A food label is an important tool for food trade activities, thus it is required to be regulated and controlled so the information about the food that delivered to the public was true and not misleading. This research was a descriptive research with the aim to evaluate the degree of fulfillment of food product labels of Small Medium Enterprises (SMEs) in Bogor compared with existing regulations (Indonesian Act Number 18 of 2012). Samples were chosen from the majority of SMEs' products in Bogor, namely flour products and its processing; products from the process of grains and tubers; and softdrinks and powdered beverages products. Four groups of elements were tested: 1) technical labeling, 2) format content, 3) minimum information, and 4) prohibited information. The results showed the level of fulfillment for those three types of products were: 1) technical labeling: 44, 45, and 73%, 2) format content: 75, 80, and 60%, 3) minimum information: 69, 64, and 66%; and 4) prohibited information: 99, 100, 96%, respectively. The average level of fulfillment for those three types of products was 72, 72, and 74%, respectively. This low result of level of fulfillment showed that it still needs further development of SMEs, especially about food labelling criteria according to the existing regulations.

Keywords: Label, level of fulfillment, regulations, SMEs