

## Section Answer Keys

# Chapter 31 Branding, Packaging, and Labeling

## Section 31.2 Packaging and Labeling

### Review Key Concepts

1. A label is an information tag, wrapper, seal, or imprinted message that is attached to a product or its package. The main function of a label is to inform customers about a product's contents and give directions for use. The brand label gives the brand name, trademark, or logo. Although this is an acceptable form of labeling, it supplies insufficient product information.
2. Food labels include product illustrations, weight statements, dating and storage information, ingredients, product guarantees, and the manufacturer's name and address.
3. U.S. Food and Drug Administration, Federal Trade Commission, and U.S. Department of Agriculture.

### Practice Academics

#### English Language Arts

4. Students may select one of the laws mentioned in the section, such as the Fair Packaging and Labeling Act, to research. One-page reports should include information about the purpose of the law, its provisions, and penalties for violating the law.

#### Mathematics

5. 28% ( $\$9,475 \div \$33,860 = 0.279$ ).