

Ground Beef Labeling Guidelines

Here are labeling options that comply with the current Wisconsin guidelines. They include placing the fat/lean information as part of the product name or putting it in a contiguous statement (right next to the name). All other features of the label are still required. Label all ground beef product in compliance with one of the following criteria.

A.

Label ground beef product as **Lean Ground Beef** or **Extra-Lean Ground Beef** when:¹

- The product meets the criteria for the nutrient content claims of “lean” or “extra-lean”.
 - The “lean” claim is less than 10 grams of fat, 4.5 grams or less of saturated fat and less than 95 mg. cholesterol per 100 grams of product.
 - The “extra-lean” claim is less than 5 grams of fat, 2 grams or less of saturated fat and less than 95 mg. cholesterol per 100 grams of product.
- You provide the label with the appropriate nutrition facts panel.

B.

Label the ground beef product with only the percent fat statement **Ground Beef – X % fat** when you provide the label with the appropriate nutrition facts panel.²

C.

Label the ground beef product as **Lean Ground Beef – X % lean** when:³

- The product meets the criteria for a “low fat” claim which is 3 grams or less of total fat per reference amount that is customarily consumed.
- You provide the label with the appropriate Nutrition Facts panel.



D.

Label the product as **Ground Beef** with a contiguous “Percent Fat and Percent Lean” statement provided that you:

- Do not use the “lean” or “extra-lean” qualifiers as part of the product name
- The Nutrition Facts panel would not be required at retail for this product

Example: **Ground Beef**
85% lean & 15% fat

Note:

- 1) Provide the statement of fat percentage contiguous (next to) to the statement of lean percentage.
- 2) The lettering must be the same color, size and type and on the same color background for both the fat and lean statements.
- 3) The statement of fat percentage and the statement of lean percentage may appear in either order.

¹ Reference 9 CFR 317.362.(e)

² Reference 9 CFR 317.362.(a)

³ Reference 9 CFR 317.362(b)(6)