Using the Nutrition Facts Label to Make Healthy Food Choices

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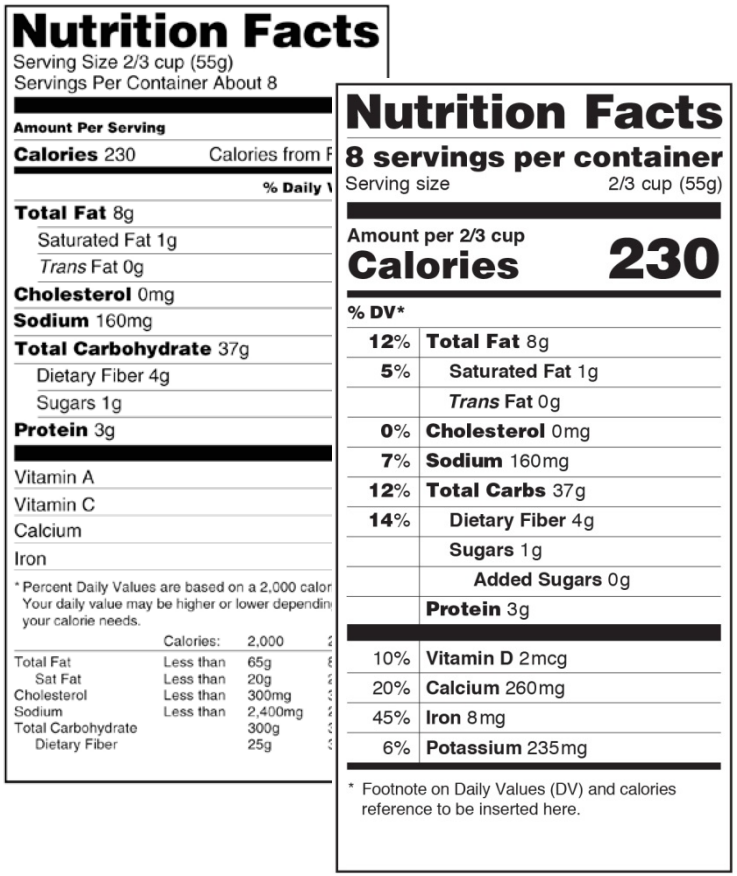
U.S. Food and Drug Administration

Outline

- Background
- Understanding the Components of the Nutrition Facts Label
  - Making Healthy Food Choices
- Proposed Revisions to the Nutrition Facts Label



Nutrition Facts
Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving
Calories 230 Calories from F
% Daily V
Total Fat 8g
Saturated Fat 1g
Trans Fat 0g
Cholesterol 0mg
Sodium 160mg
Total Carbohydrate 37g
Dietary Fiber 4g
Sugars 1g
Protein 3g
Vitamin A
Vitamin C
Calcium
Iron

* Percent Daily Values are based on a 2,000 calor
Your daily value may be higher or lower dependin
your calorie needs.

	Calories:	2,000
Total Fat	Less than	65g
Sat Fat	Less than	20g
Cholesterol	Less than	300mg
Sodium	Less than	2,400mg
Total Carbohydrate		300g
Dietary Fiber		25g

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

Amount per 2/3 cup
Calories **230**

% DV*	
12%	**Total Fat** 8g
5%	**Saturated Fat** 1g
	***Trans* Fat** 0g
0%	**Cholesterol** 0mg
7%	**Sodium** 160mg
12%	**Total Carbs** 37g
14%	**Dietary Fiber** 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
6%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Nutrition Labeling and Education Act of 1990

- Clear up consumers' confusion about food label
- Aid consumers in making healthy food choices
- Encourage product innovation by giving manufacturers an incentive to improve the quality of the food and make more healthy food choices available to consumers

Food Label

- Required Elements
  - Identity of food
  - Ingredient statement
  - Amount of food in package
  - Name and place of business
  - Nutrition information

The Current Nutrition Facts Label

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving	
Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

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	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Make Your Calories Count

1 Start Here

2 Check Calories

3 Limit these Nutrients

4 Get Enough of these Nutrients

5 Footnote

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

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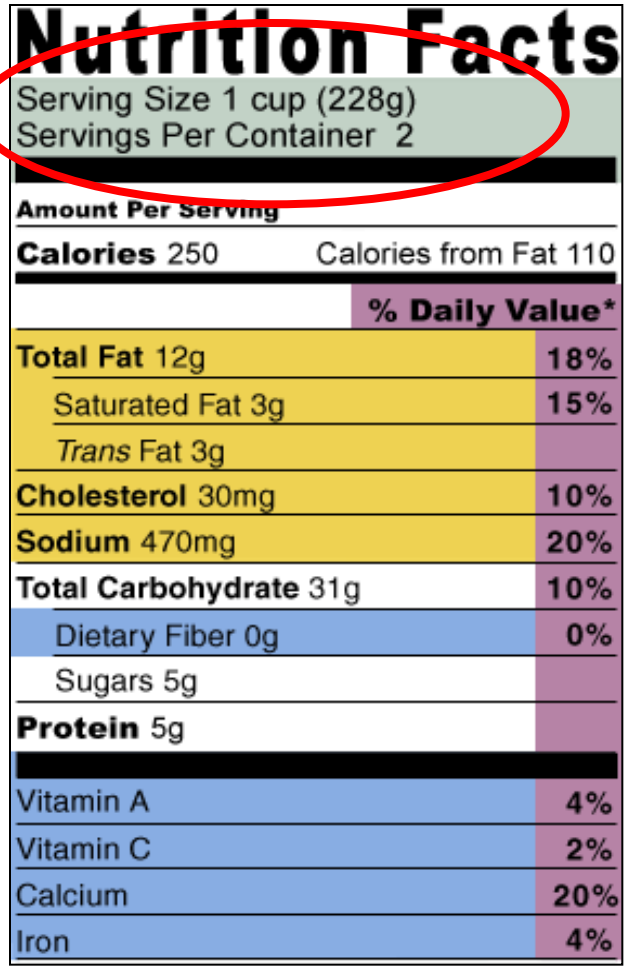
Dietary Fiber		25g	30g

6 Quick Guide to % DV

- 5% or less is Low
- 20% or more is High

Serving Size

- Ask yourself:
  - What is the serving size?
  - How many servings are in the container?
  - **How many servings do you expect to eat?**



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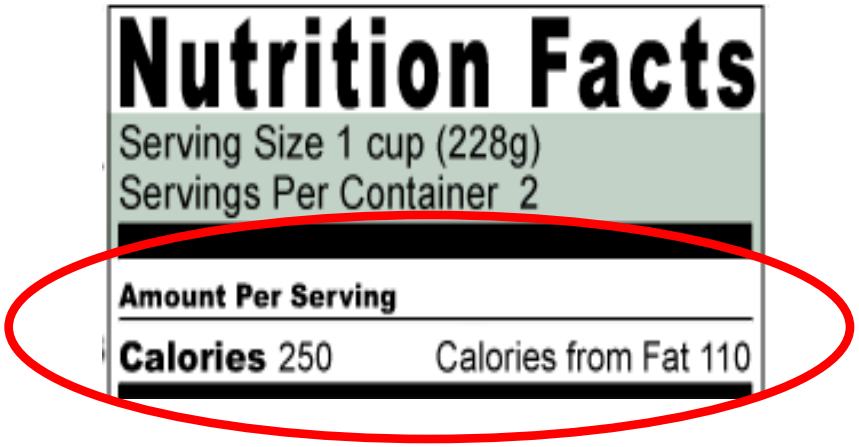
Calories



- Ask yourself:
  - How many calories are in a single serving?
  - **How many calories are in the amount you expect to eat?**

Always check the calories, even for products you think you know

Percent Daily Value (%DV)

Get the most nutrition from the calories that you eat

- Reference values that are used to assist consumers in understanding how nutrients fit into the context of the total daily diet
- Assist consumers in comparing nutritional values of food products
- Dietary trade-offs

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

5/20 Rule

- Quick guide to % DV
  - 5% DV or less is Low
  - 20% DV or more is High

Nutrition Facts
Serving Size 1 cup (228g)
Servings Per Container 2

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Trans Fat 3g	
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Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
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Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Limit these Nutrients

Get Enough of these Nutrients

Limit These Nutrients

- Select foods that are lowest in saturated fat and *trans* fat to help reduce the risk of heart disease
- Limit sodium to reduce your risk of high blood pressure

Total Fat 12g	**18%**
Saturated Fat 3g	**15%**
Trans Fat 1.5g	
Cholesterol 30mg	**10%**
Sodium 470mg	**20%**

Get Enough of These Nutrients

- Choose foods with the higher % DV for these nutrients

Dietary Fiber 0g	0%

Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

Protein and Carbohydrates

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

Sugars

Plain Yogurt

Nutrition Facts

Serving Size 1 container (226g)

Amount Per Serving

Calories 110 Calories from Fat 0

	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol Less than 5mg	1 %
Sodium 160mg	7 %
Total Carbohydrate 15g	5 %
Dietary Fiber 0g	0 %
Sugars 10g	
Protein 13g	

Vitamin A	0 %	Vitamin C	4 %
Calcium	45 %	Iron	0 %

* Percent Daily Values are based on a 2000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs

INGREDIENTS: CULTURED PASTEURIZED GRADE A NONFAT MILK, WHEY PROTEIN CONCENTRATE, PECTIN, CARRAGEENAN

Fruit Yogurt

Nutrition Facts

Serving Size 1 container (227g)

Amount Per Serving

Calories 240 Calories from Fat 25

	% Daily Value*
Total Fat 3g	4 %
Saturated Fat 1.5g	9 %
Trans Fat 0g	
Cholesterol 15mg	5 %
Sodium 140mg	6 %
Total Carbohydrate 46g	15 %
Dietary Fiber less than 1g	3 %
Sugars 44g	
Protein 9g	

Vitamin A	2 %	Vitamin C	4 %
Calcium	35 %	Iron	0 %

* Percent Daily Value is based on a 2000 calorie diet. Your Daily Values may be higher or lower based

INGREDIENTS: CULTURED GRADE A REDUCED FAT MILK, APPLES, HIGH FRUCTOSE CORN SYRUP, CINNAMON, NUTMEG, NATURAL FLAVORS, AND PECTIN. CONTAINS ACTIVE YOGURT AND *L. ACIDOPHILUS* CULTURES

The Footnote

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

The Ingredient Statement

- Ingredients are listed in

Descending

Order

Of

Predominance

Revising the Nutrition Facts Label

Key Information Considered

- Consensus reports
  - Institute of Medicine reports
  - Dietary Guidelines for Americans
- Scientific evidence
- Public comments to Advance Notices of Proposed Rule Making
  - *Trans* fat, prominence of calories, Daily Values, Reference Amounts Customarily Consumed, servings per container

Key Information Considered (cont.)

- Citizen petitions (e.g., manufacturers, advocacy groups, individuals)
- Data from National Health and Nutrition Examination Survey (NHANES)
- Findings from consumer studies

Key Proposed Changes

- No longer permit “Calories from fat”
- Mandatory listing of vitamins and minerals
- Mandatory listing of added sugars
- Updated Daily Values for vitamins and minerals
- Definition for dietary fiber

Calories

- No longer permit “Calories from fat”
- Retain 2,000 calories as the reference energy intake level for setting Daily Values (DVs) that are based on calories (e.g., fat and dietary fiber)

Pop Quiz

What vitamins and minerals are currently required on the Nutrition Facts label?

A) Calcium, Iron, Vitamin D and Potassium

B) Calcium, Iron, Vitamin A and Vitamin C

C) Iron, Vitamin D, Vitamin C and Potassium

D) Calcium, Vitamin D, Vitamin C and Iron

**Statutory nutrients: total fat, saturated fat, cholesterol, sodium, total carbohydrate, sugars, dietary fiber, and total protein*

Nutrients of Public Health Significance

- Well-established scientific evidence linking nutrient & chronic disease risk, a health-related condition, or physiological endpoint
- Nutrient deficiency with clinical significance
- Inadequate or excess intake of the nutrient, and substantial prevalence exists in the general U. S. population of the chronic disease, or health-related or physiological endpoint linked to the particular nutrient

Nutrients of Public Health Significance (cont.)

- Based on new analyses to assess nutrient adequacy and other factors
  - Vitamins A and C would no longer be required
  - Vitamin D and Potassium would be required
  - Calcium and Iron would continue to be required
- Absolute amounts for all vitamins and minerals will be listed on the label, similar to other nutrients (e.g., sodium and total fat)

Added Sugars

- Current label does not provide information on "added sugars"
- Defining added sugars:
  - Any "sugar added during the processing of foods or consumed separately (sugars, syrups, naturally-occurring sugars that are isolated from a whole food and concentrated so that sugar is the primary component [e.g., fruit juice concentrates], other caloric sweeteners)

Justification for Mandating Added Sugars

- Reducing calories from added sugars:
  - Reduces extra calories consumed by Americans
  - Increases intake of nutrient-dense foods without exceeding total calorie needs
- Can assist consumers in maintaining healthy dietary practices consistent with the Dietary Guidelines for Americans
- Identify products with added sugars
- Compare products for amount of “added sugars”

Examples of Changes to the Daily Values

- Dietary fiber – 25 to *28 g*
- Sodium – 2,400 to *2,300 mg*
- Potassium – 3,500 to *4,700 mg*
- Calcium – 1,000 to *1,300 mg*
- Vitamin D – 400 IUs (10 µ*g*) to *20* µ*g*
- No DV for Added Sugar

Dietary Fiber Requirements

- Proposed definition:
  1. Non-digestible carbohydrates (NDCs)(≥ 3 monomeric units) and lignin that are intrinsic and intact in plants, or
  2. Added (extracted or synthetic) NDCs (≥ 3 monomeric units) that FDA has determined have beneficial physiological effect(s) and therefore meets the definition of dietary fiber
  3. Added (extracted or synthetic) NDCs (≥ 3 monomeric units) that are subject of an authorized health claim
- Isolated & synthetic NDCs added to foods:
  - Before they can be considered as "dietary fiber" for declaration on the Nutrition Facts label, manufacturers would be required to provide evidence to FDA to demonstrate their physiological effects that are beneficial to human health

Why change the format?

- New information on consumer use of label
- Concerns about obesity
- New data on nutrition science
- New requirements for dual column labeling
- No format changes since 1993

Other Considerations

- Retain iconic stature of Nutrition Facts label
- Follow basic graphic design principles
- Maintain simplicity
  - Minimize clutter
  - Enable consumers to readily observe and comprehend information with minimum effort

Major Format Changes – Summary

- Increased attention to calories
- Serving size information easier to interpret
- Remove “Calories from Fat”
- Include “Added Sugars”
- Rearrange %DV information
- Modify and simplify footnote

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving	
Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

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Dietary Fiber		25g	30g

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per 2/3 cup	
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% DV*	
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7%	**Sodium** 160mg
12%	**Total Carbs** 37g
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	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
6%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Current **Proposed**

Major Format Changes

- ***Increase prominence of calories***

Nutrition Facts

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Current **Proposed**

Major Format Changes

- *Reverse order of "Serving Size" and "Servings Per Container" declarations*
- *Increase prominence of "__ servings per container"*

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

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Current **Proposed**

Major Format Changes

- ***Right-justify quantitative amount of serving size information***

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Current **Proposed**

Major Format Changes

- *Change "Amount Per Serving" to "Amount Per___" with blank filled in with serving size*

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Current **Proposed**

Major Format Changes

- ***Remove declaration of "Calories from Fat"***

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Major Format Changes

- ***Move "% DV" column to left of nutrient name on certain labels, and separate column with vertical line***

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Dietary Fiber		25g	30g

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per 2/3 cup
Calories 230

% DV*	
12%	**Total Fat** 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	**Cholesterol** 0mg
7%	**Sodium** 160mg
12%	**Total Carbs** 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
6%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Current **Proposed**

Major Format Changes

- ***Declare "Added Sugars" as indented listing directly under listing for "Sugars"***

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per 2/3 cup
Calories 230

% DV*	
12%	**Total Fat** 8g
5%	**Saturated Fat** 1g
	***Trans* Fat** 0g
0%	**Cholesterol** 0mg
7%	**Sodium** 160mg
12%	**Total Carbs** 37g
14%	**Dietary Fiber** 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
6%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Current **Proposed**

Major Format Changes

- ***Declare quantitative amounts of all vitamins and minerals, in addition to %DV***

Nutrition Facts

12 servings per container

Serving size 1/2 Muffin (114g)

	Per 1/2 muffin		Per 1 muffin	
Calories	**380**		**760**	
	% DV*		**% DV***	
Total Fat	**25%**	16g	**50%**	32g
Saturated Fat	**15%**	3g	**30%**	6g
Trans Fat		0g		0g
Cholesterol	**17%**	50mg	**33%**	100mg
Sodium	**21%**	480mg	**42%**	960mg
Total Carbs	**19%**	56g	**37%**	112g
Dietary Fiber	**7%**	2g	**14%**	4g
Sugars		32g		64g
Added Sugars		30g		60g
Protein		3g		6g
Vitamin D	0%	0.1mcg	2%	0.2mcg
Calcium	4%	40mg	6%	80mg
Iron	10%	2mg	20%	4mg
Potassium	4%	190mg	8%	380mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Major Format Changes

- ***Require dual column labeling under certain conditions:***
  - ***Per Serving***
  - ***Per Unit***

Dual Column Per Serving and Per Unit

Nutrition Facts

12 servings per container
Serving size 1/12 package (44g, about 1/4 cup dry mix)

	Per 1/4 cup dry mix		Per baked portion	
Calories	**170**		**300**	
	% DV*		% DV*	
Total Fat	**2%**	1.5g	**25%**	16g
Saturated Fat	**5%**	1g	**25%**	5g
Trans Fat		0g		0g
Cholesterol	**0%**	0mg	**20%**	60mg
Sodium	**13%**	300mg	**16%**	375mg
Total Carbs	**12%**	36g	**12%**	36g
Dietary Fiber	**2%**	<1g	**2%**	<1g
Sugars		18g		18g
Added Sugars		18g		18g
Protein		2g		3g
Vitamin D	0%	0mcg	0%	0mcg
Calcium	8%	100mg	8%	100mg
Iron	6%	1mg	6%	1mg
Potassium	0%	45mg	0%	45mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Dual column per ¼ cup dry mix and per baked portion

Major Format Changes

- ***Require dual column labeling under certain conditions, such as for two forms of same food:***
  - ***As packaged (Dry mix)***
  - ***As prepared (Baked)***

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
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Sugars 1g	
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Nutrition Facts

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Serving size 2/3 cup (55g)

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	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
6%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Current **Proposed**

Major format changes

- ***Modify the footnote***

Rulemaking Process

- Consider all of the relevant information
- Publish proposed rules
- Consider all of the relevant information, including public comments to the proposed rules
- Publish final rules

Questions?

http://www.fda.gov/Food/ResourcesForYou/Consumers/default.htm