



## Customer Guide to Labeling & Branding

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**Your label is more than a regulatory requirement—it's your handshake with the customer.**

A clear, professionally designed label:

- **Builds trust** with buyers by showcasing traceability and food-safety compliance.
- **Raises brand recognition** on crowded shelves or in the freezer.
- **Commands premium pricing** by signaling quality and care.

We offer three tiered solutions, so that every farm—big or small—can present its product with pride.

### **1. Economy**

*Ideal for farms focused on value rather than marketing.*

- **Includes** product name, Ontario inspection legend, package weight, packed on date, ingredient list & nutrition facts (where required), and our contact details.
- **Material:** freezer-grade, waterproof stock; black-and-white print for crisp legibility.
- **Per-label cost:** included in our base cut-and-wrap price—no hidden fees.

### **2. Premium Economy**

*Perfect for small- to mid-sized farms wanting to boost shelf appeal.*

- **Includes Everything in Economy**, plus your farm logo and contact details.
- **Material:** same as **Economy**.
- **Initial setup: \$500**
- **Per-label cost:** included in our base cut-and-wrap price—no hidden fees.

### 3. Ultimate

*Designed for farm brands focused on projecting a premium image.*

- **Includes** everything from Premium, but on a pre-printed stock, customized with your branding and artwork in **full-colour**.
- **Material and finish:** Waterproof, freezer-grade adhesive, UV-resistant inks, and semi-gloss finish.
- **Variable data** (product name, weight, ingredients, nutrition facts, packed on date) printed in-house just before packing—so one design serves your entire product line.
- **Setup:**
  - Initial setup fee: **\$1,250**
  - Annual maintenance fee: **\$500**.
- **Per-label cost:** starting at **\$0.05**. Dependent on quantity ordered and number of colours. (Full amount billed at time of each print run).
- **Climate-controlled storage** of your label inventory at our facility with hassle-free reordering

**Optional Add-on for Premium Economy & Ultimate:** Price labeling on each package based on your prices per kilogram or unit.

- **\$500** initial setup fee per species. **\$250** per species for price changes, or **\$20/item** for 10 or less items

#### **Ready to elevate your packaging?**

Contact us to discuss artwork specs, MOQs, and turnaround times. Let's put your farm's best face forward—one label at a time.

#### **Hastings Meat Market Inc.**

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