FINAL Case Label & Data Elements for Industry Use
v. 2.0 November 2024

This common label was developed by industry for use throughout the U.S. and Canadian supply chains regardless of vendor or buyer.
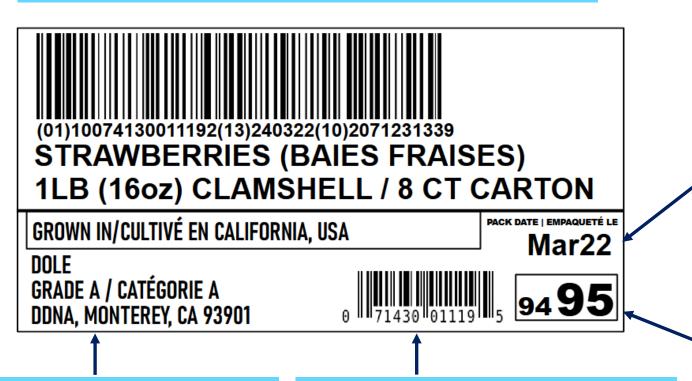
CPMA
CANADIAN PRODUCE
MARKETING ASSOCIATION

INTERNATIONAL
FRESH
PRODUCE
ASSOCIATION™

GS1
Canada

GS1
US

Sample Case Label:

(Please note font sizes used are in Swis721 Cn BT – If a different font is used please strive to maintain a similar size.)

GS1-128 Barcode including:
GTIN, Date (AI 13 or 15), Lot Number (Font Size 10)

Human Readable Date Harvest Date OR Pack Date OR Best if Used By /Use By/Best Before Date (Font Size 9) Date Font Size 14

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(01)10074130011192(13)240322(10)2071231339
STRAWBERRIES (BAIES FRAISES)
1LB (16oz) CLAMSHELL / 8 CT CARTON

GROWN IN/CULTIVÉ EN CALIFORNIA, USA          PACK DATE | EMPAQUETÉ LE
                                                    Mar22
DOLE
GRADE A / CATÉGORIE A          0  71430 01119  5    94 95
DDNA, MONTEREY, CA 93901
```

Voice Pick Code (Black Text in White Box) (Font Sizes: Small numbers 14, large 24)

Name/Variety of Item (Font Size 18), Size/Packaging (Font Size 18), Grown in State/Province Country (Font Size 14), Grade (if required Font Size 10), & Responsible Party (Font Size 12)

PLU Number for Case Containing Bulk Items OR UPC Barcode for Cases Containing Prepacks

A FEW NOTES RE STANDARD LABEL IMPLEMENTATION

- **Font Size** – industry requested guidance on font size to ensure clarity in both label preparation and legibility across the supply chain and in DCs. It is understood that additional requirements (e.g. state requirements) may mean additional text is required which may impact font size – if that is the case suppliers should ensure their trading partners are aware of why font sizes may differ.

- **UPC & PLU Inclusion** – just a reminder that this is typically an either/or situation as the code on the label should match the code on the item inside the case - **this is the same rationale for choice of date on the case**. (In some specific instances an item may have both the UPC and PLU on the consumer item – if that occurs both should also appear on the case label.)

- **Languages included on the label** – Because this is a label designed to "label once/use twice" in terms of compliance with buyer requirements in both the U.S. and Canada, French is included in the label. If you are confident your product will only be shipped within the U.S., certainly there is no need to include French.

A FEW NOTES RE STANDARD LABEL IMPLEMENTATION

- **Grown In information** – **Single Commodities:** In the U.S. and Canada, the province/state (or region for romaine) is required – for all other countries *Grown In* would only require the country. If the commodity was sourced from multiple origins, list each of them.

- **Grown In information - Multiple Ingredients** – Space restrictions limit the ability to list each ingredient/origin pair.
    - When case contents include multiple ingredients, but **do not include romaine**, indicate "multiple:" and list the countries of origin.
    - When multi-ingredient contents **do include romaine**, indicate "multiple/rom:" and list countries of origin. This will indicate to the supply chain that romaine is contained in the case, and, in the event an advisory is issued, the case should be opened to identify growing regions printed on the consumer unit.

- More specific guidance is included in the **PTI Best Practices for Formatting Case Labels** – which has been updated and re-posted on the PTI website (**https://www.producetraceability.org/resources/**).