SmartLabel™ FAQs

What is SmartLabel™?
SmartLabel™ is a tool that gives people a way to get more detailed ingredient information about a wide range of food, beverage and personal care products. It is fast and easy to use, with a consistent digital format that has real-time, accurate data directly from the manufacturer.

How does SmartLabel™ work?
Consumers will be able to find detailed information about products in different ways. They can access SmartLabel™ via the Internet or by using a mobile device to scan a QR code on the package. SmartLabel™ provides this information whether the consumer is in the store, at home, or work, or is using a smart phone, tablet or desktop computer.

What kinds of products can I use SmartLabel™ for to find ingredient information?
Consumers will be able to use SmartLabel**™** to find ingredient information on food, beverages, personal care, household and pet care products.

What types of product information does SmartLabel provide?
SmartLabel™ will enable consumers to get detailed information about the packaged food and consumer goods products they currently purchase. This information includes things such as nutritional information, ingredients, allergens, third-party certifications, social compliance programs, usage instructions, advisories & safe handling instructions, company/brand information, along with other pertinent information about the product.

Where can I find a list of products that use SmartLabel™?
SmartLabel**™** is just getting underway, and the number of products with this information in the common SmartLabel**™** format is expected to grow through 2016 and 2017. You can see a list of products by going to www.smartlabel.org and then clicking on participating brands.

How many products have SmartLabel™?
SmartLabel**™** is in its beginning stages, and more and more products providing this ingredient information in the SmartLabel**™** format will grow through 2017. Thousands of national, regional, local and retailer private label brands are committed to using SmartLabel**™** by the end of 2017.

Why will it take almost two years to have all of this information available?
Many products will have SmartLabel™ information available through the product website or www.smartlabel.org. It takes longer to put into place the QR code because that involves the company's artwork and package labeling processes.

What information can I get from SmartLabel™ that isn't on the label now?
SmartLabel™ goes beyond the label and has more detailed information such as ingredient sourcing practices, third-party certifications, social compliance and sustainability programs, usage instructions, advisories & safe handling instructions as well as company/brand information.

When did SmartLabel™ start?
Some companies are beginning to use SmartLabel™ on products late this year (2015) and early in 2016. Many more products with SmartLabel™ are expected on the shelves later in 2016 and early 2017.

Who created SmartLabel™?
SmartLabel™ has been created by the Grocery Manufacturers Association, manufacturers and retailers. It is the latest example of the commitment by America's food, beverage and consumer products companies to provide people with the tools and information they want to make informed choices and live healthy lives.

How can I get more information about SmartLabel™?
Please visit www.smartlabel.org or send an email to feedback@smartlabel.org.

I don't have a smart phone; how can I use SmartLabel™?
You don't need a smart phone to use SmartLabel™; you can also get this information by searching for products several different ways. SmartLabel™ can be accessed via the web using any search tool, like Google or Yahoo, by visiting a brand's website or by visiting www.smartlabel.org. Most retail stores will also help shoppers get access to SmartLabel™ through their Customer Service desk.

December, 2015