Labeling laws according to package type

Full service cases from bulk lots
All products must have a proper counter card that can be seen clearly and read easily by the customer.

The card must include:
- The true name of the product
- An accurate ingredient list in descending order of predominance.

Example: “Pork Sausage - Ingredients: Pork, water, salt, sugar, spices, BHA, BHT, citric acid”

Deli cases
An ingredient list for all meat products must be kept on file. They must be available on request for customers to read and inspect.

For more information, call:
Wisconsin Department of Agriculture, Trade and Consumer Protection
Division of Food and Recreational Safety
608-224-4700
datcp.wi.gov
Qualifying Statements

If you slice or repackage state- or federally-inspected products, you must transfer the information from those products to your label. The state or federal legend may not be transferred to products that are repackaged or further processed (sliced).

Ham and Picnic Products

- Ham products must be identified as one of the four following products:
  - Ham
  - Ham, with natural juices
  - Ham, water added
  - Ham and water product, ( )% of weight added ingredients

- Pork shoulder picnics must be identified as one of the three following products:
  - Picnic
  - Picnic, water added
  - Picnic and water product, ( )% of weight added ingredients

Examples:

- “Ham and water product (true name), ( )% of weight added ingredients (qualifying statement)”

Lean or Extra Lean Ground Beef

USDA regulations regarding ground beef labeling fall into one of the following three categories:

- Terms like “Lean” and “Extra Lean” have nutrient requirements attached to them. They may only be used in labeling if the product meets the nutrient requirements.

Example:

- “Lean” claim – the product contains less than 10 grams of fat and less than 4.5 grams of saturated fat per 100 grams of the product.
- “Extra Lean” claim – the product contains less than 5 grams of fat and less than 2 grams of saturated fat per 100 grams of the product.

In addition, full nutritional labeling must be provided on the package.

- Retailers may label different grades of ground beef, and indicate percentages of lean and fat, if the product is not described as “lean ground beef,” “extra lean ground beef,” “low fat,” etc.

Example:

- Ground beef, 85% lean and 15% fat

Please note that nutrition labels may not be used if ground beef is labeled this way.

- Alternatively, retailers may still use the following terms in relation to grades of ground beef provided the products are ground from the beef chuck or beef round.

Example:

- Ground Beef Chuck
- Ground Beef Round

Self-service, prepackaged foods

Every package must have a label that contains:

- The true name of the product and contingent statement.
- The word “Ingredients” followed by an accurate list of ingredients contained in the product in descending order of predominance.
- The principal place of business or where the product was made, including address and zip code.
- An accurate statement of the product’s net weight unless weighed at time of sale.
- A handling statement, such as “Keep Refrigerated,” if it is perishable.