



LAWS OF ALASKA

2002

Source

HCS CSSB 208(RES)

Chapter No.

8

AN ACT

Relating to the labeling of, the advertising of, the identification of, and the disclosure of certain information about halibut, salmon, sablefish, halibut products, salmon products, and sablefish products.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

THE ACT FOLLOWS ON PAGE 1

Approved by the Governor: April 3, 2002

Actual Effective Date: July 2, 2002

AN ACT

1 Relating to the labeling of, the advertising of, the identification of, and the disclosure of
2 certain information about halibut, salmon, sablefish, halibut products, salmon products, and
3 sablefish products.

4

5 * Section 1. AS 17.20.040 is amended to read:

6 **Sec. 17.20.040. Misbranded foods.** Food is misbranded if

7 (1) its labeling is false or misleading in any particular;

8 (2) it is offered for sale under the name of another food;

9 (3) it is an imitation of another food, unless its label bears, in type of
10 uniform size and prominence, the word "imitation" and, immediately thereafter, the
11 name of the food imitated;

12 (4) its container is made, formed, or filled so as to be misleading;

13 (5) it is in package form unless it bears a label containing (A) the name
14 and place of business of the manufacturer, packer, or distributor; and (B) an accurate

Chapter 8

1 statement of the quantity of the contents in terms of weight, measure, or numerical
2 count; however, under (B) of this paragraph, reasonable variations are permitted, and
3 exemptions for small packages shall be established by regulations prescribed by the
4 department;

5 (6) a word, statement, or other information required by or under
6 authority of this chapter to appear on the label or labeling is not prominently placed
7 with the conspicuousness (as compared with other words, statements, designs, or
8 devices, in the labeling) and in terms that [WHICH] make it likely to be read and
9 understood by the ordinary individual under customary conditions of purchase and
10 use;

11 (7) it purports to be or is represented as a food for which a definition
12 and standard of identity has been prescribed by regulations as provided by
13 AS 17.20.010, unless (A) it conforms to the definition and standard, and (B) its label
14 bears the name of the food specified in the definition and standard and the common
15 names of optional ingredients other than spices, flavoring, and coloring present in the
16 food as required by regulation;

17 (8) it purports to be or is represented as (A) a food for which a
18 standard of quality has been prescribed by regulations, and its quality falls below that
19 standard, unless its label bears, in the manner and form the regulations specify, a
20 statement that it falls below that standard; or (B) a food for which a standard of fill of
21 container has been prescribed by regulation as provided by AS 17.20.010 and it falls
22 below the applicable standard of fill of container, unless its label bears, in the manner
23 and form as the regulations specify, a statement that it falls below that standard;

24 (9) it is not subject to the provisions of (7) of this subsection
25 [SECTION], unless it bears labeling clearly giving (A) the common or usual name of
26 the food, if any, and (B) in case it is fabricated from two or more ingredients, the
27 common or usual name of each ingredient; except that, however, spices, flavorings,
28 and colorings, other than those sold as such, may be designated as spices, flavorings,
29 and colorings, without naming each; however, to the extent that compliance with the
30 requirements of (B) of this paragraph is impracticable, or results in deception or unfair
31 competition, exemptions shall be established by regulations adopted

Chapter 8

1 [PROMULGATED] by the department, but the requirements of (B) of this paragraph
2 do not apply to food products that [WHICH] are packaged at the direction of
3 purchasers at retail at the time of sale, the ingredients of which are disclosed to the
4 purchasers by other means in accordance with regulations adopted by the department;

5 (10) it purports to be or is represented for special dietary uses, unless
6 its label bears information concerning its vitamin, mineral, and other dietary properties
7 the commissioner determines to be, and by regulations prescribes as, necessary in
8 order fully to inform purchasers as to its value for those uses;

9 (11) it bears or contains artificial flavoring, artificial coloring, or
10 chemical preservative, unless it bears labeling stating that fact; however, to the extent
11 that compliance with the requirements of this paragraph is impracticable, exemption
12 shall be established by regulations adopted by the department;

13 (12) the food is a farmed halibut, salmon, or sablefish product, unless

14 (A) the product is labeled to identify the product as farmed fish
15 raised outside the state, if the product is sold in a packaged form; or

16 (B) the product is conspicuously identified as farmed fish
17 raised outside the state, if the product is sold in an unpackaged form;

18 **(13) the labeling or advertisement of the food is inconsistent with**
19 **the labeling or advertisement provisions of AS 17.20.048.**

20 * **Sec. 2.** AS 17.20.040 is amended by adding a new subsection to read:

21 (b) In (a)(12) of this section, "farmed halibut, salmon, or sablefish product"
22 means a food product that contains halibut, salmon, or sablefish that is propagated,
23 farmed, or cultivated in a facility that grows, farms, or cultivates finfish in captivity or
24 under positive control but that is not a salmon hatchery that is owned by the state or
25 that holds a salmon hatchery permit under AS 16.10.400; in this subsection, "positive
26 control" has the meaning given in AS 16.40.199.

27 * **Sec. 3.** AS 17.20 is amended by adding a new section to read:

28 **Sec. 17.20.048. Labeling and advertisement of halibut, salmon, and**
29 **sablefish products.** (a) A person who sells halibut, salmon, or sablefish products at
30 wholesale or retail in this state may label or advertise the product as being or
31 containing a "wild" halibut, salmon, or sablefish product, an "antibiotic-free" halibut,

Chapter 8

1 salmon, or sablefish product, or a "hormone-free" halibut, salmon, or sablefish
2 product, and may indicate that the product or the halibut, salmon, or sablefish in the
3 product is free from added colors and additives, if the product or the halibut, salmon,
4 or sablefish in the product

5 (1) is harvested from a river or an ocean,

6 (2) has not been raised in captivity under control for its entire life; and

7 (3) is free from added colors and additives.

8 (b) The labeling or advertising allowed for a halibut, salmon, or sablefish
9 product by (a) of this section may appear on the principal display panel of a packaged
10 product, may be conspicuously attached to the container of a bulk product, or may
11 appear in an advertisement for the product, including media advertising and displays
12 or placards posted in retail stores. In this subsection, "principal display panel" means
13 the part of a label that is most likely to be displayed, presented, shown, or examined
14 under normal and customary conditions of display for sale.

15 (c) In this section, "halibut, salmon, or sablefish product" means halibut,
16 salmon, or sablefish, or a product made from halibut, salmon, or sablefish.

17 * Sec. 4. AS 17.20.370(9) is repealed.