

# Update on Nutrition Labeling



**TACD: Generation Excess III April 8, 2008**

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# Points to Cover

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## Background – Nutrition Labeling and Education Act of 1990

- Regulatory Framework
- Framework for NLEA Decision-making
- Rulemaking process

## Next Steps

- Modernizing the Food Label
- Daily Value ANPRM
- Symbol
- Education

# Regulatory Framework

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LAW

CONSTITUTION

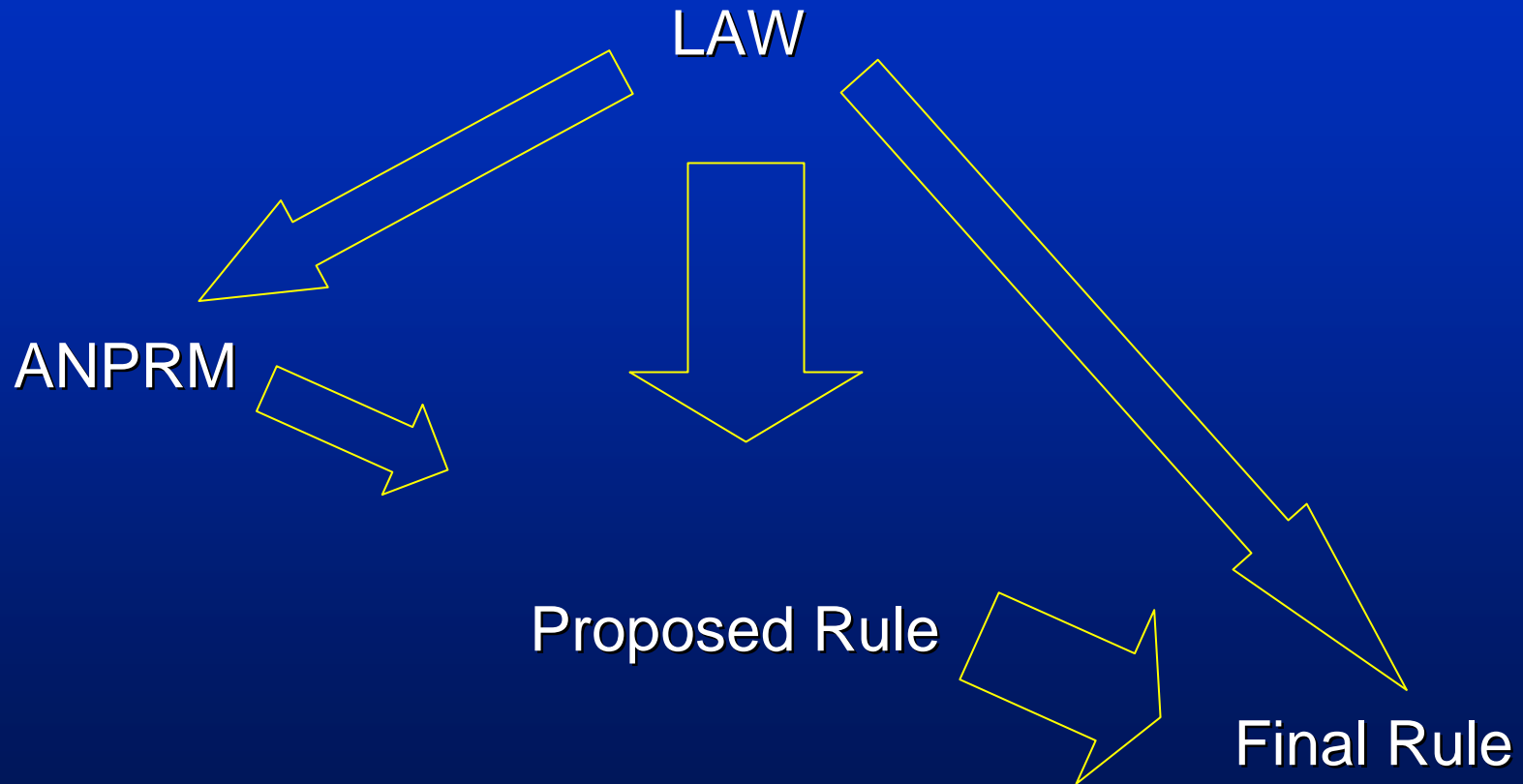
COURT DECISIONS

# Rulemaking Process

## Notice and Comment Rulemaking

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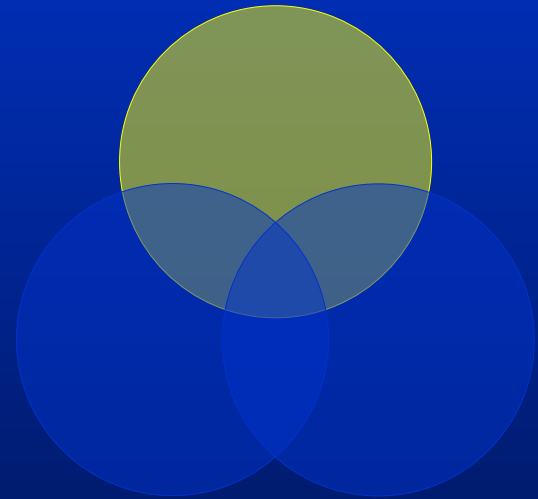


# Framework For NLEA Decision-Making

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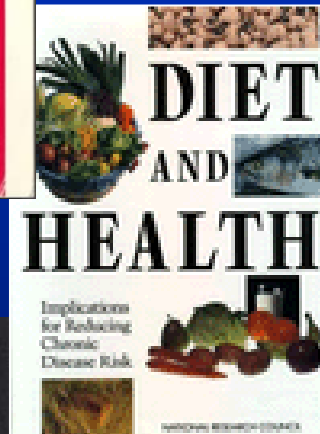
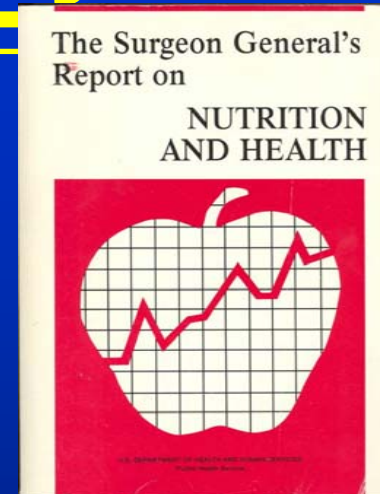
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- Nutrition Science
- Law
- Consumer Studies



# Framework: Nutrition Science Criteria for Mandatory Status

- Quantitative intake recommendations had been made in scientific consensus documents.
- Nutrient is of particular public health significance



# Framework: Law

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- **Nutrition information is mandatory**
- **Standard format**
- **Exemptions and special formats**

# Framework – Law

## Exemptions & Special Labeling

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- Bulk foods for further manufacturing
- Raw fruits, vegetables, and seafood
- Custom processed fish and game meat
- Small packages (less than 12 sq.in.)
- Food sold from bulk containers (nutrition information on display)
- Small business



# Framework: Law

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- **Nutrition information must comply with specified format when on a package**
- **All nutrient and food component quantities shall be declared in relation to a serving**

# Mandatory Nutrients

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## Calories

Calories from fat\*

## Total fat

Saturated fat\*

*Trans fat* (required 1/1/06)

Cholesterol\*

## Sodium

## Total carbohydrate

Dietary fiber\*

Sugars\*

Protein\*

Vitamin A\*

Vitamin C\*

Calcium\*

Iron\*

\* Must be declared if present in more than insignificant amount or an alternative format may be used

# Voluntary Nutrients

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- Calories from saturated fat
- Polyunsaturated fat
- Monounsaturated fat
- Potassium
- Soluble Fiber
- Insoluble fiber
- Sugar Alcohol
- Other Carbohydrate
- Other vitamins and minerals for which RDIs have been established
- Beta-carotene (as % of Vitamin A)

# Claims Trigger Nutrition Labeling

If a food, including dietary supplements, bears a nutrient content or health claim or other nutrition information it cannot use an exemption and must have nutrition labeling

# Format

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- The graphic requirements of the nutrition label is specified in the regulations
- Includes information on:
  - ✓ Bolding
  - ✓ Hairlines
  - ✓ Type size
  - ✓ Case
  - ✓ Order

# Pre-NLEA & NLEA Label Comparison

## Nutrition information

(per serving)

Serving size = 8 oz

Servings per container = 2

Calories	560
Protein	23 g
Carbohydrate	43 g
Fat	33 g
Sodium (365 mg/100 g)	810 mg

Percent of kilocalories from fat = 53%

Polyunsaturated*	22 g
Saturated	9 g
Cholesterol* (18 mg/100 g)	40 mg

Percentage of U.S. Recommended Daily Allowance (U.S. RDA)

Protein	35	Niacin	25
Vitamin A	35	Calcium	2
Vitamin C	10	Iron	25
Thiamin	15	Vitamin B <sub>6</sub>	†
Riboflavin	15	Vitamin B <sub>12</sub>	†

\*Information on fat and cholesterol content is provided for individuals who, on the advice of a physician, are modifying their total intake of fat and cholesterol.

†Contains less than 2% of the U.S. RDA for these nutrients.

## Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

### Amount Per Serving

**Calories 260**      **Calories from Fat 120**

	% Daily Value*
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 5g	<b>25%</b>
Trans Fat 2g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 660mg	<b>28%</b>
<b>Total Carbohydrate</b> 31g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	

### Protein 5g

Vitamin A 4%	•	Vitamin C 2%
Calcium 15%	•	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:

	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

Calories per gram:

Fat 9      \*      Carbohydrate 4      \*      Protein 4

# Framework: Consumer Studies

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- **Emphasis on consumer behavior**
- **Helps distinguish between consumer preference for information and the information used by consumers to make judgments on nutritional content**

# Framework: Consumer Studies

## %DV

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- **Percent Daily Value**
  - Few consumers were able to interpret absolute amounts of nutrient (e.g. g or mg) to assist with purchase decisions.
  - % Daily Value concept resulted in more accurate use of label information for choices based on nutrition.



# Framework: Consumer Studies

## %DV

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- **Effective use of %Daily Value improves with educational material.**
  - < Useful to determine high and low for a nutrient
  - < Can be used to estimate context for total diet

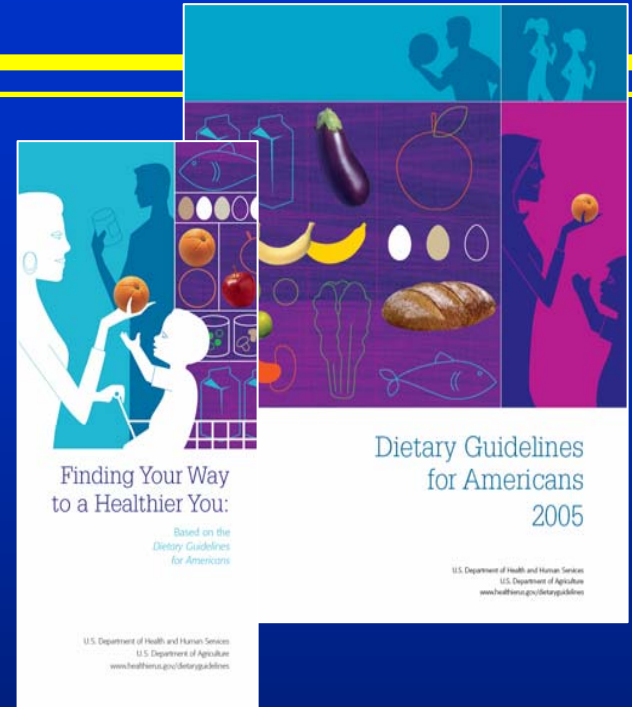
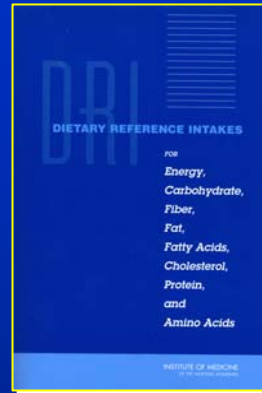
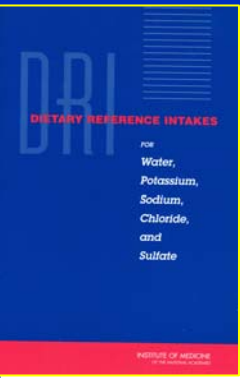
# Next Steps?

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# Emerging Scientific Information



# ANPRM on Daily Values

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- Approach to Setting DVs (e.g., Estimated Average Requirement, Recommended Dietary Allowance, Adequate Intake, Tolerable Upper Level)
- Populations
- Update nutrient values?
- Additional nutrients? Drop nutrients?
- Prominence of calories?

# **Interest in Front Label Symbols**

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- **Public Hearing, September 2007**
- **Representatives from the UK, Denmark, Canada, Australia, Thailand**
- **Consumer Organizations**
- **Industry**

# Next Steps: Modernization of Nutrition Facts

## 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 1.5g

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:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
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Serving size information

Prominence of Calorie information

Update for values based on new DRIs.

How declared

# **Next Steps: Expansion of Consumer Studies and Education**

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- **Relationship of “front” to “back” label**
- **Symbols**
- **Use of Web for education**
- **Continued collaboration in integrating Dietary Guidelines, Food Guidance System (myPyramid), and Labeling Educational Messages**

# Thank you!

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