

**Middle East
North Africa
Business
Information
Center**



LABELING/MARKETING REQUIREMENTS - ISRAEL

Israel has strict marking and labeling requirements that frequently differ from those of other countries. U.S. exporters should consult with their Israeli importer prior to shipping any product that will be offered to the local market. Specific information on labeling and packaging standards is available from the Director, Department of Weights and Measures, Ministry of Industry and Trade, 30 Agron Street, Jerusalem 94190; phone: 972-2-6220678, fax: 972-2-6220670, E-mail: timor.zarin@moit.gov.il

All imports into Israel must have a label indicating the country of origin, the name and address of the producer, the name and address of the Israeli importer, the contents, and the weight or volume in metric units. In all instances, Hebrew must be used; English may be added provided the printed letters are no larger than those in Hebrew.

Nutritional labeling is compulsory on all packaged foods. For information on food labeling and packaging contact the Israel Ministry of Health, Food Control Services, 12-14 Haarba'a Street, Tel Aviv 61070; phone: 972-3-5634812, fax: 972-3-5684602, E-mail: dorit.n@health.gov.il

Israel has no declared government policy on genetically modified organisms (GMO) although regulations are being prepared which will require positive labeling when a product or an ingredient is genetically modified. Israel's main export market for food is Europe where consumer concern over GMO is considerable. Thus, many Israeli importers of raw materials require an exporter's declaration that the product is free of GMO.

Marking should be done by printing, engraving, stamping, or any other means, on the package or the goods themselves. If marking is not possible, a label should be well sewn or stuck to the goods or package. Marking details should be clear, legible and in a different color from the background in order to be clearly distinguishable. Printing dyes and other marking materials should not affect merchandise quality. The marking should not be blurred. On a multi-layered package, the external layer should be marked. If the external layer is transparent the marking should be done underneath that layer, provided it is still clear and legible. On a package containing sub-packages, the labeling should specify the number of such sub-packages, the net content of a sub-package, and the overall net weight of the package. An aerosol container should indicate the net quantity weight unit for semi-solid or powder products, and volume unit for liquids. For products that tend to lose weight under regular marketing/commercial conditions, the maximum quantity of expected depletion should be mentioned.

Specific labeling regulations apply to some consumer goods, paper products, handbags, musical recordings, fertilizers, insecticides, chemicals, pharmaceuticals, some food products, seeds, and alcoholic beverages. Outside and inside containers of dangerous articles, such as poisons, insecticides, drugs, flammable goods, ammunition, explosives, reptiles, insects, bacteria and radioactive materials should be clearly marked.

Information Source: Trade Information Center, U.S. Department of Commerce.