

# Packaging Label Fact Sheet

## Labeling Introduction

The importance of product and farm identification for agribusiness market consumers is becoming increasingly relevant as “local” grown products consistently grow in demand. The market is seeing a noticeable shift in the consumers demand for information not only about the product but also the producer. One way producers are looking to increase their brand recognition is by adding labeling to their packaging. Three common labeling techniques used by producers are rubber stamps, stickers, and custom printing. Choosing the correct labeling for a product takes serious consideration.

Labels should include the farm name, logo, and contact information. Additional information that should be considered includes field source, harvest date, and use information. Well designed labels complement the farm brand because customers see the logo almost as much as they see the product. Labels can be used with other promotional tools such as menus, table tents, websites, and other store media. Developing transferable labels for multiple sales outlets, such as retail and direct-to-restaurant, should also be taken into consideration.

Not only do labels provide producer and sourcing information but they are also an opportunity for producers to explain to their customers what terms like “certified” or “sustainable” mean regarding the farm and its products.

\*It should be noted that processed meat, dairy, wine and some additional products need to meet specific legal guidelines and labeling requirements (state-to-state).



## Choosing the Correct Label

There are many factors to consider when deciding on the correct labeling option. The product that is being sold, size of the packaging, type of packaging, the display, logo design, value added labeling, cost, and traceability are just several key factors to examine. Unfortunately not all labeling techniques will be interchangeable between packaging or design specifics.

A berry or cherry tomato producer will likely use a sticker on the top of their clamshell containers while a cucumber or apple grower may use a large stamp on the sides of their half bushel box. Some producers will have their packaging distributor or a specialty company custom print boxes with their logo. Staying within the cost limitation put forth by the scale of the business should remain in mind throughout the decision making process.

## Labeling Options

**Rubber Stamps:** This option is often used by small-scale producers with specific packaging. It is very convenient and allows for simple yet effective information transfer.

**Stickers:** This is a viable option for most producers of any scale and can be effective through different markets. Stickers can be waterproof and have high design quality.

**Custom Printing:** This labeling option is mostly used by large scale producers that distribute their products to retailers and wholesale distributors. They have the highest design quality and offer the most professional appearance.

## Who can help?

University of Kentucky  
[Food Systems Innovation Center](#)



The Food Institute  
[Source for food industry news, data, and trends](#)



United States Department  
Of Agriculture  
[Food Labeling Fact Sheets](#)



\*Foods sold in packaged form with product labels must be reviewed by the Food Safety Branch of the KY Health Department prior to the marketing of manufactured items

## Cost Associated with Label Options

### Rubber Stamps

This is the most inexpensive option with 5"x5" rubber stamps ranging from \$30 to \$80. Most stamp companies will allow customers to attach their own logos and design the stamp as needed with addition text or value added labeling. The 5"x 5" stamp is a common size for a packaging stamp that works well with corrugated cardboard. Replacement ink and pads are approximately \$40. The stamps can be expected to last for several years.

\*Stamps can also help with small-scale traceability.

### Stickers

Stickers are a fairly inexpensive option that provides a high quality design and resolution logo. Companies will allow customers to upload their designed logo to a website and transfer it to the desired sticker. A 5"x 5" sticker, depending on the design, can range from \$750 to \$2,000 for around 2,000 stickers. Stickers around this size often come in sheets and are ordered depending on how many sheets are needed.

\*Stickers can be used separate from label as traceability labels as well as integrated along side logos.

### Custom Printing

Custom printing is the most expensive because of the design capabilities, efficiency and applications. This labeling option requires producers to purchase printing plates as a one-time charge for approximately \$1000 to \$3000. The cost of the plate is derived from several factors; logo size, design intricacy, and printing surface. Each plate represents a specific color of the logo, so if the logo is 3 colors 3 plates are required. The packaging company will print the logo on the boxes ordered for approximately \$0.10 to \$0.50 per side.



## Advantages and Disadvantages of Label Options

### Rubber Stamps

#### Advantages

- Inexpensive
- Long lasting Product

#### Stickers

##### Advantages

- Inexpensive
- Multiple applications
- Can print in house with proper equipment

##### Custom Printing

##### Advantages

- Most intricate detailing
- Most professional in appearance

#### Disadvantages

- Only one use
- Limited detail

#### Disadvantages

- Most time consuming process
- One time use

#### Disadvantages

- Most expensive
- Must be outsourced

## Benefits of Labeling

- Increases product identification and consumer recognition.
  - Build farm and logo identity.
  - Potentially increase of market shares.
- Increases display quality.
- Improves agribusiness image.
  - Communicating a more professional appearing product.
- Presents product information to consumers.
  - i.e. "Certified Organic" "Kentucky Proud" or "Non-GMO"
- Potential access to new markets

## Label Companies

### Rubber Stamps



The Stamp Maker: Located in Plymouth, MI The Stamp Maker is a custom stamp and seal manufacturer and distributor. They offer a high quality product with very respectable customer service.



Simon Stamps: The stamp manufacturer and retailer is located in Turner Falls, MA. Their primary focus of business

is fast service, no mistakes, and easy ordering. Because of these principles they are able to provide customers with a high quality, custom stamp.

### Stickers



Sticker You: Based in Toronto, Canada, Sticker You was created so that individuals could design and create custom stickers and

labels at an affordable price.



Sticker Giant: Located in Longterm, CO this sticker manufacturer prides itself on its speed, quality materials,

and great customer service.

### Custom Printing



Rockford Package Supply:

The wholesale packaging distributor is located in Rockford, Michigan. They offer a variety of packaging while also doing custom printing.



Avis Bags: Avis Bags is a packaging distributor in Yaphank, NY. They pride themselves on their great customer service while providing

excellent packaging for produce as well as many other small business packaging. \*Also prints custom labels.

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