

CUSTOM LABELING OF MEAT PRODUCTS

Did you know that state-inspected meat processing facilities can apply customized labels to meat products they process? That means livestock and poultry producers can have their own branded and labeled products.

Often referred to as “co-packing”, producers across Indiana who sell freezer meat and poultry processed in a state-inspected facility have developed customized labels with a farm or brand name and logo or artwork on their products.

Producers considering creating a personalized label should first contact their meat processor. The custom label appearance is an agreement between the producer and the processing facility operator. Once a label is created and agreed upon, a drawing or picture of the label needs to be submitted by the processing facility to the Indiana State Board of Animal Health, Meat & Poultry Inspection Department for approval.

Approved labels may be printed by an individual, the meat processor, or a printing company. However, meat product labels *may only be applied by the processor before* the product leaves the facility. No additional labels may be applied after the meat leaves the processor.

Labels may be creative and colorful and include a picture, or they can be simple and contain text only. Whatever you choose for your customized label the following items must be on all meat products:

1. Name of product,
2. Ingredients statement (if two or more ingredients),
3. Net weight statement,
4. Name, address and phone number of processor,
5. Date of packing,
6. Inspection legend, Indiana (state) or USDA (round), if applicable, and
7. Safe handling statement 345 IAC 9-2.1-1(a)(3).

More information about Indiana’s meat and poultry inspection program is online at: www.in.gov/boah/2332.htm.



Indiana State
Board of Animal Health
Meat & Poultry Inspection


317-544-2405
animalhealth@boah.in.gov
www.in.gov/boah

Custom Label Example:

CATTLE FARM

Packaged on: Month/Day/Year
Ingredients: Beef
Safe Handling Instructions
Some food products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.

- Keep refrigerated or frozen. Thaw in refrigerator or microwave.
- Keep raw meat and poultry separate from other foods. Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat or poultry.
- Cook thoroughly.
- Keep hot foods hot. Refrigerate leftovers immediately or discard.



GROUND BEEF

IND.
INSP. &
PASSED
BOAH
EST.
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Packaged by:
NAME OF PROCESSOR
ADDRESS
TELEPHONE NUMBER

NET WT 27 OZ (1 lb., 11 oz.)