EXPIRATION DATES & LABELS

SELL BY	• The "sell by" date on packaging is for **retailers and manufacturers**. • This date informs retailers and manufacturers the date the product should be sold by or pulled from the shelf. • Ensures proper turnover of products throughout their journey from shelves to pantry. • This does not mean the product is unsafe to consume. Typically, ⅓ of the product's shelf life remains after the "sell by" date for consumption.
BEST BY	• Mainly for quality purposes. • Assures best flavor or quality of product • Informs consumers when the product should ideally be consumed by. • Consuming after "best by" date does not mean you will get sick, but the quality or taste may decline. • Some foods, such as yogurt, may be safe to eat after the "best by" date for 1-2 weeks. However, foods like meat, poultry and eggs, should **not** be consumed after this date. • For shelf-stable food items, the "best if used by" label informs consumers the product may be stale or lost flavor by this date, but is still safe to consume.
USE BY	• Should be taken seriously and products should **not** be consumed after this date. • Mainly on meat, poultry, dairy and eggs. • However, products can be frozen before the expiration date to extend shelf-life and preserve freshness. • It is important to check food for signs of spoilage, such as odor, mold, appearance, as well as compromised packaging or bulges.

** "Sell By" and "Best By" indicate **quality**, whereas "Use By" indicates **safety**.*