



## Example 1: Product Composition

If Peak's Muffin Mix contains the following, does it meet the requirements for the "made with" labeling category?

|                            |                         |                  |
|----------------------------|-------------------------|------------------|
| 7.8 lb organic wheat flour | 0.05 lb baking soda     | 0.05 lb cinnamon |
| 1.5 lb blueberries         | 0.05 lb salt            |                  |
| 0.5 lb organic cane sugar  | 0.05 lb cream of tartar |                  |



Ingredients: Organic wheat flour, blueberries, organic cane sugar, baking soda, salt, cream of tartar, cinnamon.

Distributed by Peak's Foods, Inc.

Certified Organic By John Doe Certification, Inc.

With 83 percent organic content, this product meets the 70 percent organic requirement for the "made with" organic labeling category. The other agricultural ingredients—blueberries and cinnamon—don't need to be organic, but must be produced without genetic engineering, sewage sludge, or ionizing radiation.

Additionally, the non-agricultural ingredients used—baking soda (sodium bicarbonate) and cream of tartar (potassium acid tartrate)—are specifically allowed on the National List of Allowed and Prohibited Substances.

## Example 2: Organic and Non-Organic Forms of the Same Ingredient

The Peak's Muffin Mix label below states "made with organic wheat and sugar" on the Principal Display Panel. Can this product be labeled as shown below?

|                                |                           |                         |
|--------------------------------|---------------------------|-------------------------|
| 7.3 lb organic wheat flour     | 0.5 lb organic cane sugar | 0.05 lb cream of tartar |
| 1.5 lb blueberries             | 0.05 lb baking soda       | 0.05 lb cinnamon        |
| 0.5 lb whole durum wheat flour | 0.05 lb salt              |                         |

No. While the product contains at least 70 percent organic content, there are two problems:

- 1) The product contains organic and nonorganic flours, but the ingredient statement only lists organic wheat flour.
- 2) Since the label claims, "made with organic wheat," the whole durum wheat flour must be certified organic because it is derived from wheat.

Since the finished product has 78 percent organic content, it meets the 70 percent organic minimum for the "made with" organic labeling category. As described above, all nonorganic ingredients (in this case, the whole durum wheat flour, blueberries, and cinnamon) must be produced without genetic engineering, sewage sludge, or ionizing radiation.



### To correct it:

- 1) Change the claim to, "made with organic sugar" and list both flours in the ingredients OR:
- 2) Reformulate the mix to contain only certified organic wheat flour. It could contain any combination of organic wheat or organic durum wheat flour.



Using the reformulated muffin mix containing organic wheat flour described on the bottom of page 1, is the label to the left compliant?

No. There are two problems:

- 1) Since the label doesn't include a "made with" claim, the 83 percent organic statement can't be used.
- 2) Specific ingredients can't have percent organic statements. Therefore, the "100% organic cane sugar" claim is non-compliant.

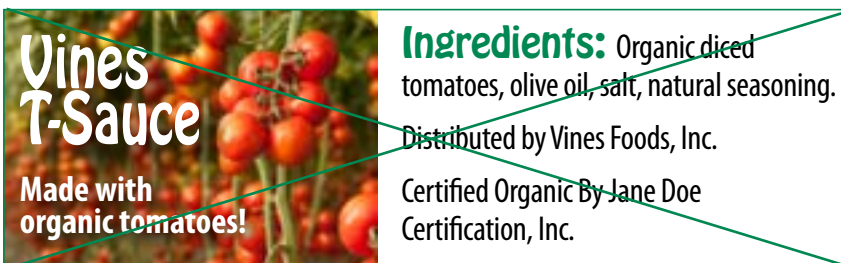
## To correct it:

The example to the left would be a compliant way to label the reformulated muffin mix since: the 83 percent organic claim is paired with a "made with" statement, and it doesn't identify specific ingredients as "100 percent organic."



## Example 3: Organic and Non-Organic Forms of the Same Ingredient

A pasta sauce contains organic diced tomatoes and non-organic tomato paste and is labeled, "made with organic tomatoes." Is the labeling example below correct?



No. There are two problems:

- 1) The sauce contains nonorganic tomato paste, but the ingredient statement only lists organic diced tomatoes.
- 2) Since tomato paste is derived from tomatoes, it must be certified organic to support a made with organic tomatoes claim.

## To correct it:

Reformulate product to contain organic tomato paste and list this in the ingredient statement. The "made with organic tomatoes" claim would then be compliant, OR change the claim to "made with organic diced tomatoes" and add tomato paste to the ingredient statement (see label to left).

