SmartLabel: Smarter Packaging for Today’s Consumer

Betsy Booren, Ph.D.
Regulatory and Technical Affairs
Consumer Brands Association
Digital disclosure framework created to meet consumer demand for product information

- Over 350 product characteristics, 200 of which are voluntary

**WHAT IS IT?**

- Easily accessible
- Consistent look and feel
- Ability to go beyond the label
- Accurate product information, direct from the manufacturers
SmartLabel – By the Numbers

63 companies
1,004 brands
75k products

81% of center store grocery products have SmartLabel pages
• 20% increase since July 2019

More than 5.5 million visits (Jan. – June 2020)

*based on September 23, 2020 data
HOW DOES IT WORK?
SmartLabel Channels

About This Product

How to Use

Find out what's inside. Get the full ingredient list at SmartLabel.org

Get ingredients

Ingredients & Limits

Health, Safety & Environment

Usage & Handling

Features & Benefits

Sustainability

Ingredients that appear on a California Cleaning Products Right to Know Act Designated List or are fragrance allergens included on Annex II of the EU Cosmetics Regulation No 1223/2009 are indicated by the ☢️ symbol.

Water (Agua)

Hexoxyethanol (Hexoxietanol)

Isopropanol (Isopropanol)
SmartLabel Channels
OPPORTUNITIES FOR MEANINGFUL CONSUMER ENGAGEMENT
Recall and Public Health Alerts

COMMUNICATIONS

Scan here for more food information or call 1-800-123-4567.
Recall and Public Health Alerts

SmartLabel® Product Information
USDA-FSIS Recalls and Public Health Alerts
Identifying Affected Packages
Cooking Instructions

Nutrition Facts
Serving Size 371g
Servings Per Container 1

Amount Per Serving
150 Calories
1.5 Sat Fat (g)
130 Sodium (mg)
22 Sugar (g)
Recall and Public Health Alerts

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Product Instructions

Conventional Oven:
Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.
Recall and Public Health Alerts

COMMUNICATIONS

Current Recalls and Alerts
This page contains summary data on ACTIVE recall cases involving FSIS-regulated food products.*

Receive email notification when recalls or public health alerts are issued.

FSIS Public Health Alerts

- FSIS issues Public Health Alert for Ineligible Imported Cooked Duck Blood Cuts from China (Sep 4, 2020)
- FSIS issues Public Health Alert for Ready-to-Eat Sausage Products due to Possible Listeria Contamination (Aug 7, 2020)
- FSIS issues Public Health Alert for Ready-to-Eat Meat and Poultry Products Containing FDA-Regulated Onions that have been recalled due to Possible Salmonella Newport Contamination (Aug 6, 2020)
- FSIS issues Public Health Alert for Meat and Poultry Taquitos Regulated Diced Green Chilies That Have been Recalled Due 1, 2020
- FSIS issues Public Health Alert for Ready-To-Eat Diced Chicken Products Due to Misbranding and an Undeclared Allergen (July 8, 2020)
- FSIS issues Public Health Alert for Raw Beef Retail Products Due to Possible E. Coli O157:H7 Contamination (May 12, 2020)
- FSIS issues Public Health Alert for Chicken Noodle Soup Products Due to Misbranding and an Undeclared Allergen (May 2, 2020)

Identifying Products Under Recall
Product comes in 13.1 ounces (371 grams) plastic black rectangular tray with skin vacuum seal and is kept refrigerated. Best if Used By/Freeze By: 9/15/2020 and prior.

Look for Lot #06201868 and Product #15510 on back of the package next to the UPC code.

The recall alert was initiated due to potential contamination of Listeria monocytogenes.

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Allergen Awareness

COMMUNICATIONS

Scan here for more food information
Allergen Awareness

COMMUNICATIONS

INGREDIENT CHANGES DUE TO COVID-19

Due to supply chain disruptions during COVID-19, bleached flour could have been replaced with unbleached flour for this product.

While there continues to be “bleached” flour shortages as a result of the COVID-19 pandemic, “bleached” flour ingredients may be replaced with “unbleached” flour ingredients for this product without a corresponding label change.

WHERE TO GET MORE INFORMATION
U.S Food & Drug Administration

Scan here for more food information
Allergen Awareness

COMMUNICATIONS

I Am So Much More Than My Food Allergies

FARE is dedicated to improving life and health for 32 million Americans with potentially life-threatening food allergies, advocating for research, and providing resources, support and hope for the entire food allergy community.
According to the FDA, the most common food allergens are milk, peanuts, eggs, fish, crustacean shellfish, soy, tree nuts and wheat.

- Soy: Contains
- Wheat: Contains
Allergen Awareness

COMMUNICATIONS

FACILITY INFORMATION
Our production lines are thoroughly cleaned between allergen containing products and we follow good manufacturing practices. We have validated (through testing) our allergen cleaning processes in all of our facilities. We are very concerned about food allergies and want to ensure that our products are safe for food allergic consumers to eat. Scientific evidence has shown that consumers with peanut and tree nut allergies can have a severe reaction to amounts that are below the current detectable limits based on existing technology. For this reason, we have chosen to warn consumers allergic to peanuts and tree nuts of the potential for extremely low levels by using a may contain statement.

INGREDIENT HANDLING

FURTHER RESOURCES

Scan here for more food information
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Additional Allergen Information

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Ingredient Handling

Further Resources

SmartLabel® Information

Product Changes due to COVID-19

Learn more about managing food allergies

Product Information: Allergens

Additional Allergen Information - Health Snax Manufacturing
Food Safety

COMMUNICATIONS

Scan here for more food information
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Food Safety

COMMUNICATIONS

TASTY BRAND
Farm Raised Premium Frozen Turkey
NET WT 2.8 kg
01234567890

Nutrition Facts
Serving Size 4oz. (112g)
Servings Per Container Varied

Calories 170, Fat 2.5g, Sodium 200mg, Sugar 0g

How to Thaw Foods Properly
289K views

How to Defrost Meat Quickly - GardenFork
289K views

The Importance of Cooking to a Safe Internal Temperature and How to Use a Food Thermometer
143K views

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FUTURE OF SMART PACKAGING
What Is The Art Of The Possible?
Traceability

INFORMATION

Scan here for more food information
Traceability

INFORMATION

TASTY BRAND
Farm Raised
Premium Frozen
Turkey
NET WT 2.8 kg
01234567890

SmartLabel® Product
Information

From Farm to Fork

Animal Raising and
Handling Philosophy

Animal Transport
Tracing

OUR FACILITIES

Our goal is to maintain the highest standards for animal welfare and handling throughout our entire supply chain.

To maintain our standards, we have developed the following principles:

- A safe and humane environment will be furnished for every animal throughout its life, including minimizing stress, managing social needs and controlling temperature.

WHAT WE FEED

Using only the finest ingredients, Tasty Brand provides nutritionally balanced feeds with full Feed Association approval, ensuring quality and traceability throughout. We have always exceeded Feed Association standards, being one of the first organic animal feed providers to ensure 100% organic agricultural ingredients are used.

Our supplier is one of the nation’s leading providers of premium animal feeds. Nature’s Best Organic Feeds line is Non-GMO Project

HOW WE TRANSPORT

All turkey producers participate in the Tasty Brand Quality Assurance Program. This program certifies them in the proper way to transport and treat animals on their farms. In addition, all farms are subject to third-party audits.

Our turkey Spirit of Excellence Awards recognize turkey producers that exemplify our commitment to quality at Tasty Brand. In 2019, we recognized five suppliers in the provisions category and 21 suppliers in the
Where to...

OPPORTUNITIES
Where to....

**OPPORTUNITIES**

TASTY BRAND
Farm Raised Premium Frozen Turkey
NET WT 2.8 kg

Stores within 1 miles of 22209

- CVS
  - Rosslyn, VA
- Safeway
  - Arlington, VA
- CVS
  - Arlington, VA
  - CVS

WHERE WE STARTED

The turkey business started with John’s grandmother in the mid 1940s, when she raised one hundred turkeys. John grew up on a farm where his family raised hundreds of turkeys, as well. When we married in 1976, we moved onto the farm and continued the family business. John’s experience and knowledge of raising turkeys allowed us to expand the flock to several thousand over the years.

For twenty-four years, our farm was a landmark for several thousand...
Contact:

Julie Savoie, Director of SmartLabel
jsavoie@consumerbrandsassociation.org
Turkey Industry Focus on Consumer Food Safety Outreach and Education

Beth Breeding
Vice President
Communications and Marketing
National Turkey Federation
TURKEY INDUSTRY FOCUS ON
CONSUMER FOOD SAFETY
OUTREACH AND EDUCATION
OCTOBER 6, 2020
About NTF

- NTF represents more than 300 member companies from all facets of the turkey industry.

- NTF works with government agencies and lawmakers to address turkey industry issues ranging from trade access to food safety to labor availability.

- NTF uses consumer-facing outreach campaigns to promote turkey.
Commitment to Food Safety

- Food safety is a non-competitive issue for the turkey industry.

- The turkey industry is dedicated to working with our partners in the federal government to promote food safety and the safe handling of meat and poultry products.

- FSIS consumer research and data helps NTF identify focus areas or themes for messaging.
NTF Food Safety Infographics

- NTF developed a toolkit of infographics and GIFs promoting food safety and targeting key areas where reinforcement of positive habits is needed.
FOOD SAFETY OUTREACH

Positive Food Safety Messaging

- NTF uses social media to deploy positive food safety messaging and effectively reach large audiences of consumers.

Serve Turkey @ServeTurkey 9/2/20
A meat thermometer is clutch in the kitchen! Make sure to cook your turkey to a safe internal temperature of 165°F. If you’re cooking the whole bird, test it in several places.

#FoodSafety #FSEM

Grilling this holiday weekend? A meat thermometer is an easy way to make sure your turkey reaches a safe internal temperature of 165 °F. Stay safe and have fun!

#foodsafety

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Positive Food Safety Messaging

- Food safety messaging is a priority for the turkey industry, especially around Thanksgiving.

Serve Turkey @ServeTu... · 11/19/19
Hey, you! Don't wash that turkey. Washing raw poultry spreads germs around the kitchen, not holiday cheer. #foodsafety 🦃'av

Serve Turkey @ServeTu... · 11/23/19
You've checked that your turkey reached 165°F 📈, but what about that delicious stuffing 🍗berra? Get the dish on food safety in our blog! If you decide to stuff your turkey, make sure it also reaches 165°F before it hits your table. #Thanksgivingloom.ly/VNrURFM

Don't wash that turkey, or any other raw poultry komonews.com

Ways to thaw turkey

Thaw turkey by placing it in a container on the lowest shelf of the refrigerator to prevent juices from dripping onto other foods.

NTF | Are You Ready for “The Great Thaw”? Learn More
As you're putting the finishing touches on Thanksgiving...
1225 New York Avenue NW
Suite 400
Washington, D.C. 20005

Beth Breeding
bbreeding@turkeyfed.org
Pre-Registered Public Comment Period

1. Laurel R. Elliott | Private Citizen
2. Michele Samarya-Timm | Somerset County (NJ) Dept of Health
3. Katy Fendrich-Turner | Private Citizen
4. Thomas Kaudia | SFI
5. Patricia Buck | Center For Foodborne Illness Research and Prevention
6. Hajime Toyofuku | Yamaguchi University
7. Casey Gallimore | North American Meat Institute
8. Marc Mereyde | Private Citizen
9. Mitzi Baum | Stop Foodborne Illness
10. Marisa Bunning | Colorado State University
11. Tamika Sims | International Food Information Council
BREAK
Pre-Registered Public Comment Period

12. Erik Hernandez  Boar's Head
13. Mindy Costello  NSF International
14. Sheri Cates  RTI
15. Lia Biondo  United States Cattlemen's Association
16. Randal Garrett  Food Safety Net Services
17. Ivan Dragantchev  Easy and Quick Trans
18. Jeremy Schneider  Controlant
19. David Rosenblatt  Sher Consulting and Training
20. Belinda Sturges  Private Citizen
21. Ryan Hollingsworth  Gateway America
22. Betsy Booren  Consumer Brands Association
23. Patrick Maitland  Street Hype Newspaper
24. Ashutosh Tak  Public health Laboratory
25. Chris Rossi  Food and Drug and the Bug LLC
26. Linda Chezem  Foley, Foley & Peden, P.A.
27. Dr Kevin Jennings  Mesabi AAAA LLC DBA Life Extension Foundation USVI
28. Ericka Williams  Private Citizen
29. Nkoum Ernest  Ministry of Agriculture and Rural Development
Closing and Call to Action

Mindy Brashears, Ph.D.
Under Secretary for Food Safety
U.S. Department of Agriculture