



# Creating Your Product Label

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If you've already formulated your product, or are almost "there", you are ready to begin designing your label. This worksheet is designed to help walk you through the decisions you need to make in regard to labeling.

**1.** Information panels typically contain the ingredient list and the name, address, and phone number of the business. They should generally appear to the right side of the principal display panel (PDP), but depending on the configuration of the packaging may appear on the back of the package as well.

List your business name, address and phone number as you would like them to appear. You may also wish to list an 800 number, email address, and web page if you have one.

**2.** List your ingredients in descending order by weight:

Ingredient 1:

Ingredient 2:

Ingredient 3:

Ingredient 4:

Ingredient 5:

Ingredient 6:

Ingredient 7:

... More as needed



**3.** Principal display panel (PDP) is the portion of the label that will be most prominently displayed to the consumer, and which communicates the product identity, name, and net quantity or measurement. Statement of product identity is the name of the food. It should be printed at a minimum of one half the type size of the largest print appearing on the PDP. If the food product is subject to a standard of identity (i.e. dairy products) it must meet the specified standards for those products. For instance if your product is defined as mustard on the label it must contain mustard seeds as an ingredient. Write out the information you want included on your principal display panel. Are you using an image, photo, logo or graphic in this section? What is the name of the product? Will the name and image communicate clearly to your customers?

**4.** Statement of net quantity is the weight of the food, not including the container or any additional packaging. Net weight should include all ingredients, including water used in packing the food. Net weights must be stated in both units of the U.S. Customary System (pounds) and Metric (grams) measure. What net weight will appear on your product?



**5.** Many businesses also include preparation and serving instructions on their label to inform the consumer how to best utilize their product. What will you put on your label to inform your customers?

**6.** Your label or packaging can provide additional marketing information to the consumer. Do you have a story to tell about your business? How is the product made? Are there additional messages or slogans that could go on your label that will encourage their purchase?

**7.** Call at least 2 graphic designers and get a quote for designing your label. Also, some printing companies and publishers have staff that may be able to design a logo for you. Find them in the yellow pages under Advertising Agencies, Graphic Designers, or Printing/Publishing Providers. You may also ask other firms to connect you with their designer.

a. Graphic Designer #1      Name, address, phone, services and pricing:

b. Graphic Designer #2      Name, address, phone, services and pricing:

c. Other design leads.      Name, address, phone, services and pricing.