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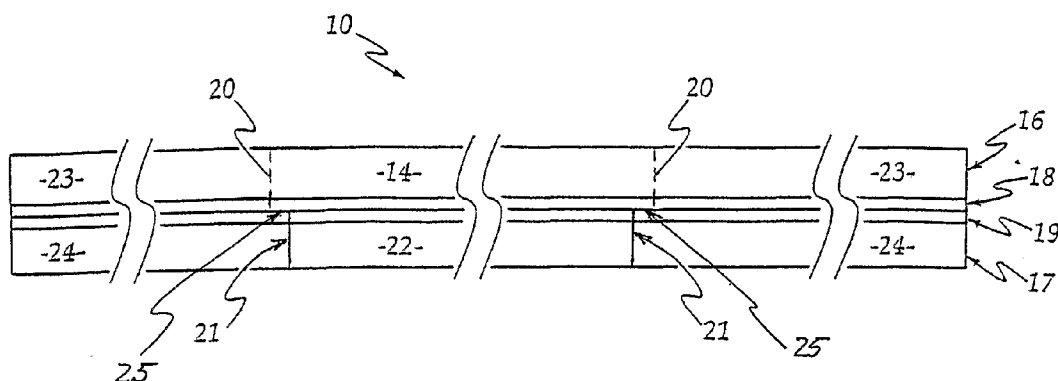
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(54) Title: REMOVABLE PORTION OF A LABEL



(57) Abstract: A label is disclosed for affixing to a container of produce, the label (10) including a front portion (16) for carrying labelling indicia; an adhesive backing (18) substantially covering one side of the front portion; a non-stick backing sheet (17, 19) affixed to the adhesive backing, and a token (14) for identifying the produce; a portion of the front portion constituting the token and being readily severable from the front portion when the label is affixed to the container, a portion (24) of the backing sheet being removable from the adhesive backing such that another portion (22) of the backing sheet remains attached to the token; wherein the backing sheet is cut through such that the other portion (22) of the backing sheet which remains attached to the token is smaller than the token, the adhesive where the larger token (14) extends beyond the smaller other portion (22) of the backing sheet being less adhesive than the adhesive backing.

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