



The Country Women's
Association of Victoria Inc.

care empower contribute

LABEL GUIDELINES AND TEMPLATES

When producing preserves, baked goods and other edible delicacies, it is essential to provide information on a label about who has cooked the food and what it contains.

For items such as cakes, larger labels can be used to include a full list of ingredients, CWA of Victoria logo. However, for smaller items it can be challenging to fit all the information on the label adhered to the packaging.

The guidelines below will help you understand the information that must be included on food made by CWA of Victoria members.

SMALLER LABELS

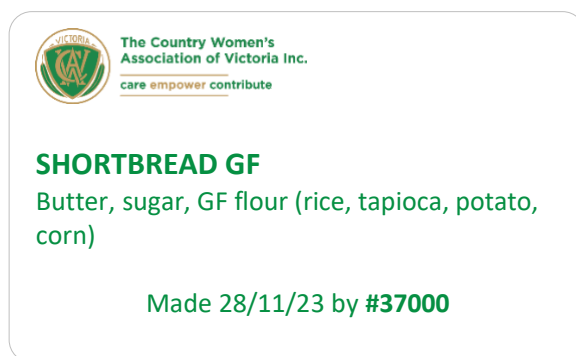
- CWA of Victoria Logo
- Name of Product (*e.g. Raspberry Jam*)
- List of Ingredients (if possible)
- Membership number

LARGER LABELS

- CWA of Victoria logo incl. three words
- Name of Product (*e.g. Raspberry Jam*)
- List of Ingredients
- Date item was made
- Membership Number

Editable Avery templates have been created for two label sizes. These can be downloaded from the "Label Templates and Guidelines" folder in the Communication Toolkit and updated with product information as required.

You can also copy and paste logos and wording from these templates to create alternative label sizes. You can download Avery word templates for the label size you need [here](#).



Did you know?

Food labels can provide a wide range of information to help consumers make food choices. Food labels also help to protect public health and safety by displaying information such as use by dates, ingredients, certain allergens, instructions for storage and preparation, and advisory and warning statements. FSANZ sets standards for what information must be on food labels. Find out more [here](#)