



# A guide to **Labelling Food Containing Hemp Seeds**

**You need to know how to label your food containing hemp seeds if you are a:**



## **Manufacturer**

Person who makes and sells packaged food, or



## **Importer**

Person who brings packaged food into New Zealand for sale, or



## **Packers**

You pack or re-pack food for sale to retail sale



## **Anyone who sells bulk food**

(non retail sale)

## **Why should you read this?**

This guide will help you to get your label right so it meets the rules of the Australia New Zealand Food Standards Code (the Code), Fair Trading Act and Weights and Measures Regulations for:

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

### **Product labelling under previous allergen labelling rules**

Any food packaged and labelled before **25 February 2024** under the previous allergen labelling rules may be sold for a further 2 years (**25 February 2026**).

## **Icons used in this guide:**



Think, some key things to notice for remember.



Think, this is not allowed.



# Introduction

## What do you need to do?

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

Labels vary from product to product. Sometimes businesses copy labels from other products which is where they go wrong. It is your responsibility to make sure your label has all of the right information to meet the rules in the Code. We have provided a checklist on pages 7–9 to help you know you've got it right.

## How to use this guide

There are 2 parts to this guide:



### **The example label**

This helps you know what needs to go on your label.



### **The checklist**

This helps you make sure you've got your label right.



## Where to get extra help

For more information on the Code see: [www.foodstandards.gov.au/food-standards-code/legislation](http://www.foodstandards.gov.au/food-standards-code/legislation) or [www.mpi.govt.nz](http://www.mpi.govt.nz). This includes Standard 1.2.1 Requirements to have labels or otherwise provide information, Standard 1.2.7 Nutrition, health and related claims, Schedule 4 Nutrition health, and related claims, Standard 1.4.4 Prohibited and restricted plants and fungi, Standard 1.2.4 information requirements- statement of ingredients.

### **Nutrition Panel Calculator:**

[www.foodstandards.gov.au/business/labelling/nutrition-panel-calculator](http://www.foodstandards.gov.au/business/labelling/nutrition-panel-calculator)

### **Getting Your Claims Right Guidance:**

[www.foodstandards.gov.au/publications/gettingyourclaimsrigh](http://www.foodstandards.gov.au/publications/gettingyourclaimsrigh)

### **Nutrition, Health and Related Claims:**

[www.foodstandards.gov.au/business/labelling/nutrition-health-and-related-claims](http://www.foodstandards.gov.au/business/labelling/nutrition-health-and-related-claims)

### **Fair Trading Act Factsheet Unsubstantiated representations:**

[comcom.govt.nz/\\_data/assets/pdf\\_file/0030/89850/Unsubstantiated-representations-Fact-sheet-July-2018.pdf](http://comcom.govt.nz/_data/assets/pdf_file/0030/89850/Unsubstantiated-representations-Fact-sheet-July-2018.pdf)

### **MBIE guideline on weights and measures for packers and importers:**

[trademeasurement.tradingstandards.govt.nz/for-business/packaging-and-or-selling-goods-by-quantity/](http://trademeasurement.tradingstandards.govt.nz/for-business/packaging-and-or-selling-goods-by-quantity/)

If you still need help New Zealand Food Safety recommends you contact a food consultant [www.mpi.govt.nz/food-business/starting-a-food-business/hiring-a-food-consultant/](http://www.mpi.govt.nz/food-business/starting-a-food-business/hiring-a-food-consultant/)



# 1. Labelling your food containing hemp seeds

## Your label must:

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

## Your label must NOT:



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



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

## Your label must clearly have:

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

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

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

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



A **lot/batch identification** which enables you to trace your food if it needs to be recalled. Each batch needs its own identification.

## Your label must clearly have:

### Ingredients list

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

Some products don't need an ingredients list including:

- standardised alcoholic beverages,
- food in a package with less than 100 cm<sup>2</sup> total surface area.

The diagram shows a flour bag with the following label elements:

- Ingredient list:** Wheat flour, Brown Sugar, Sugar, Hemp seed flour (5%), Sunflower oil, Hemp seed oil (1%), Spices, Malt extract (Barley), Raising agent (500), Salt. Below this, it says "Contains Wheat, Gluten".
- Business information:** Downtown Bakery, 246 Downtown Road, Christchurch.
- Storage instructions:** Store in a cool, dry place.
- NUTRITION INFORMATION:**

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

Arrows from the text boxes point to these elements:

- The top box points to the ingredients list.
- The middle box points to the business name and address.
- The bottom box points to the storage instructions.
- The right box points to the percentage labelling area (the 'Contains Wheat, Gluten' text).

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

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

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

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

### Health Star Rating:

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

### Irradiated and genetically modified food:

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

## Your label must clearly have:

### The following 3 statements if applicable:

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

There are 3 main statements:

- 1. Allergen declaration:** some ingredients can cause severe allergic reactions in some people. See the checklist on page 7 for ingredients you have to highlight. These allergens must be declared in the ingredients list and in a contains statement, using their required allergen name in **bold** font.
- 2. Warning statement:** only applies to some foods. You must use the exact words outlined in the Code and they must be 3 mm or bigger. See the checklist on page 8 for foods that need a warning statement.
- 3. Advisory Statement:** only applies to some foods/ingredients. You can choose how to write your advisory statement. See the checklist on page 7 for foods that need advisory statements.

### Nutrition information panel (NIP)

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

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

Some products don't need a NIP, including:

- most alcoholic beverages,
- prepacked filled rolls and sandwiches,
- food in a package with less than 100 cm<sup>2</sup> total surface area.

### NUTRITION INFORMATION

Servings per package: 1  
Serving size: 85 g

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

### Nutrition content claims and health claims:



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

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

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

2.



# Checklist

Complete one checklist per product

What goes on your label	Must have this	Might need to be on your label (depends on your product)	Is it on your label?	Comments If the item is not applicable for your product, write N/A in the comments box
Name or description of the food	✓			
Name and physical address of your New Zealand or Australian business	✓			
Lot/batch identification	✓			
Date mark for food with a shelf life of less than 2 years:	✓			
Which one will be on your product?				
Best Before		Use By		
Bkd On / Bkd For				
<b>Allergen declaration. Applies to foods containing (in any form):</b>		✓		
crustacean		almonds		
mollusc		Brazil nuts		
fish		cashews		
egg		hazelnuts		
milk		macadamias		
sesame seeds		pecans		
lupin		pine nuts		
barley**		pistachios		
oats**		walnuts		
rye**		added sulphites*		
wheat***		soybeans		
peanuts				
<p>* technically an intolerance, but must be declared  **requires gluten in the contains statement  ***requires wheat and gluten in the contains statement</p>				
<p>Complete the checklist in 'Allergen labelling – Knowing what's in your food and how to label it' (<a href="http://www.mpi.govt.nz/dmsdocument/50725-Allergen-labelling-Knowingwhats-in-your-food-and-how-to-label-it">www.mpi.govt.nz/dmsdocument/50725-Allergen-labelling-Knowingwhats-in-your-food-and-how-to-label-it</a>) for full details on the rules for declaring allergens.</p>				
<b>Advisory statement applies to foods containing:</b>		✓		
Bee pollen and propolis		Unpasteurised products		
Milk or milk substitutes made from cereal/nuts/seeds		Food additives with a known laxative effect		
Unpasteurised egg products		Aspartame or aspartame - acesulphame salt		
Quinine		Phytosterols or phytostanols or their esters		
Guarana or caffeine				

Checklist continued

What goes on your label	Must have this	Might need to be on your label (depends on your product)	Is it on your label?	Comments If the item is not applicable for your product, write N/A in the comments box
<b>Warning Statement</b> only applies to royal jelly, foods for infants and formulated supplementary sports foods		✓		
Use the <b>exact wording from the Code</b>	✓			
<b>Text 3 mm or bigger</b> (or > 1.5 mm for small packages)	✓			
<b>Ingredient list:</b>	✓			
In descending order	✓			
Food additives declared		✓		
Exemptions/exceptions		✓		
<b>Net contents</b>	✓			
Text 2 mm or bigger	✓			
<b>Nutrition information panel (NIP)</b>	✓			
Amount per serving	✓			
Amount per 100 g (or 100 ml for liquids)	✓			
List the energy and 6 main components	✓			
Serving per package and serving size	✓			
Used the right NIP for you product	✓			
Layout from the Code followed	✓			
Exemptions / exceptions		✓		
All of the rules about <b>making nutrition content and/or health claims</b> in the Code are followed (only applies if you have chosen to make a nutrition content or health claim)	✓			
 The guidance document “Getting your claims right” has a helpful checklist for making each type of claim.				
<b>Percentage Labelling</b>		✓		
<b>Listed irradiated foods</b>		✓		
<b>Listed genetically modified foods</b>		✓		
<b>Health star rating</b> (this only applies if you have chosen to include a health star rating on your product)				
Correctly calculated number of stars	✓			
Used the health star symbol correctly	✓			
<b>Your label is easy to read</b>	✓			
<b>Your label is in English</b>	✓			
<b>No prohibited claims or representations are made on the label</b>	✓		Not permitted	

## Checklist for bulk food (non retail sales)

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