Poultry Label Design Brief

A poultry label design brief template for describing what a package label needs before design. Producers use it to brief a designer or plan their own.

Farm / unit: _____ Date: _____ By: _____

Product and package type

Required label information

Brand elements

Target customer

Claims to include

Size and printing details

Barcode or lot code area

Regulatory review plan

Approval contact

TIP Check labeling rules with FSIS or your state before printing a large run.