



# LABEL OPTIONS

Effective: 3/8/17  
Revision: #0  
Document: MD - L

## **1. Standard White Label – No additional charge**

- Branding your operation from the start. Raised By or Packaged For with your Farm Name
- Any Label Claims must be approved, including ones in Farm Names (grass-fed, certified organic, etc)
- Plain (potentially generic looking)
- This Old Farm logo and information is prominent thus other options available.
- Includes date item was packed prominent on label which doesn't work for everyone
- Can include weight of package (\$.45/package); Can include pricing though not recommended.
- Time frame for availability- available immediately

## **2. Private White Label – First time approval fee \$66.55, \$19.97/order**

- Branding your operation alone for just \$66.55 set up fee!
- Your logo and information more prominent than our information to make you stand out
  - 4 lines of information, 1 line for a slogan
  - Your farm contact information on every package of meat
- Includes date item was packed prominent on label which doesn't work for everyone
- Any Label Claims must be approved, including ones in Farm Names (grass-fed, certified organic, etc)
- Can include weight of package (\$.45/package); Can include pricing though not recommended.
- Exciting but still plain (could be considered generic looking)
- Time frame for creation (1-2 weeks)

## **3. TOFI colored label - \$.45 for weights /package**

- Branding your operation alongside ours. Raised by line with your farm name listed.
- This Old Farm's logo and information is more prominent like in the first option above.
- Date is less prominent and located within the barcode-- large improvement to reducing shrink or waste!
- Includes weight (front- pounds/ounces, back with barcode – pounds)
- Includes animal ID number in the barcode (increased traceability)
- More unique, but matches the labels in our retail space
- Any Label Claims must be approved, including ones in Farm Names (grass-fed, certified organic, etc)
- Offers inventory management support in that we can provide a detailed, digitized processing report by weight.
- Time frame for approval (none)

## **4. Private Color Label – Starting at \$500 for design assistance, \$.45/label**

- True eye catching branding. TOFI information is much less prominent and lies on the back label
- Date is less prominent and located within the barcode—large improvement to reducing shrink or waste.
- Includes weight (front- pounds/ounces, back with barcode – pounds in decimal format)
- Includes animal ID number in the barcode (helps with traceability)
- Can include long standing label claims
- Much more unique and creates brand identity (must be sent in for approval by USDA)
- Time frame for label creation (3-6 months) Time frame for USDA approval (2 months)



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## **5. Secondary Label Application-\$ .45 per label application**

- Branding designed by you and applied by our team.
- Our regulatory generic label is on one side with your colored label on the other (keep in mind the date of production is on this label)
- More flexibility in design. Truth in labeling is always important thus coordination on label claims added is important.

## **6. Single Product Branded Label**

- Creation of a single product with a branded unique label is possible.
- The above options are used for producers that have multiple products needing printed information.
- Limiting inventory options, opens doors to more uniquely designed, specific labeling.

Please note: All label claims must be approved. This Old Farm is proud to have 4 separate label claims approved by the USDA and ready to use on your packaging.

- LOCAL
- 100 % Grass Fed
- Pasture Raised
- Certified Organic

We are proud to be a partner in helping you brand your product. The above claims can be utilized after a Label Claim Application is submitted to This Old Farm staff without further USDA approval. As we learn about your business, we are happy to work on any of your labeling desires.

*“Rejuvenating the Land One Farm at a Time”*

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