



## Food Label and Nutritional Labeling

Marking the product using the food label is the "ID" of the product. In Israel, as in most western countries, marking food products is anchored and regulated by legislation. For more information about this legislation, see the continuation of this page. In the event of a contradiction between the text of this information page and the legislation in force, the text of the official legislation shall prevail.



### The following information must appear on the product packaging:

- ▶ Food name
- ▶ Details of the manufacturer, the marketing company and the company that packed the product, as well as the details of the importer and the country of manufacture in the case of imported products
- ▶ Product content - weight or volume
- ▶ List of product components
- ▶ Nutritional labeling - the content of the nutritional value of the product
- ▶ Marking dates - production date and expiration date
- ▶ Provisions for storage, transport and use;
- ▶ Kosher product

In addition, the standard arranges the **optional marking** such as/ "no" / "low" / "reduced ..." for certain nutritional ingredients and conditions for labeling a "natural" and "fresh" food product.

### Product name and food name

**Product Name** - Usually, the accepted name of the product is a trade name given by the manufacturer for marketing purposes. This name does not necessarily represent the product composition and can be an imaginary name.

**The name of the food, as opposed to the commercial name of the product**, provides information on the type, form, components and manner of processing of the food, if applicable. For example: while the brand name of the product will be "Dag-Li") fish-for me), the name of the food itself is "fish in a crispy coating with sesame" - a name that describes the essence of the product.

According to the name of the food it is possible to understand whether the food contains any ingredient or has been prepared with the flavor of that ingredient, for example: yogurt with strawberries - notes that strawberries are one of the ingredients in the food. Yogurt with strawberry flavor - indicates that only the flavors are in the food, without the addition of fruit.

If the name of the food emphasizes additional food ingredients in its name and/or by an illustration on the packaging, the component content should be specified in percentages near the name of the product or in the list of ingredients.

### Details of the manufacturer, the importer, the marketing company and the packing company

When purchasing food, we can know who is behind the product according to the details listed on the label.

The information on the food package will include the following information:

- ▶ Manufacturer's name and address (except in other cases defined by law);
- ▶ Imported food in the original packaging will include the **importer's name and address and the country of production**. If the food undergoes additional manufacturing processes in Israel prior to its marketing, there

is no need to mark the country of production. Except in cases where the change in the product included only packaging changes, in this case, there is an obligation to mark the country of production.

- ▶ Names of the **marketing company, the packing company** and their addresses.

### Product Contents

Marking the food on the package should include the content (net) of the food in the package, in units of weight or in volume units, according to the type of food:

- ▶ **Liquid food** (e.g. soft drink): the content of liquid food is recorded in volume units - liters or milliliters;
- ▶ **Solid foods** (e.g. cereal), semi-solid or viscous (e.g. honey), the contents of which will be indicated in units of weight - grams or milligrams.
- ▶ **Solid food in a liquid** - such as canned vegetables - is also marked with the filtered weight, it means, the weight of the product with the liquid and its weight without liquid;
- ▶ Additional instructions are available for **special cases** such as a product packaged in spray containers (whipped cream, spray oil, etc.);

### What does the product contain? List of food ingredients

The food label contains information about the food ingredients (originals and additives) used in its production. The food components shall be listed in descending order according to their relative content in the weight of the product, from the largest content to the smallest content. It means that, the component of the product that is the largest will appear first in the list of components, and the smallest component will appear in it last.

Flavors and food additives such as food coloring, preservatives, stabilizers, etc. will be also listed in the list of ingredients. There are supplements (such as Tartrazine, Sulfites) that will be marked on their own behalf and on behalf of the group to which they belong, according to their primary purpose; On the other hand, there are additives that can be marked by their explicit name or by the E number, and also by the name of the group to which they belong. Detailed instructions on marking food supplements appear in [public health regulations](#).

### Nutritional labeling - List of nutritional values

We usually choose a particular food product based on considerations of taste, price, and ease of use or preparation. In recent years, as consumers have become more aware of the nutritional value of food, nutritional labeling is another important tool in making a clever choice of foods.

**The nutritional labeling allows us to understand the nutritional content of the food ingredients and compare the nutritional values of similar products in terms of caloric value, fat content, proteins, sodium and other nutrients.** The Ministry of Health is working to amend the regulations so that they will also require marking the sugar content of the product as part of the total carbohydrate.

**The nutritional label should appear on the food package in a conspicuous place, in the form of a table and in the order that appears in the regulations. In small packages that do not allow nutritional labeling in a table, it will be marked in row(s).** In order for the food labeling to be clear and uniform, and in order to facilitate the comparison of similar products, the values indicated should be on an equal base: In solid foods, the contents of the food components will be indicated 100gr of food and for liquid food in 100ml. It is possible to **add** to the mandatory markings additional ones such as: the nutrient content in a complete package (e.g., in a yogurt container), the nutrient content in a typical consumption ration of a product (for example: a slice of bread from a loaf of bread or a single cracker from a cracker package).

**In nutritional labeling, it is mandatory to specify the caloric value, protein content, carbohydrates, fats and sodium.** It also must specify the amount of cholesterol, saturated fat and trans fatty acids - should also be specified in products with a total fat content greater than 2% or in products that include reference to one of the fat components, even if the total fat is lower than 2%.

Sometimes information about other nutrition ingredients will appear in the package such as dietary fiber, sugars, starches, vitamins and minerals, as detailed in the regulations. The fiber content should be noted only when the product includes reference to them. Detailed content of vitamins and minerals is required when the product marking includes vitamin or mineral marking, provided that the quantity thereof in food is greater than or equal to the threshold value prescribed in the Regulations.

On the 26th of December 2017, the Knesset passed the [Regulations for the Protection of Public Health \(Food\) \(Nutritional Labeling\) 2017](#) (Hebrew), which will replace [current regulations](#) on the 1st of January 2020.

The purpose of these Regulations is to make information about the nutritional value of prepackaged food accessible and clear to the general public using symbols for the high content of sodium, sugar or saturated fatty acids, enabling consumers to make a knowledgeable choice of food in order to improve their health.

### Major regulation amendments

- ▶ The order of nutritional ingredients in the table has been adjusted to global conventions, i.e. the caloric value, fat content (including saturated fatty acids, trans fat and cholesterol), sodium, carbohydrate content (specifying sugars, polyalcohols, and starches), fiber, protein content, vitamins and minerals..
- ▶ Under sugar content in grams, the number of teaspoons of sugar must be specified in the nutritional label, starting with 2 grams total sugar content in 100 grams or ml.
- ▶ Maximum levels of sodium, sugars, and saturated fatty acid, which if exceeded, will require red labeling on the front of the package, either for solid food or liquid food. Maximum level specifications will take two stages to change. The first stage will become binding on the 1st of January 2020, and the second (and permanent) stage will take effect 12 month after, i.e. January 2021.

First stage

Label type	Quantity in 100 gr solid food	Quantity in 100 ml liquid food
Sodium	500 mg	400 mg
Total sugars	13.5 gr	5 gr
Total saturated fatty acids	5 gr	3 gr

Second stage

Label type	Quantity in 100 gr solid food	Quantity in 100 ml liquid food
Sodium	400 mg	300 mg
Total sugars	10 gr	5 gr
Total saturated fatty acids	4 gr	3 gr



High Sugar Level   High Sodium Level   High Saturated Fat Level

- ▶ Instructions as to the design of the red labels have been put forward, including their size in relation to package front; a supplement was added which specifies the labels' shape, color, distance and format on the package's front.
- ▶ New nutritional labeling exemptions have been set: multi-packs are exempt from labeling, according to the Regulations. Certain foods are exempt from red labels; for instance, small packages which their front is less than 25 cm<sup>2</sup>.

[Major formatting instructions for labels compliant with the Regulations for the Protection of Public Health \(Food\)\(Nutrition Labelling\) 2017](#) (Hebrew)

Please note: The FAQs do not supersede the provisions of the Public Health (Food) (Nutrition Labelling)

Regulations, 2017.

If there is a contradiction between them and the regulations, the regulations prevail.

[FAQ about the regulations of nutrition labelling \(first collection, until August 11 2019, Hebrew\)](#)

[A video clip about nutritional labeling of food products](#) (Hebrew)

### Marking dates

When you buy foods that are sold in bulk and are not packaged, such as fruits and vegetables, it is easy to identify their condition and the possibility of consuming them. On the contrary, in packaged food it is necessary to use the information marked on the packaging.

### Expiry Date

In general, the manufacturer is responsible for determining the shelf life of prepackaged food products. The manufacturer determines when the product is good to use or until when the food preserves its qualities, quality and safety, and accordingly determines the date of expiration and the manner of marking it. However, the shelf life of several animal food products, such as meat, fish and eggs, has been established and restricted by law.

A food product does not overnight become from a proper product to a non-edible food. The quality changes in the product are gradual and usually occur with the passage of time, among other things as a result of exposure to light, oxygen in the air, high temperature and more. However, the consumption of sensitive foods, including expired animal food, can endanger your health. Therefore, it is recommended to buy food only from registered and ordered places, and make sure that the product has shelf life for the period in which it is intended to be stored or used.

▶ [Food purchasing guide](#)

Expiry date ("Minimum durability date") will appear on the product in one of two ways:

- ▶ **"To use up to ..."** - in cases of food very sensitive to microbial spoilage, which may be an immediate danger to human health after a short period. After these words, the date will appear where the food is kept safe for consumption or reference to the location on the package where the date will appear. Beyond this date, it is recommended not to consume food
- ▶ **"Better to use before ..."** - in cases of food that is not sensitive to microbial spoilage. After these words, the date on which the food preserves the quality expected from it or a reference to the location on the package will appear. Sometimes the food is safe to use even after the marked date has passed, provided that the storage instructions have been maintained and the packaging has not been damaged. However, after the marked date, the food may gradually lose its characteristic, such as: damage to the taste, texture, etc.

It is forbidden to change the expiry date marked on the product except in the event of an error marking the product that has not yet been marketed from the factory.

The following foods are **exempt from marking expiration date**:

- ▶ Wines, including sparkling wines, spicy wines and similar alcoholic beverages produced from non-grape fruits
- ▶ Beverages containing ethyl alcohol with a concentration of over 10% in volume.
- ▶ Bakery products consumed usually 24 hours from production
- ▶ Synthetic vinegar
- ▶ Cooking salt
- ▶ Sugar (solid)
- ▶ Sweets made of sugars which have been added only flavor and / or food coloring
- ▶ Chewing gum

### Date of production

In general, the manufacturer is required to mark the date of production on the product as well. The manufacturer is exempted of this if he properly marked on the package as mentioned above the expiration date, and in addition report to the competent authorities in advance the period between the date of production and the expiry date marked on the packaging of the product.

### Storage, transport and use instructions

In order to maintain food quality and safe consumption, it must strictly and correctly be stored and used according to the manufacturer's instructions on the package.

#### The manufacturer must specify these instructions in the following cases:

- ▶ If the food was cooled to a temperature lower than 8 degree Celsius.
- ▶ If there are special instructions for handling the food before opening or after opening the package
- ▶ When required by the essence of the product, such as "holding in a dry place", "cool" "Do not freeze again after defrosting," etc. It is important to follow the instructions, especially if the food is to be stored refrigerated or frozen.

Avoid buying food stored not according to the manufacturer's instructions

### Kashrut (Kosher)

- ▶ Any food marked with the word "kosher" should also be marked with the name of the kashrut provider and its place of residence, or a registered mark in the country of the kosher organization.
- ▶ It is recommended to add to the word "Kosher", Besari (meat), "Halaby" (dairy), "Pesach" (Passover) and the like - according to the nature of the matter and the responsibility of the kashrut provider.
- ▶ Meat products, including poultry and fish that are not kosher, will be marked "not kosher."

### Optional Marking: A description of nutritional ingredients

Producers can add verbal descriptions of the nutritional composition or presence of certain nutrients in the food label, in preliminary descriptions such as: "Net ...", "non ...", "low ...", "very low in ...", "reduced ...", "light", "diet" and the like. The standard defines the conditions under which these markings can be added...

#### Free / None...

- ▶ None - food by nature does not contain the nutritional component in question
- ▶ Free – the food does not contain the nutritional component due to the production process

Under what conditions food can be marked "free/none"?

- ▶ Cholesterol – when there is up to 2.5 mg of cholesterol per 100 grams of product
- ▶ Sodium - up to 5 mg of sodium in 100 grams of product
- ▶ Fat – when there is up to 0.5% of the weight of the food.

#### Low / very low in ...

Food may be marked as "low" in a particular nutritional component when the caloric value or content is not greater than the following values:

- ▶ Cholesterol - up to 30 mg/100gr
- ▶ Fat - up to 2% in weight
- ▶ Sodium:
  - ▶ "Low sodium" - up to 120mg/100gr
  - ▶ Very low in sodium - up to 40 mg per 100gr/ml product
- ▶ Caloric value (Low calorie):
  - ▶ Solid food, liquid dairy products - up to 40 kcal (kilocalories) in 100gr product;
  - ▶ Liquid food, excluding liquid dairy products - up to 20 kcal in 100gr/100ml product.

#### Reduced...

A product may be marked as "reduced ..." when the caloric value or nutrient content is reduced compared to a similar food product, as follows:

- ▶ Value Calorie - up to 2/3 of a similar product;
- ▶ Sodium content - up to 3/4 of a similar product - i.e. 25% less than a similar food product;
- ▶ Cholesterol content - up to 2/3;
- ▶ Fat content - up to 2/3;

**Light** - In a product that corresponds in his caloric value to "calorie reduction" (up to 2/3 of a similar product) and was labeled with this nickname, may be marked as "light", or equivalent words such as "light (in English)".

**Diet / Dietetic** - A food product labeled "low in calories" (up to 20/40 kilocalories per 100gr/ml product, depending on the type of food - see above).

### **Optional Marking: Naming food as "natural"**

In the standard, there is a distinction between a food product known as a "natural" product and a product made from natural ingredients

- ▶ It is permitted to label a single food product or its section as "Natural ", without accompanying words, as long as the food is not a mixture of foods and has no added ingredients, and has not undergone any other processes from the processes specified in the Standard.
- ▶ Marking as "natural ingredient" – it is permitted when the ingredient is produced from food that satisfies the above criteria and sometimes by using of other processes specified in the Standard
- ▶ A food product created by mixing two or more "natural ingredients" and it does not contain non-natural ingredients, may be called "natural ingredients" but the food product should not be labeled "natural".
- ▶ Food containing any component that is not a "natural ingredient", for example, artificial flavor, should not be labeled "natural" or "natural ingredients", but "natural" may be mentioned in the list of ingredients alongside the natural component
- ▶ "Natural-like component" - when the product has the same chemical composition as a "natural component" but is synthetically produced, the term "natural like" can be added to next to the component in the list of components only, but not in the entire product markings.

### **Optional Marking: Naming food as "fresh"**

As a rule, food will be labeled "fresh" if it is unprocessed – it is raw food and if it has not been frozen or subjected to thermal treatment (heat treatment) or any conservation process.

However, in some cases the food has undergone any processes (listed in the Standard) and may still be called "fresh". For example, pasteurized milk marketed when is cooled may be labeled "fresh" despite pasteurization, which is, of course, for safety reasons of consumption.

The rules for marking the word "fresh" not **apply to meat or meat products**. In these products the conditions of marking "fresh" is set forth in the Protection of Public Health (Food) Law, 2015, which defines fresh meat as "meat that has not undergone any processing, except for cooling at no more than 4°C and not less than zero and provided that the flavor, color, smell and texture of the meat are preserved.

### **Legislation of food labeling**

In Israel, as in other Western countries, labeling of food products is anchored and regulated by legislation. In Israel, the main legislation includes the Consumer Protection Order (Marking and Packaging of Food Products), 1998, according to which the marking of pre-packaged food products will be done in accordance with Standard No. 1145 of the Standards Institute, which is a broad "roof" standard that regulates the general labeling instructions in prepackaged food.

By virtue of the Public Health Ordinance (Food) (New Version) 1983 (which is gradually replaced by the Public Health Protection Law, 2015), regulations have been enacted that deal, inter alia, with specific issues related to food, and among them regulations regarding labeling and marking such as: Public Health Regulations (Food) (Food Marking) 1993, Public Health Regulations (Food) (Gluten Marking), 1996, Public Health Regulations (Food) (Marking a Breast Milk Substitute), 1990

- ▶ [Food Laws and Regulations](#)

Israeli Standard IS1145 for labeling pre-packaged food is an official standard that requires every importer and marketer to comply with its requirements. This standard prescribes requirements for labeling pre-packaged food intended for retail sale, excluding unprocessed fruits and vegetables. The standard also prescribes requirements for pre-packaged food labels that are not intended for retail sale:

- ▶ Food for industrial production
- ▶ Food in wholesale packaging
- ▶ Pre-packaged food which is a combination of standard packaging unit's

In the above mentioned Standard there is basic information that should be specified in advance on each packaged food product as above mentioned. IS1145 standard was published in 1982 and was revised several times, however, in view of the developments in the food industry and increasing consumer awareness of issues related to marking, the Standards Institute has decided to update the Standard extensively.

It is important to mention that there are additional marking requirements on specific food products detailed in special food standards. Therefore, if there is a contradiction between the marking requirements of the IS1145 and the requirements of marking in a special standard applicable to a particular food or a particular group of foods, **the requirements shall be those of the special or group regulation.**