

# Potato Packaging Labelling and Weight requirements

Identifying what you are selling to the public:

Your food label must clearly have:

- **a lot/batch identification:** this enables you to trace your product if it needs to be recalled
- **an accurate name or description of the food:** and some foods (for example, processed meat, honey, and infant formula) must use the exact names from the code
- **the name and physical address of your New Zealand or Australian business:** A PO box, website, or email address by itself is not enough.

What is a food label?

Food labels tell consumers important information about the food or drink they are consuming. They help consumers know which food and drink is right for them, and if it is safe to eat or drink. There are rules for what information must go on labels.

You must label your food so it meets the rules of the Australia and New Zealand Food Standards Code. Your product could be recalled or you could be fined if you get this wrong. If your food doesn't need a label, there are other ways to share product information to consumers.

Use the checklists in our guide to help you.

[A guide to retail food labelling](#) [PDF, 1 MB]

## Truth in labelling, weights and measures and legibility

### Truth in labelling

Fair trading laws and food laws in New Zealand require that labels do not misinform consumers through false, misleading or deceptive representations. In New Zealand, this legislation includes the Food Act 2014 and Fair Trading Act 1986.

In New Zealand, the Commerce Commission is responsible for enforcing the Fair Trading Act 1986.

### Weights and measures

Suppliers must label food products with accurate weights and measures information (the quantity of food contained in a package). Weights and measures declarations are regulated by the [Trading Standards New Zealand](#).

### Legibility requirements

The Food Standards Code requires that labels must be legible and prominent so they are distinct from the background, and in English. The size of the type in warning statements must be at least 3 mm high, except on small packages where the size of the type must be at least 1.5 mm high.