Example Beneficial Substances Label

AAPFCO Biostimulant Labeling Working Group Committee

BRAND NAME

CONTAINS BENEFICIAL SUBSTANCE(S)

Name of beneficial substance……___% (or acceptable units)
Genus and species of microorganism viable CFU/cm3, /mL, /g, or other acceptable units

(Identify & list all beneficial substances. Substances shall include ingredient source, if applicable. Ex. "Humic acid from leonardite or Saponin from Yucca schidigera").

Note: If nutrients are guaranteed in the product, the heading would be revised to "Also Contains Beneficial Substance(s):".

Purpose Statement
Statement identifying the purpose of the product.

Directions for Use

Directions for use will be included.

Name and address of guarantor, registrant, and/or manufacturer
Must include a mailing address for the responsible party.

Net Weight or Net Volume
Provide both US and metric measurements.

For products that contain microorganisms, labels must also include:

(1) The expiration date for use
(2) Storage conditions

Label Guidance on Seaweed Products: Seaweed extracts companies must declare on their labels the product's origin, describe the ingredients' source, and offer a marker compound (chosen by the company) to demonstrate the "authenticity" of the substance.

For example, Brazil uses alginic acid content, while other countries use mannitol content. Companies may choose other biomarkers, such as fucoidan or eckol, but regardless of the marker compound chosen, an approved method must be submitted in the composition portion of this application.

For example, a seaweed label derived from the statement and guaranteed analysis may appear:

"Contains Aquatic Plant Extract derived from Ascophyllum nodosum and Potassium Hydroxide"

Guaranteed Content: Mannitol 1%