# Create a Principal Display Panel and Information Label

Your job is to create a principal display panel and information label for your salsa.

1) Investigate these websites to find out what is required on a primary panel and nutrient label:

https://www.labelcalc.com/food-labeling/understanding-principal-display-panel-requirements-and-info-panels-for-food-labels/

https://info.watson-inc.com/nutrition-a-quick-reference-guide

2) See the following pages for additional information and examples.

**Principal Display Panel**
These are the required elements on the primary panel:

- **The name of the product/statement of identity:** This should be the common name of your food product (i.e. brown jasmine rice). Creative/alternative names can be used as long as it is still obvious what the main food product is and the name is not at all misleading. This should be the largest and most prominent font on the package and should run horizontally so that it is legible.
- **The product brand:** This often appears above the statement of identity and indicates who made the product (i.e. Jamie's Whole Grains). The brand must be expressed in smaller, less prominent font than is used for the statement of identity.
- **The net quantity/weight/volume statement:** This value lets consumers know how much of the product is contained within the package. The amount should be expressed in weight (i.e. ounces, pounds, or grams), numeric count (i.e. 6 pieces), or liquid measure (i.e. fluid ounces). Expressions of weight must have both metric and U.S. Customary System terms, such as 1 lb. (454g). The net quantity statement typically appears along the bottom of the PDP and must be a specific font size based on the area of the PDP (further guidance on determining acceptable font size can be found on pages 14 and 15 of the FDA labeling guide).

You may also include a photo or artwork of your product on the PDP to provide consumers with a visual representation of what is inside. It must not, however, be so prominent that it distracts from the above-required label statements on the PDP, and it must be an accurate representation of your product.

(Taken from: (2018, January 2). "Understanding Principal Display Panel Requirements And Info Panels For Food Labels." LabelCalc. Retrieved from https://www.labelcalc.com/food-labeling/understanding-principal-display-panel-requirements-and-info-panels-for-food-labels/)

**Information Panel**
These are the required elements for the information panel:

- Name and address of the manufacturer (street address, city, country, and zip code)
- Name of the packer or distributor
- Country of origin (if imported)
- FDA-compliant nutrition facts panel
- Ingredient list
- Allergen statements

(Taken from: (2018, January 2). "Understanding Principal Display Panel Requirements And Info Panels For Food Labels." LabelCalc. Retrieved from https://www.labelcalc.com/food-labeling/understanding-principal-display-panel-requirements-and-info-panels-for-food-labels/)

The FDA has very specific nutrition facts label size requirements, format requirements, and information requirements about these elements.

**GROW NEXT GEN**