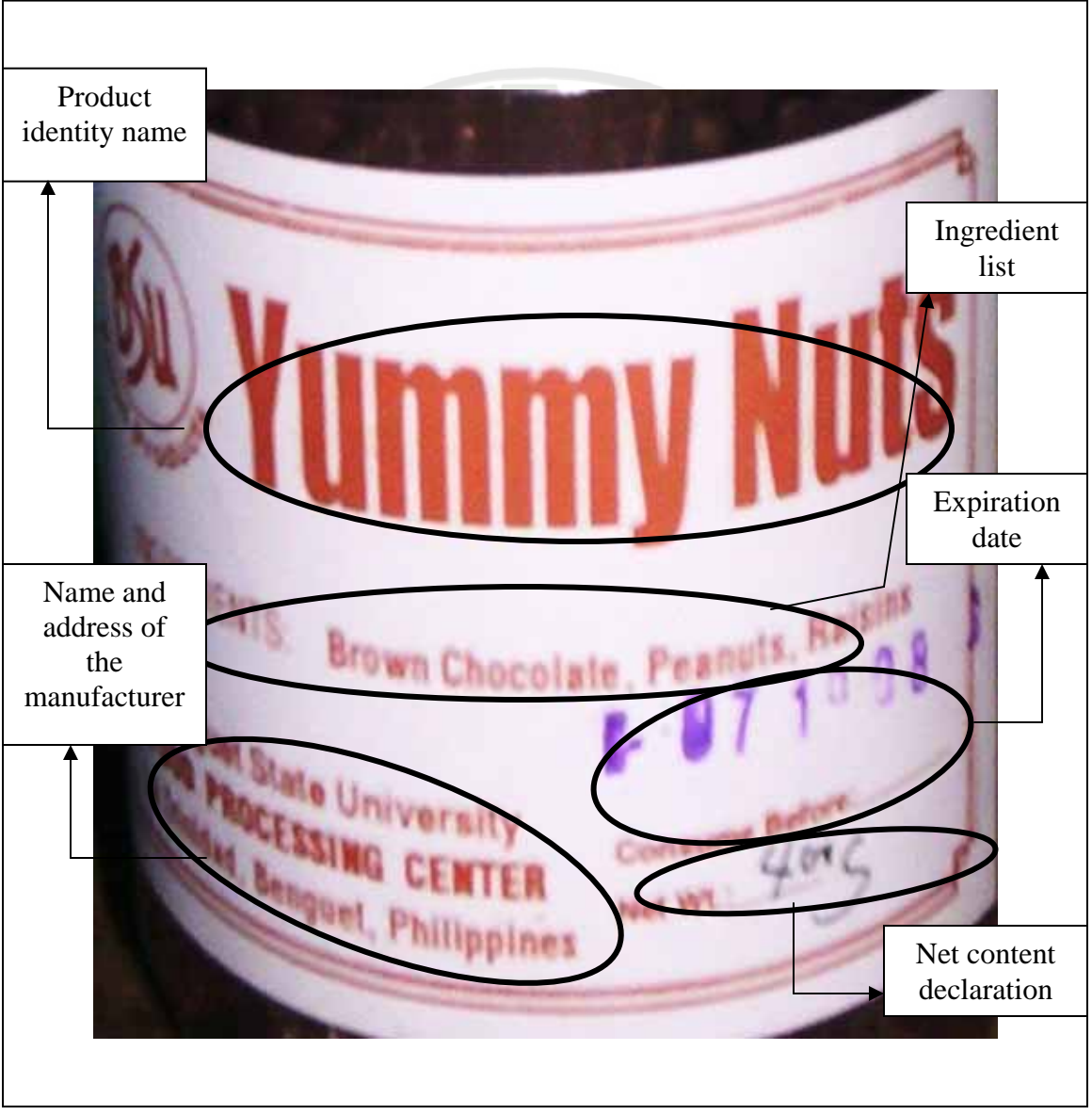


Figure 3. Information found on the labels of BSU Yummy Nuts



Pineapple-Papaya Jam. The label illustrate the BSU food products logo, the product name, ingredient list, net content declaration, name and address of the manufacturer and picture of pineapple and papaya placed side by side.

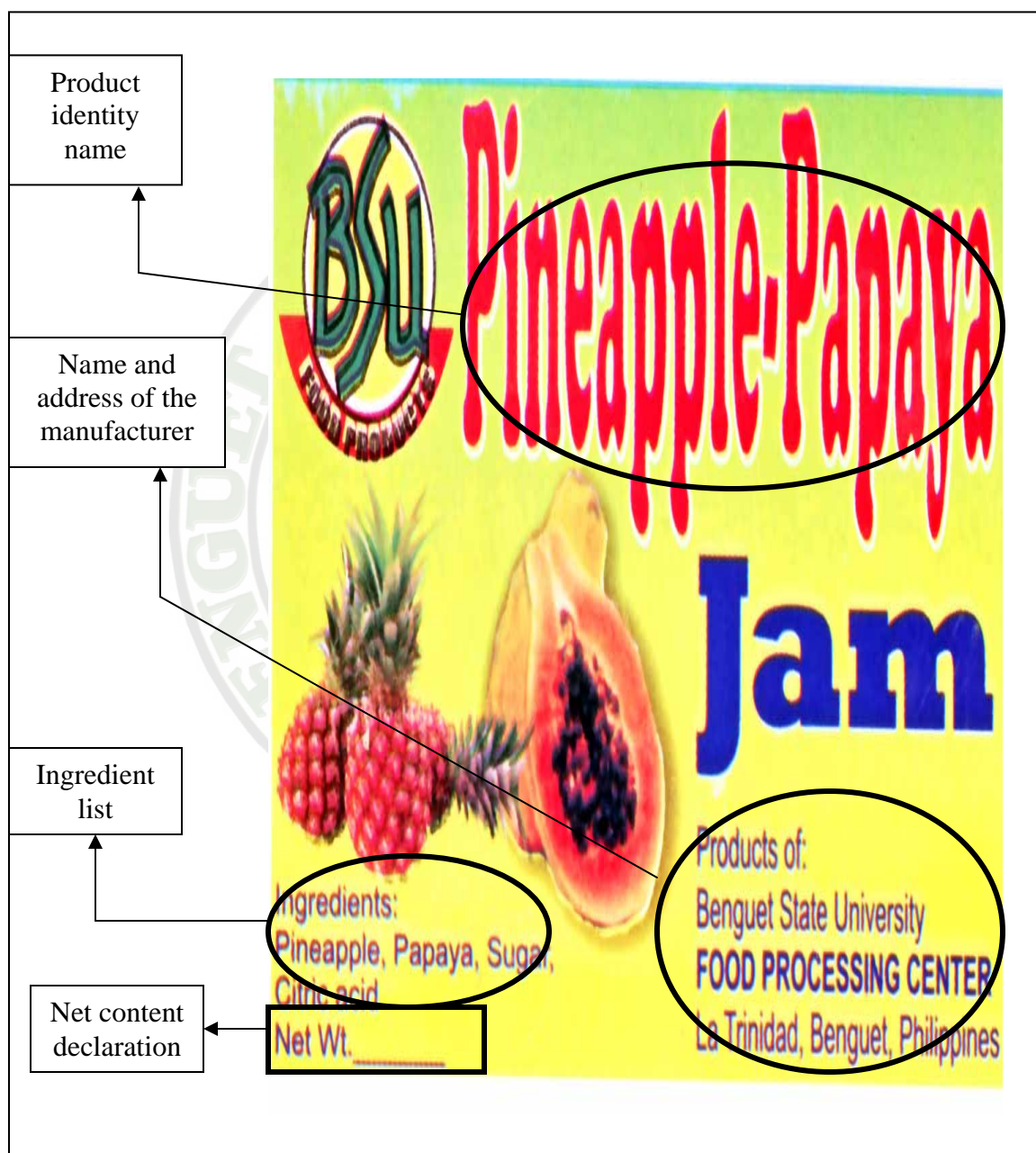


Figure 4. Information found on the label of the BSU Pineapple-Papaya Jam



BSU Peanut Butter. The label shows information on the ingredient list, product name, net content declaration, name and address of the manufacturer, and the expiration date. There was a picture of peanuts below the name of the product.

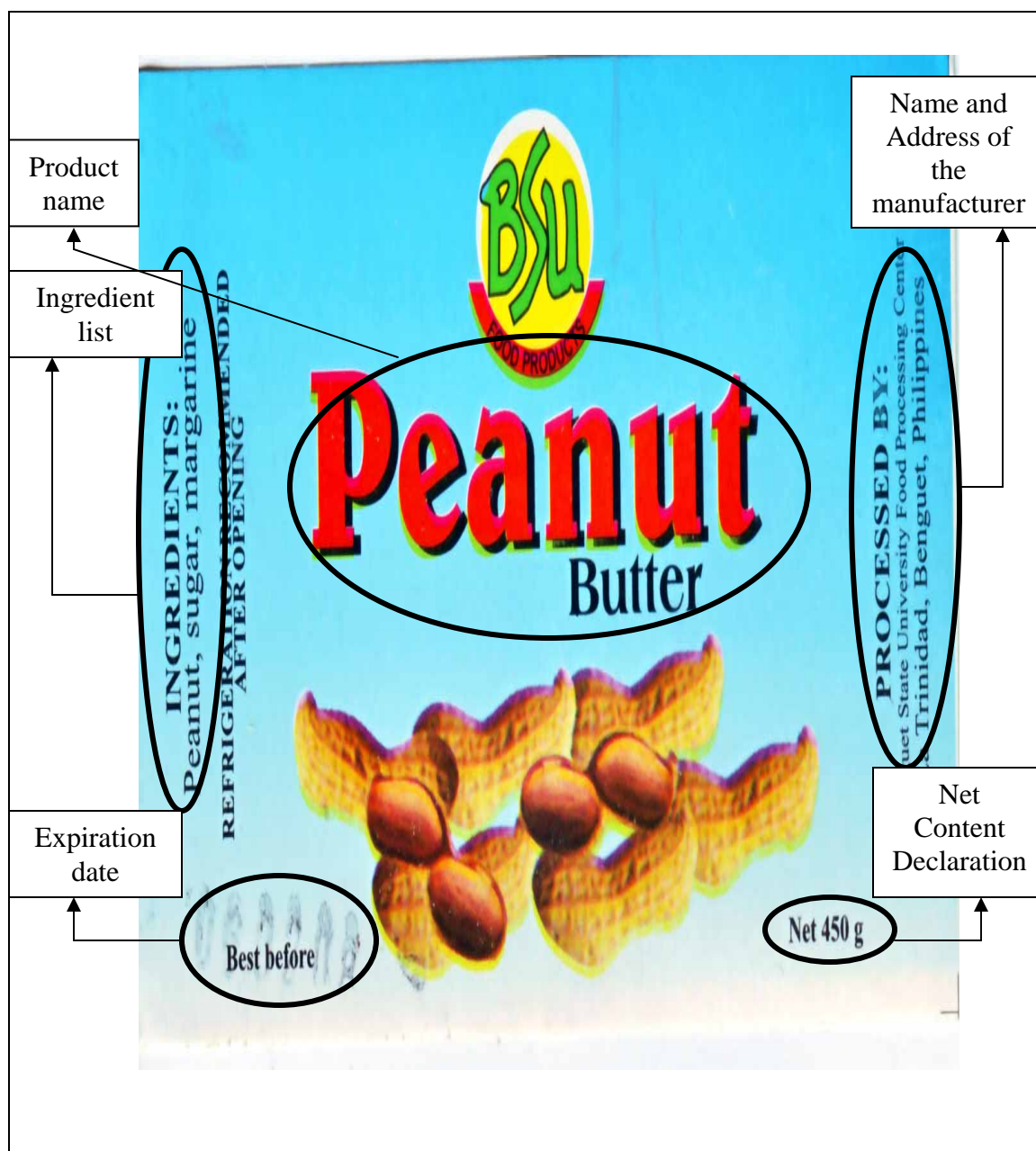


Figure 5. Information found on the label of BSU Peanut Butter



BSU Strawberry Preserve. The label contains the product name, ingredient list and the name and address of the manufacturer. It indicates the procedure to preserve “refrigeration recommended after opening”.

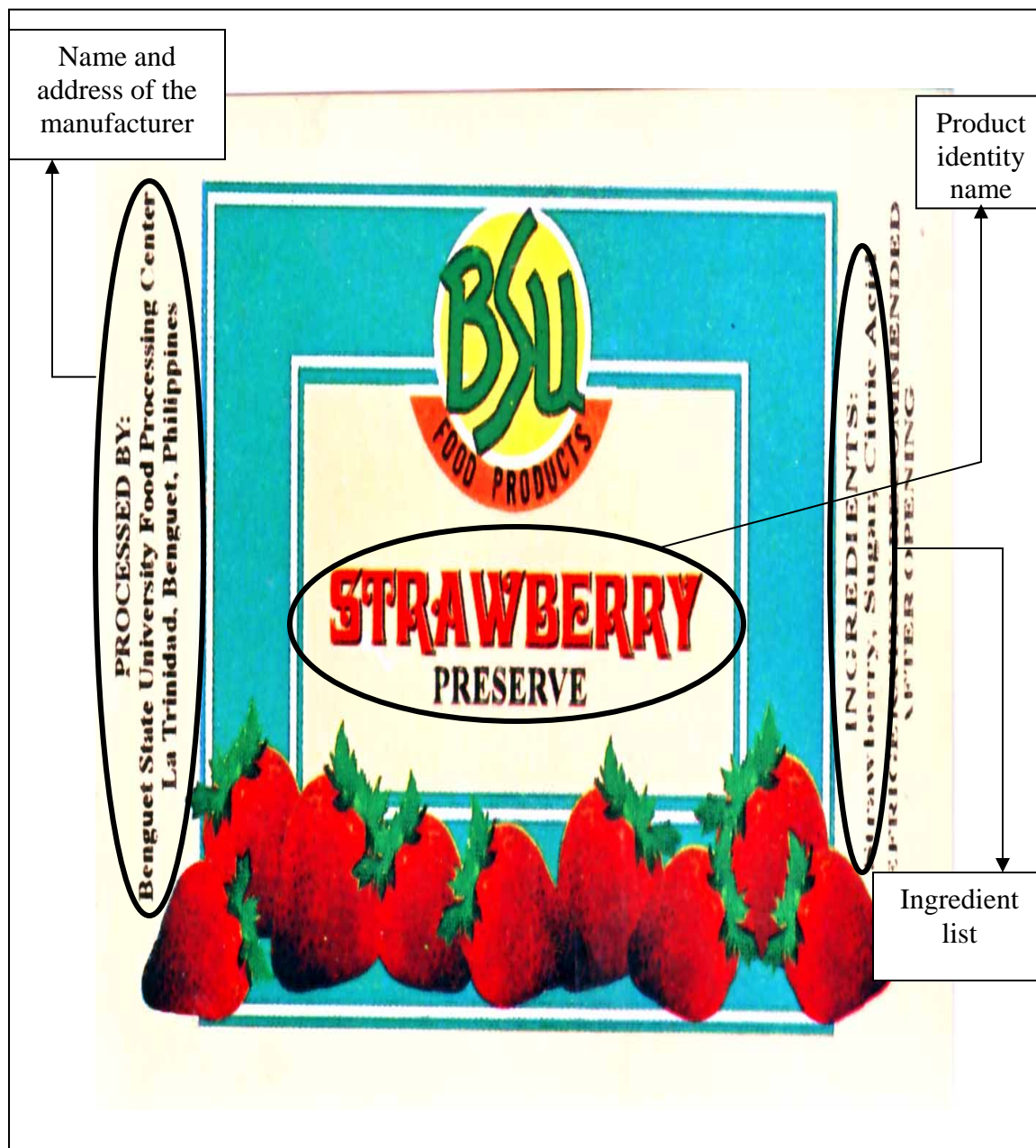


Figure 6. Label of BSU Strawberry Preserve



Conformity of BSU Food Product Labels to BFAD requirements

Name of the food. Table 1 shows the respondents conformity of the product. Respondents conform that all the products (Ube Wine, Yummy Nuts, Strawberry Preserve, Peanut Butter and Pineapple-Papaya Jam) have product identity name (100%) and they are presented in bold type letters (100%). These conform to section 3.1.1 and 3.1.3 of AO No. 88-B. s. 1984, in which the common or usual name or an appropriate descriptive name was used and presented in bold type letters on the principal display panel. The size of the product name is also reasonably related to the most prominent printed matter which is the trademark of the product or the BSU food product logo.

As to indicating the true nature and condition of the product, this was found only in the Ube Wine (“made from pure Ube extract”). Under Section 3.1.2 of the provision, for the consumer’s better understanding of the true nature and condition of the food, there shall appear in the label either in conjunction with, or in close proximity to the name of the food, such additional words or phrases as necessary, to state the type of packaging medium, form or style, and the condition of type of treatment it has undergone (e.g. dried, freeze-dried, concentrated, smoke, etc.) however, if the form (whole, slices, diced, etc.) is visible through the container is depicted by an appropriate vignette, the particular form need not be included in the statement of the name of the product.

Since the containers used for Yummy Nuts, Strawberry Preserve, Peanut Butter and Pineapple-Papaya Jam were all transparent, making the content visible to the buyer, there was no need to put an additional phrase to describe further the content of the product.



Table 1. Conformity of product name to BFAD mandatory labeling requirements

MANDATORY LABEL INFORMATION	UBE WINE				YUMMY NUTS				STRAWBERRY PRESERVE				PEANUT BUTTER				PINAPPLE-PAPAYA JAM			
	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%
	n=50		n=50		n=50		n=50		n=50		n=50		n=50		n=50		n=50		n=50	
Identity name	50	100	-	-	50	100	-	-	50	100	-	-	50	100	-	-	50	100	-	-
Specific nature of the food	50	100	-	-	-	-	50	100	-	-	50	100	50	100	-	-	50	100	-	-
The name of the food presented in bold letters	50	100	-	-	50	100	-	-	50	100	-	-	-	-	50	100	-	-	50	100
Misleading product name	27	54	23	46	2	4	48	96	50	100	-	-	50	100	-	-	50	100	-	-



Respondents said that the Ube Wine is misleading (54%) including the Yummy Nuts (4%) since the label does not show the content. And because, according to them, the picture used in the Ube Wine does not reflect the product.

Choi (2006) said that it is often more effective to use image closest to the real thing rather than rough images. The respondents also suggested that the picture of ube should be placed on the label and not the mural of BSU.

List of ingredients. The conformity of the ingredients declaration to the mandatory labeling requirements. The result shows that all processed products have a list of ingredients. The lists were arranged in descending order as to the amount included in the product. The product name of the listed ingredients are also specific (100%). The common names for the ingredients were used. There are no natural flavors, food coloring, vegetable oils and other food additives added except for the Pineapple-Papaya Jam and Strawberry Preserve which used food acidulant, specifically citric acid. The word citric acid as used in the list conforms to the requirement of BFAD that food additives should be declared by their common name or their class name.

According to Ellis-Christensen (2003), as a food additive, citric acid is in common use. It can be added to flavor certain drinks, especially soft drinks. One of its main uses in food is to make certain candy sour.

Net content and drained weight. Table 2. presents the conformity of BSU processed products on the net content declaration. The results show that all the processed products have the net content declaration, except for Strawberry Preserve. The net content declaration in all the products also conforms with the BFAD requirement of using the “SI” (International System of Units) measurements. Majority of the



Table 2. Conformity of products net content declaration to the mandatory labeling requirements

REQUIREMENTS IN THE NET CONTENT DECLARATION/ LIST	UBE WINE				YUMMY NUTS				STRAWBERRY PRESERVE				PEANUT BUTTER				PINAPPLE-PAPAYA JAM			
	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%
	n=50		n=50		n=50		n=50		n=50		n=50		n=50		n=50		n=50		n=50	
1. net content declaration	50	100	-	-	50	100	-	-	-	-	50	100	50	100	-	-	50	100	-	-
2. readable symbols or abbreviation for the net quantity	50	100	-	-	31	62	19	38	-	-	50	100	50	100	-	-	27	54	23	46
3. content declaration is distinguished from the other text in the label	50	100	-	-	47	94	3	6	-	-	50	100	50	100	-	-	45	90	5	10



respondents also said that the symbols or abbreviation for the net content of the yummy nuts (62%) and Pineapple-Papaya Jam (54%) are not readable and some also said that it is not distinguishable or noticeable on the label. BFAD required that the declaration of contents shall appear in conspicuous and legible bold face print or type in distinct contrast to other matters on the panel where it is declared.

Further, the net content declaration shall appear in letters and numerals of a type size established in relation to the height of the label of food package and shall be uniform for all packages of substantially the same size type by complying with the type size specification.

Height of the net content declaration. Table 3 shows the conformity of the height of the container of each processed products in relation to the height of the net content declaration of the product. Result shows that the height of the net content declaration conforms with specifications of BFAD. However, the net content declaration of Strawberry Preserve is not indicated on the label.

According to the rules and regulations, the net content declaration shall be in letters and numerals of a type size established in relation to the height of the label of the food package and shall be uniform for all packages of substantially the same size by complying with the following type size specification: not less than 2mm in height on packages not more than 60mm or bottles not more than 200mm in height; not less than 2.5 mm in height on packages more than 80mm but not more than 160mm or bottles more than 200mm but not more than 400mm in height; not less than 3.5mm in height on packages more than 160mm but not more than 260mm or bottles more than 400 but not



more than 650mm in height; and not less than 5mm in height on packages more than 260mm or bottles more than 650mm in height.

Table 3. Height of the container and the net content declaration

PRODUCTS	CONTAINER'S HEIGHT	NET CONTENT DECLARATION'S HEIGHT
Ube wine	290mm	3mm
Yummy nuts	155 mm	2.5mm
Strawberry preserve	138 mm	-
Peanut butter	88 mm	2.5 mm
Pineapple-papaya jam	138mm	3.5 mm

Name and address of the manufacturer. The conformity of processed products on the name and address of the manufacturer, distributor or packer. The result shows that the processed products have indicated the complete name and address of the manufacturer and the product of origin (100%).

According to BFAD, the name and address of either the manufacturer, packer or distributor of the food shall be declared on the label. The street/town and province shall be indicated except that the street address may be omitted if the company's name as declared on the label is listed in a current telephone directory.

Since manufacturers are liable for their products, the National Paint and Coating Association (1990) emphasized, the law requires the maker or distributor of a product to



put the name address of the company on labels and labeling, so that consumers will know who to contact for additional information, queries, problems and at time orders.

Optional Labels

The respondents were asked and guided to see if the following are present: expiration date; the lot identification number (or simply the date of the production process) of the products; nutrition information label (nutritional facts); the BFAD registration number and the barcode of the processed products.

Expiration date. Results show that only the Yummy Nuts and Peanut Butter have the expiration date.

According to Mr. Alvarado (DOST), it is not necessary to put the expiration date, however, since weather conditions have a great effect on the products specially that the temperature in the low lands (where most of the buyers of BSU products come from) is different, there should be a statement that will appear on the label of all the processed products, to guide consumers as to until when will the product last and what precautions should be taken to increase its shelf-life.

Food like processed fruits and vegetables require temperature control because it is in the form cable of supporting rapid growth of infectious or toxigenic microorganisms. Temperature requirements for food are generally to be kept at 5° C or colder, or at 65° C or hotter (Environment, Health and Safety Food and Hygiene, 2007).

Lot identification number. Findings show that 100% of the respondents said that there were no lot identification number in all the products. As stated by Mr. Alvarado



(DOST), the importance of this lot identification number is to easily trace the date of the production process or manufacturing if there are some complaints or questions.

Nutrition information label. All (100%) of the respondents said that there is no nutrition information label found on the labels of the BSU processed products. Nutrition label is optional, however, it becomes compulsory since the nutrition labeling recognizes the consumers' right to know which ingredients the product contains and their nutrition profile (Aprile, 2005).

Bureau of Food and Drugs (BFAD) registration. The respondents observed that it is not indicated whether the products were registered at BFAD. According to Dr. Avila, the General Manager of the BSU- Food Processing Center, the products are not yet BFAD registered. She added that the BFAD registration mark is not necessary to include on the label of the products.

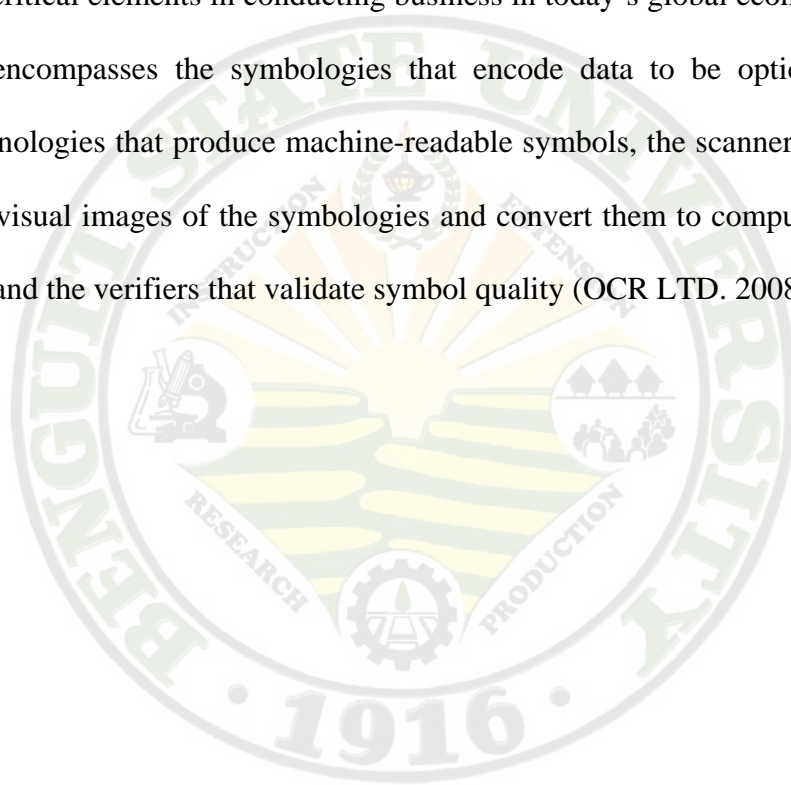
Under the Food Laws of BFAD, it is stated that all processed products offered for retail sale in the Philippines must be registered with BFAD.

The Philippine Council for Industry and Energy Research Development (PCIERD) in its website (www.pcierd.dost.gov.ph/news/foodstandard) stated that a product with BFAD serial number on the label ensures good quality, acceptability both in the local and foreign markets and increase market value of the product. It also becomes the passport of a product to be bought and consumed because it proves that the product has undergone rigid tests as to its contents, packaging and safety from processing, storage, transport and eventual public selling.



Bar code. The results show that the products have no bar codes. According to Agriculture and Lands - Province of British Columbia, bar codes can help keep better track, can save time and respond more quickly to inquiries and changes.

Bar codes have accelerated the flow of products and information throughout the global business community. Coupled with the improvements in data accuracy that accompanies the adoption of barcode technology over keyboard data entry, barcode systems are critical elements in conducting business in today's global economy. Bar code technology encompasses the symbologies that encode data to be optically read, the printing technologies that produce machine-readable symbols, the scanners and decoders that capture visual images of the symbologies and convert them to computer-compatible digital data, and the verifiers that validate symbol quality (OCR LTD. 2008).



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to determine the information found on the labels of the BSU processed products particularly the labels of Ube Wine, Yummy Nuts, Strawberry Preserve, Peanut Butter and the Pineapple-Papaya Jam.

The study also aimed to determine if the labels of BSU processed products conform with the mandatory labeling requirements of the Bureau of Food and Drugs (BFAD).

The study was conducted at Benguet State University from October 2007 to January 2008. There were 50 respondents selected through the use of purposive sampling technique. Interview schedule was used in gathering the data.

The data were analyzed through the use of descriptive statistic, percentage and the frequency counts.

In the information found on the labels of BSU products the picture of the labels that were evaluated were shown to illustrate the different parts of the label that were present on each label of the products.

Results show that 100% of the respondents said that the products have their product identity name. However among the respondents 54% said that the image used to represent the Ube Wine is misleading, since it does not reflect the content of the product. It also presents that 100% said the products have the net content declaration excluding the Strawberry Preserve, and 62% said that the net content of Yummy Nuts is not readable, 10% also said that including the Pineapple Papaya Jam. For the ingredients list all



(100%) the respondents said that the products have declaration of ingredients and they were written in specific terms or were easy to understand.

Findings also presents that all (100%) of the products have the complete name and address of the manufacturer, and the product of origin which are also mandated by the Bureau of Food and Drugs.

The BSU products were not yet registered with the Bureau of Food and Drugs. Result also shows that expiration date, nutrition label, BFAD registration number and bar code were not present on the labels of all the products.

Conclusions

1. The BSU products contain basic information such as product identity name, net content declaration, ingredient declaration and the name and address of the manufacturer.
2. BSU products highly conform with the mandatory labeling requirements of BFAD as stated in AO. No. 88-B s. 1984.

Recommendations

1. The BSU Food Processing Center should consider changing the picture used in the Ube Wine.
2. Though it is an optional label, the center should consider putting nutritional label on the products to provide more information to their buyers.



3. BSU Food Processing Center should maintain putting of important information on the labels such as product identity name, list of ingredients, net content declaration, and the name and address of the manufacturer.
4. The center should include the expiration date of the products to ensure consumers' satisfaction and safety.



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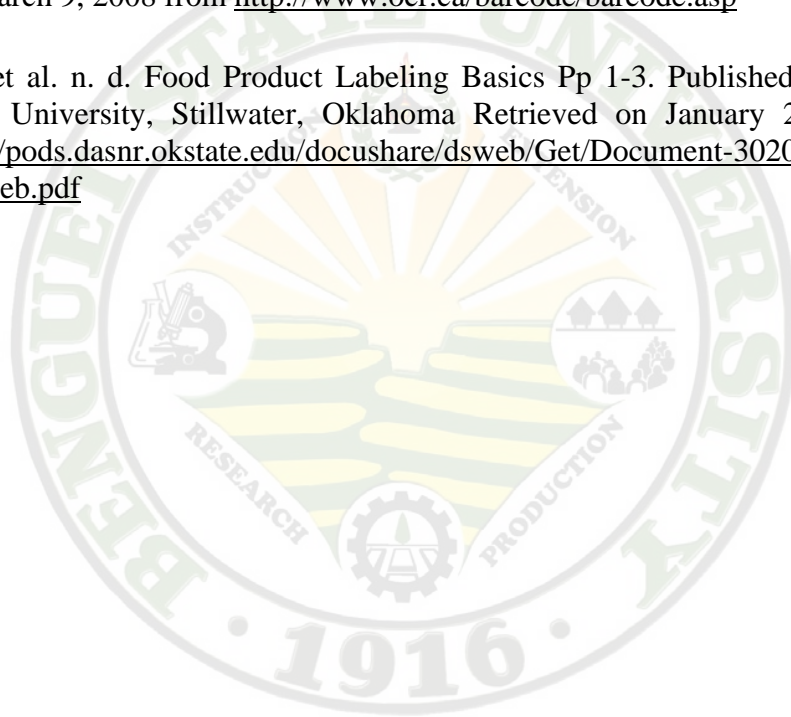


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APPENDICES

Appendix A. Interview Schedule

Please check your answers on the box provided.

I. Product Identity name

1. Is product identity name indicated?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

2. Does the name of the product indicate the specific nature of the food?
(E.g. dried, freeze dried, concentrated, preserved)

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

3. Is the name of the food presented in bold letters?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

4. Is product name misleading (E.g. photographs/pictures and graphics used that do not necessarily reflect the content) ?

PRODUCT NAME	YES	NO	Why?
1. Ube Wine			
2. Yummy Nuts			
3.Stawberry Preserve			
4.Peanut Butter			
5. Pineapple Papaya Jam			



II. Net Content Declaration

1. Does it have net content declaration? (E.g. net weight 227g, Net Contents 355ml)

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

2. Are the symbols or abbreviation for the net quantity of content readable? (E.g. Net weight 227g, net wt. 397g)

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

3. Is the net content declaration distinguished from the other text in the label?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

4. What is the height of the container/ package?

Product name	>60mm	<60mm	>80mm	<80mm	>200mm	<200mm
1. Ube Wine						
2. Yummy Nuts						
3. Strawberry Preserve						
4. Peanut Butter						
5.Pineapple Papaya Jam						

5. What is the height/ size of the net content declaration?

Product name	> 2mm	<2mm	>2.5mm	<2.5mm	>3.5mm	>3.5mm
1. Ube Wine						



2. Yummy Nuts						
3. Strawberry Preserve						
4. Peanut Butter						
5. Pineapple Papaya Jam						

III. Ingredient Declaration

1. Is there a list of ingredients?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

2. Are the listed ingredients arranged in descending order as to the amount of content?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

3. Are the listed ingredients specific?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

4. Are the natural flavors indicated in the ingredients?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

5. Are there food colors indicated in the ingredients?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		



3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

6. Are there vegetable oils indicated in the ingredients?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

7. Are there specific names of the vegetable oils listed?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

8. Are any of the following food additives indicated in the ingredients?

Product name	Anticaking Agent (s)	Acidulant(s) / food acid(s)	pH control Agent(s)	Emulsifier (s)	Firming Agent(s)	Flour Treatment Agent
1.Ube Wine						
2. Yummy Nuts						
3.Straw-Berry Preserve						
4.Peanut Butter						
5.Pineapple Papaya Jam						

Name of Product	Glazing Agent	Humectant (s)	Leavening Agent(s)	Preservative(s)	Stabilizer (s)	Flavor enhancer
1. ube wine						
2. yummy nuts						
3. strawberry preserve						
4. peanut butter						
5. pineapple						



papaya jam						
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Name of product	Sequestrant (s)	None
1. ube wine		
2. yummy nuts		
3. straw berry preserve		
4. peanut butter		
5. pineapple papaya jam		

9. Are the following substances found and declared by their common name?

a. Ube Wine

Substances	Found		Common name used
	Yes	No	
a) Sodium Chlorite/salt			
b) Sodium Nitrate			
c) Sodium/potassium Nitrite			
d) Monosodium Glutamate/MSG/vetsin			

b. Yummy Nuts

Substances	Found		Common name used
	Yes	No	
a) Sodium Chlorite/salt			
b) Sodium Nitrate			
c) Sodium/potassium Nitrite			
d) Monosodium Glutamate/MSG/vetsin			

c. Strawberry Preserve

Substances	Found		Common name used
	Yes	No	
a) Sodium Chlorite/salt			
b) Sodium Nitrate			
c) Sodium/potassium Nitrite			
d) Monosodium Glutamate/MSG/vetsin			



d. Peanut Butter

Substances	Found		Common name used
	Yes	No	
a) Sodium Chlorite/salt			
b) Sodium Nitrate			
c) Sodium/potassium Nitrite			
d) Monosodium Glutamate/MSG/vetsin			

e). Pineapple Papaya Jam

Substances	Found		Common name used
	Yes	No	
a) Sodium Chlorite/salt			
b) Sodium Nitrate			
c) Sodium/potassium Nitrite			
d) Monosodium Glutamate/MSG/vetsin			

IV. Name and address of manufacturer, packer or distributor

1. Does it have the name of the manufacturer?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

2. Does it have the address of the manufacturer?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

3. Does it have the name of the distributor?

PRODUCT NAME	YES	NO



1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

4. Does it have the address of the distributor?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

5. Does it have the name of the packer?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		
6. Oatmeal Bar		

6. Does it have the address of the packer?

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

7. Does it have the product of origin? (Eq. Product of the Philippines)

PRODUCT NAME	YES	NO
1.Ube Wine		
2. yummy nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

V Others

1. Is there an expiration date? (Eq. Best before: / consume before :)

PRODUCT NAME	YES	NO
1.Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		



4. Peanut Butter		
5. Pineapple Papaya Jam		

2. Is there a Lot Identification number?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

3. Is it BFAD registered?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

4. Is nutrition information included in the label?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		

5. Does the product have a bar code?

PRODUCT NAME	YES	NO
1. Ube Wine		
2. Yummy Nuts		
3. Strawberry Preserve		
4. Peanut Butter		
5. Pineapple Papaya Jam		



APPENDIX B. Administrative Order No. 88-B s. 1984

Republic of the Philippines
 Ministry of Health
 BUREAU OF FOOD AND DRUGS
 Manila

May 25, 1984

**Administrative Order
 No. 88-B s. 1984**

**SUBJECT: Rules and regulations Governing the labeling of prepackaged
 Food Products Distributed in the Philippines**

Pursuant to the provisions of Section 26 (a) of R.A. 3720, otherwise known as the “Food, Drug and Cosmetic Act”, the following rules and regulations on the labeling of prepackaged food products, imported or locally produced are hereby promulgated for the information and guidance of all concerned:

Section 1. Definition of Terms

For the purpose of this labeling regulation, the term:

- 1.1. **Container** means any form of packaging material which completely or partially enclose the food (including wrappers). A container may enclose the food as a single item or several units or types of prepackaged food when such is presented for sale to the consumer.
- 1.2. **Food** means any substance, whether processed, semi-processed or raw which is intended for human consumption and including beverages, chewing gum and any substance which has been used as an ingredient or a component in the manufacture, preparation or treatment of “food”.
- 1.3. **Food Additives** means any substance not normally consumed as food by itself and not normally used as a typical ingredient of the food, whether or not it has nutritive value, the intentional addition of which to food for a technological (including organoleptic) purpose in the manufacturing, processing, preparation, treatment, packaging, transport for holding of such food results, or maybe reasonably expected to result (directly or indirectly) in its or its by – product becoming a component of (or otherwise affecting the characteristic of) such food.
- 1.4. **Food Standard** is a regulatory guideline that defines the identity of a given food product (i.e. its name and the ingredients used for its preparation) and specifies the minimum quality factors and, when necessary, the required fill of container. It may also include specific labeling requirements other than or in addition to the labeling requirements generally applicable to all prepackaged foods.
- 1.5. **Ingredient** means any substance, including a food additive, used as a component in the manufacture or preparation of food and present in the final product (in its original or modified form).
- 1.6. **Label** includes any tag, brand, mark, pictorial, or other descriptive matter, written, printed, marked, embossed or impressed on or attached to a container of food.
- 1.7. **Labeling** means any written, printed or graphic matter (1) upon any article or any of its container or wrappers or (2) accompanying the packaged food.



- 1.8. **Lot** refers to quantity of food products under essentially the same condition during a particular production schedule.
- 1.9. **Nutrition Information** means any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as vitamins and minerals.
- 1.10. **Prepackaged** means packaged or made up in advance in a container, ready for sale to the consumer.
- 1.11. **Processing Aid** means a substance or material not including apparatus or utensils, and not consumed as a food ingredient by itself, intentionally used in the processing of food to achieve a certain technological purpose which may result in the non-intentional but unavoidable presence of residues or derivatives in the final product.

Section 2. General Provisions

- 2.1 Prepackaged food shall not be described or presented on any label or in any labeling in a manner that is false, misleading or deceptive or is likely to create erroneous impression regarding its character in any respect. It shall not be described or presented on any label or in any labeling by words, pictorial or other devices which refer to or are suggestive either directly or indirectly, of any other product with which such food might be confused, or in such a manner as to lead the purchaser or consumer to suppose that the food is connected with such other product.
- 2.2 Food packages shall have labels that carry the necessary information about the product.
- 2.2.1 The “Principal Display Panel” of the label shall be that part which, either through design or general use, is presented or shown to the consumer under customary conditions of display for retail sale.
- 2.2.2 The “Information Panel” of the label shall be that part immediately continuous to the principal display panel and in the case of rectangular, cylindrical or four-sided (tetra-pak) containers, any of the sides adjacent to the principal display panel except the bottom side which serves as the base of package.
- 2.3 Every word, figure or statement required to appear on the label or labeling shall be printed legibly with such conspicuousness and in such terms as to render it likely to be understood under customary condition of purchase and use. Where the label of a food package is so small that it prevent the use of letters of the prescribed size or where it concerns secondary or optional information, letters or proportionately reduced size may be used provided the prescribed particulars are visible and legibly shown and the designated label space is proportional to the size of the package.

Section 3. Mandatory Label Information

The labels of all prepackaged foods shall bear the following information:

- 3.1. Name of the Food
- 3.1.1. The name shall indicate the true nature of the food and shall normally be specified and not generic.



- a) Where a name or names have been established for a particular food in a Food Standard, any one of these names shall be used.
 - b) In other cases, a common or usual name, or in the absence thereof, an appropriate descriptive name shall be use.
 - c) A “coined” or “fanciful” name may be used provided it is not misleading or confusing.
- 3.1.2. For the consumer’s better understanding of the true nature and condition of the food, there shall appear in the label either in conjunction with, or in close proximity to the name of the food, such additional words or phrases, as necessary, to state the type of packing medium, form or style, and the condition or type of treatment it has undergone (e.g. dried, freeze-dried, concentrated, smoke, reconstituted, etc.). However, if the form (whole, slices, diced, etc.) is visible through the container or is depicted by an appropriate vignette, the particular form need not be included in the statement of the name of the food.
- 3.1.3. The name of the food shall be presented in bold type letters on the principal display panel and shall be in a size reasonably related to the most prominent printed matter on such panel, e.g., trade mark or brand name.
- 3.2. List of Ingredients
- 3.2.1 . A complete list of ingredients shall be declared in descending order of proportion on either the principal display panel or information panel except that when a food product is covered by a Food Standard, only the optional ingredients shall be declared unless otherwise required by such regulation.
- 3.2.2. Added water shall be declared in the list of ingredients if such a declaration would result in a better understanding of the product’s composition by the consumer except when the water forms part of an ingredient such as brine, syrup or broth and declared as such in the list of ingredients.
- 3.2.3. A specific name, not a collective (generic) name shall be used for an ingredient except that spices, flavors and food colors other than those sold as such, may be designated as spices, flavors and food color without naming the specific materials.
- 3.2.3.1. Spices shall refer to any aromatic vegetable substance in the whole broken, ground or any other form, except those substances which have been traditionally regarded as food.
- 3.2.3.2. Flavors and flavoring substance are classified in the following categories:
- a) **Natural flavors** – flavoring substance derived through appropriate physical processes from spices, herbs, fruits or fruit juices, vegetable or vegetable juices, edible yeast, bark, bud, root, leaf of plant materials, meat, fish, poultry, eggs, dairy products or fermentation products thereof.
 - b) **Nature** – identical flavoring substance – substances chemically



derived from aromatic materials or obtained synthetically, which are chemically identical to substances present in natural products intended for human consumption.

- c) **Artificial flavoring substances** – substances that impart flavor but which have not been identified in natural products or natural sources of flavorings.

- 3.2.3.3. Flavor as classified above shall be declared as “Natural Flavor(s)”, “Nature identical flavor(s)” or “Flavor(s)” for (a), (b) and (c) respectively. In the case of combination of Natural Flavors and Nature – identical flavors it shall be declared as such or simply “Flavors”.
- 3.2.3.4. Any pyroligneous acid or other artificial smoke flavors used as an ingredient in a food shall be declared as artificial flavor or artificial smoke flavor. No representation may be made, either directly or implied, that a food flavored with pyroligneous acid or other artificial smoke flavor has been smoked or has a true smoke flavor, or that a seasoning sauce or similar product containing pyroligneous acid or other artificial smoke flavor and used to season or flavor other food will result in a smoked product or one having a true smoked flavor.
- 3.2.3.5. Coloring substances shall be declared by their common name or as “Food Color(s)” or “Color(s)” for those that are derived from or identical with substances derived from plant materials, and as “Artificial Color(s)” for coal-tar dyes or other synthetic chemical compounds.
- 3.2.3.6. The specific names of vegetable oil used shall be indicated. In the case of mixture of two or more vegetable oils the declaration shall be in the following manners “vegetable oil” (name of oils in decreasing order of proportion) “or blend of vegetable oil” (name of possible oil blends).

3.2.4. Declaration of Food Additives

- 3.2.4.1. Food additives shall be declared by their common name or their class name which indicate their functional categories.

The following class names may be used except when otherwise stated in a food standard.

Anticaking Agent(s)
 Acidulant(s)/Food Acid(s)
 pH-Control Agent(s)
 Emulsifier(s)
 Firming Agent(s)
 Flavor Enhancer(s)
 Flour Treatment Agent(s)
 Bleaching Agent(s)
 Dough Conditioner(s)
 Maturing Agents
 Glazing Agent(s)
 Humectant(s)
 Leavening Agent(s)
 Preservative(s)
 Antimicrobial Agent(s)
 Antioxidant(s)
 Stabilizer(s) thickener(s)
 Modified Starch(es)



Vegetable Gum(s)
Sequestrant(s)

3.2.4.2. Vitamins and Minerals

All added vitamins and minerals shall be declared individually in the list of ingredients except that when a nutrition information table is presented in the label, the collective term “Vitamins and Minerals” may be declared in the list of ingredients. Provided, however, that when the nutrition information table declares other vitamins and minerals which have not been added to the product, the added vitamins and minerals shall be specified either in the list of ingredients or in the nutrition information table.

3.2.4.3. The following substances shall be declared by their common name:

- a) Sodium Chlorite/Salt
- b) Sodium Nitrite
- c) Sodium/Potassium Nitrite
- d) Monosodium Glutamate/MSG/Vetsin
- e) Specific name for non-nutritive sweeteners

3.2.4.4. When the acidulant used is acetic acid or sodium diacetate in the case of dehydrated food products, e.g., soup mixes, they may be declared as such or as acidulant(s) but in no case shall the terms vinegar or vinegar powder be used to refer to these substances.

3.2.4.5. Processing aids and food additives carried over into food (from another food that was used as an ingredient) at levels less than those required to achieved technological function, need not be declared in the list of ingredients.

3.3. Net Contents and Drained Weight

3.3.1. The net content shall be declared using the metric system of measurement or “SI” (International System of Units) on either the principal display panel or the information panel and in line generally parallel to the base of the package. The Declaration shall be made in the following manner:

- a) for liquid foods, by volume;
- b) for solid foods, by weight, except that when such foods are sold by number, a declaration of count may be made;
- c) for semi-solid or viscous foods, either by weight or volume.

3.3.2. Foods packed in a liquid medium normally discarded before consumption may carry a declaration of drained weight.

3.3.3. The declaration of contents shall appear in conspicuous and legible bold face print or type in distinct contrast to other matters on the panel where it is declared.

3.3.4. The net contents declaration shall be in letters and numerals of a type size established in relation to the height of the label of the food package and shall be uniform for all packages of substantially the same size by complying with the following type size specifications:



- a) Not less than 2mm in height on packages not more than 60mm or bottles not more than 200mm in height.
- b) Not less than 2.5mm in height on packages more than 80mm but not more than 160mm or bottles more than 200mm but not more than 400mm in height.
- c) Not less than 3.5mm in height on packages more than 160mm but not more than 260mm or bottles more than 400 but not more than 650mm in height.
- d) Not less than 5mm in height on packages more than 260mm or bottles more than 650mm in height.

3.3.5. For food packages with surface areas of less than 30cm² the minimum type size for declaration of net contents shall be 1.5mm.

3.3.6. For multi unit retail packages, a statement of the quantity of contents on the outside package shall include the number of individual units, the net content of each individual unit, and in parenthesis the total quantity of contents of the multiunit package.

A multi unit retail package may thus be properly labeled.

“20 x 10 g sachets (net wt. 200 g)” or

“6 x 300 ml bottles (1.8 L or 1000 ml)”

However, the number of individual units in a multiunit retail package may not be declared if the number of the units can be clearly seen and easily counted without opening the package.

3.4. Name and address of Manufacturer, Packer and Distributor

3.4.1. The name and address of either the manufacturer, packer or distributor of the food shall be declared on the label.

3.4.1.1. The street, City/town and province shall be indicated except that the street address may be omitted if the company’s name, as declared on the label, is listed in a current telephone directory.

3.4.1.2. If a manufacturer with corporate headquarters in Metro Manila, has plant in many cities and towns, the name of the company as listed in a current telephone directory would also suffice provided every food package has a code/mark to identify the processing plant where it was produced.

3.4.2. If the food is not manufactured by the person or company whose name appears on the label, the name must be qualified by “manufactured for” or “Packed for” or similar expression.

3.4.3. The country of origin shall be indicated if the product is being exported or imported.

3.4.4. In the case of products carrying foreign brands or manufactured under license by a foreign company, the name or name and address of the foreign company, if declared shall be in letters of type size not bigger than those used for the local company.

3.4.5. The name and address of the importer or local distributor shall be declared in the labels of imported products except for sole legal distributors/importers.



3.5. Lot Identification

The lot identification code shall be embossed or otherwise permanently marked on immediate individual packages or containers.

Section 4. Nutrition Information

Nutrition information may be included on the label or in the labeling provided it conforms to the requirements of this section.

- 4.1. The nutrition information shall be presented through the declaration of protein, carbohydrate, fat, energy value vitamin and mineral content of the food in tabulated form.
 - 4.1.1. The declaration of nutrient quantities shall be on the basis of the food as packaged. Another column of figures may be used to declare the nutrient quantities on the basis of the food as consumed after cooking or other preparation provided the specific method of cooking or preparation shall be disclosed in a prominent statement following the information.
 - 4.1.2. All nutrient quantities shall be declared in relation to the average or usual serving in terms of slices, pieces or a specified weight or volume.
 - 4.1.3. Protein, Carbohydrate and fat content shall be expressed to the nearest gram except that if a serving/portion contains less than one gram, the statement “contains less than one gram” or “less than one gram” may be used.
 - 4.1.4. Energy value shall be expressed in terms of calorie, kilocalories (Kcal), joules or kilojoules (kJoules).
 - 4.1.5. Vitamin and Mineral content shall be expressed in terms of percentage of Recommended Daily allowances (RDA) or by weight. International Units (I.U.) shall be used for Vitamins A, D and E.
 - 4.1.6. The RDA values shall be based on the Philippine RDA except that in the absence thereof for certain nutrients, the FAO/WHO or U.S. RDA values may be cited and shall be specified. In the case of imported products, RDA values of the country of origin may be indicated.
 - 4.1.7. The percentage of RDA shall be expressed in 2 – percent increments up to and including the 10 – percent level, 5 – percent increments above 10 – percent and up to and including the 50 percent level, and 10 – percent increments above the 50 – percent level.
 - 4.1.8. Nutrients present in amounts less than 2 percent of the RDA shall be indicated by zero, or by the statement – “contains less than 2% of the RDA” or by an asterisk referring to this statement, or not declared at all.
 - 4.1.9. Claims that a food product is enriched/fortified with vitamins and/or minerals shall be made only when the amount of added vitamin(s) and/or mineral(s) is in accordance with the level(s) specified in the Food Fortification Guidelines and the nutrition information shall appear on the label.
 - 4.1.10. Fatty acid composition cholesterol content and sodium content may also be declared.



- 4.2. The added nutrients for fortification can be in the form of nature identical nutrients or in the form of naturally occurring food containing large amounts of the desired nutrients.
- 4.3. For the purpose of compliance with nutrient label declarations.
- a) The nutrient content of a food shall be at least equal to 80 percent of the value for that nutrient declared on the label at any point in time within the expected shelf-life of the product. Provided, that no regulatory action will be based on a determination of a nutrient value which falls below this level by a factor less than the variability generally recognized for the analytical method used in that food at the level involved.
 - b) The carbohydrate, fat or energy value shall not exceed 20 percent of the value declared on the label.
 - c) The sample for nutrient analysis shall consist of a composite of 12 sub-samples (consumer units) taken one from each of 12 different randomly chosen shipping cases, to be representative of a lot. Composite shall be analyzed by AOAC Methods where available or in the absence thereof, by reliable and appropriate analytical procedure.
- 4.4. A food labeled under the provision of this section shall be deemed to be misbranded if its labeling represents, suggest or implies:
- 4.4.1. That the food because of the presence or absence of certain dietary properties, is adequate or effective in the prevention, cure, mitigation or treatment of any diseases or symptoms when such claim cannot be substantiated.
 - 4.4.2. That a balanced diet of ordinary foods cannot supply adequate amount ` of nutrients.
 - 4.4.3. That the food has dietary properties when such properties are of no significant value or need in human nutrition. Ingredients or substances which have not been combined with vitamins and/or minerals, added to food labeled in accordance with this section, or otherwise used or represented in any way which states or implies nutritional benefit. Ingredients of this type may be marketed as individual products or mixtures thereof; Provided, that the possibility of nutritional, dietary, or therapeutic value is not stated or implied.
 - 4.4.4. That a natural vitamin in a food is superior to an added or synthetic vitamin, or to differentiate in any way between vitamins naturally present those added.

Section 5. Labeling of Food Additives

- 5.1. Food Additives, when packed in retail containers and sold either through normal distribution channels (e.g., supermarkets, grocery stores) or directly to food processors, shall be properly labeled, indicating the information required in sub-section 5.1.1. to 5.1.7.
- 5.1.1. a) the name shall be specific preferably the name indicated in the BFAD's List of Permissible Food Additives or a trade/brand name may be used which shall be accompanied by a descriptive statement pertaining to the functional use of the additive.



- b) Color additives, when sold as such, shall be referred to as “Food Color” and immediately below these words the component(s) shall be indicated.

5.1.2. Listing of Additives components

- a) All substances present shall be listed in the order of decreasing proportion. When one or more of the food additive(s) is subject to a quantitative limitation as specified in the BFAD’s List of Permissible Food Additives, the quantity or proportion of the additive(s) shall be indicated in the label.
- b) In the case of Flavorings, each flavoring component need not be given. The generic expression “Flavor” or “Flavoring” shall be used and indicating the nature of the flavor by using the qualifying words, “natural”, “nature-identical”, “artificial” or a combination of these words, as appropriate.
- c) When compounded additive or flavoring preparations contain coloring substances the name of each coloring substance shall be indicated.

5.1.3. The words “For Food Use”, “Food Grade” or a statement similar thereto shall appear prominently on the principal display panel of the label, except when the word ‘food’ already appears as part of the name of the product as in “Food Color”.

5.1.4. Adequate information shall be given about the manner in which the food additive is to be used either on the label or a package insert. Whenever there are specified restrictions for any of the components, there shall be information pertaining thereto to ensure compliance with the restrictions.

5.1.5. Food additives with a limited shelf-life shall carry an open-date mark which shall signify that beyond this date the effectivity of the additive, for its intended use is diminished.

5.1.6. Storage instructions shall be indicated, particularly when the stability of the additive depends there on.

5.2. For food additives that are packed in non-retail containers and/or solely destined for further industrial processing, the required information, other than those indicated in sub section 5.1.1. and 5.1.6. may be stated in a brochure which shall be given to the buyer together with documents relating to its sale.

Section 6. Other Requirements

6.1. Open – Date Marking

Prepackaged food shall be open – date marked in compliance with the “Guidelines for Open – Date marking of prepackaged Foods”.

6.2. Alcoholic Beverages

In addition to the labeling requirements under section 3 of this regulation, the alcohol content in terms of percentages or proof units shall be indicated on the principal display panel of the label of alcoholic beverages.



6.3. Language

- 6.3.1. The language used for all information on the label shall be either English or Filipino or any major dialect or a combination thereof. For food products intended for export the language acceptable to the importing country shall be used.
- 6.3.2. In the case of imported food products, labels where in the information are declared in a foreign language must also carry the corresponding English translation, otherwise such products shall not be permitted for local distribution.

6.4. Additional Information

Additional information when stipulated in a Food Standard or any other BFAD regulation shall be indicated on the label.

Section 7. Misleading Declarations/Representations

The situations described in this section are example of what have been considered misleading. The BFAD reserves its right to rule against other form of misleading declaration/representations.

- 7.1. Any representation relative to the flavor of the food product as depicted on the label, labeling or advertising material which is inconsistent with Sections 3.2.3.2 and 3.2.3.3.
- 7.2. Use of Photographs and Graphic Representations
- 7.2.1. Photographs of fruits, vegetables, poultry, fish, meat or eggs whether fresh or cooked, whole or sliced shall not appear on the label unless the product contains such materials or substances naturally derived from them. If flavoring substances have been added to boost or reinforce the natural flavor of a given material, the words "Flavor Added" or any statement to that effect shall appear conspicuously and in close proximity to the photograph.
- 7.2.2. Graphic representations used to depict the above mentioned materials (fruits, vegetables, etc.) are acceptable provided these do not vividly illustrate the actual appearance of such materials.
- 7.2.3. Pictures of food preparations or dishes may appear on the labels of products like sauce mixes or other similar products that are used as ingredient(s) for the preparation of such food/dishes provided the statement "Serving Suggestion" or any other statement of similar import appear with the picture.

7.3 Use of Names of Places

- 7.3.1 Names of places may be used as part of the name of the product (a) if the product is produced in the place cited or (b) if the product contains the characterizing ingredient(s) and/or prepared in exactly the same manner as the product identified with said place. However, in the case of (b), if the place cited is in another country, it shall be qualified by the word "style" except when reference to the place is accepted as a generic term for that product.
- 7.3.2. Use of names of places as Brand Name is acceptable provided the presentation is not misleading, i.e., it does not appear as part of the name of the product.



Section 8. Exemptions

- 8.1. Exemptions from the labeling requirements shall be allowed in the following situation:
- a) A shipment or other delivery of a food which is in accordance with the practice of the trade, to be processed, labeled or repacked in substantial quantity at establishment other than that where originally processed or packed, shall be exempt from compliance with labeling requirements during the time of introduction into the movement in commerce and the time of holding in such establishment.
 - b) A food, while held for sale, shall be exempt from labeling requirements, if said food, having been received in bulk containers at a retail establishment, is accurately weighed, measured or counted either within the view of the purchaser or in compliance with the purchaser's order.
- 8.2 Exemptions from any specific provision(s) of this labeling regulation may be granted under justifiable circumstances. Petition for such exemptions should be submitted to the Bureau of Food and Drugs for appropriate action.

Section 9. Any article of food that is misbranded when introduced into domestic commerce may be seized when the director of Bureau of Food and Drugs or his duly authorized designate has probable cause to believe from facts found by him or any official or employee of the Bureau of Food and Drugs that the misbranded article is dangerous to health, or that the labeling of the misbranded article is fraudulent or would be in material respect misleading to the injury or damage of the purchaser or consumer.

Section 10. Any violation of the provision of this rules and regulation shall render the article misbranded and the responsible person shall be subject to the penal provision of section 12 (a) of R.A. 3720. In addition, administrative sanctions, such as suspensions or revocation of license to operate, fines or written notice of warning, may likewise be imposed by the Bureau of Food and Drugs, in the discretion of its Director.

In case of the juridical person, the penalty arising out of the criminal offense, shall be imposed upon the president, Manager or head and of the members of the Board of Directors or governing body of the firm or establishment.

Section 11. All orders, regulation or guidelines or parts thereof in conflict with the provisions of this Administrative Order are hereby repealed or modified accordingly.

This regulation shall take effect immediately upon approval and publication in the Official Gazette.

There shall be a maximum period of 18 months from the date of effectivity to modify and consume inventories of existing prepackaged food labels which are violative of this regulation. In the case of gross violation the Bureau of Food and Drugs shall order compliance within a period shorter than 18 months.

Recommending Approval:
(Sgd) CATALINA C. SANCHEZ

Director
APPROVED:
(Sgd) J.C. AZURIN
Minister of Health



