FDA U.S. FOOD & DRUG ADMINISTRATION

The New Nutrition Facts Label and Dietary Guidelines for Americans: *Tools for Teaching Nutrition*

FDA/NSTA Professional Development Program
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Outline

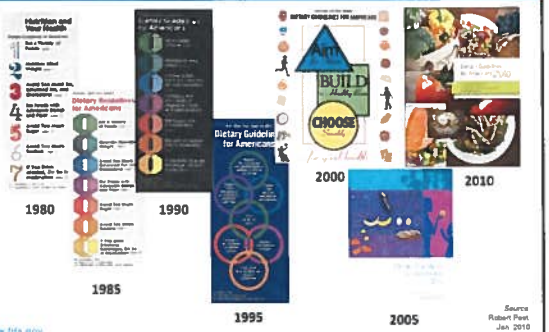
- Nutrition Policy in United States
- Highlights of 2015-2020 *Dietary Guidelines for Americans*
- The New FDA Nutrition Facts Label
  - Format changes
  - Mandatory and Voluntary Nutrients
  - Daily Values
  - Footnote
- Changes in Serving Sizes
- Closing Thoughts

Nutrition Policy in the United States

Nutrition Facts Label		FDA
Food Guidance Systems		USDA
Dietary Guidelines for Americans		USDA

Dietary Guidelines for Americans

Historical View: 1980 – 2010



Source
Robert Post
Jan 2010

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DIETARY GUIDELINES FOR AMERICANS 2015-2020 EIGHTH EDITION

Nutrition and Health are Closely Related

About half of all American adults – 117 million individuals – have one or more preventable chronic diseases, many of which are related to poor eating and physical activity patterns.

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2015-2020 Dietary Guidelines for Americans

- **Scope**
  - Reflects current science about nutrition and health and provides recommendations for achieving a healthy diet.
  - Focuses on ***preventing*** diet-related chronic diseases, not ***treating*** diseases.
  - Emphasizes overall eating patterns rather than individual nutrients or food groups.
- **Target Audience**
  - Nutrition, health, and science educators and professionals.
  - Policymakers who inform Federal food, nutrition, and health policies and programs.

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2015-2020 Dietary Guidelines for Americans

1. **Follow a healthy eating pattern across the lifespan.** All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.
2. **Focus on variety, nutrient density, and amount.** To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.
3. **Limit calories from added sugars and saturated fats and reduce sodium intake.** Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.

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2015-2020 Dietary Guidelines for Americans (contd.)

4. **Shift to healthier food and beverage choices.** Choose nutrient-dense foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.
5. **Support healthy eating patterns for all.** Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to work to communities.

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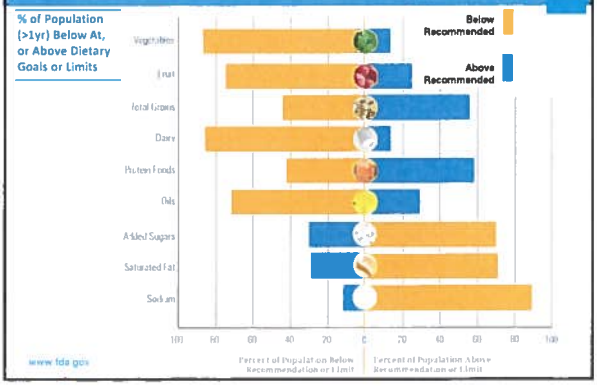
Dietary Intakes Compared to Recommendations



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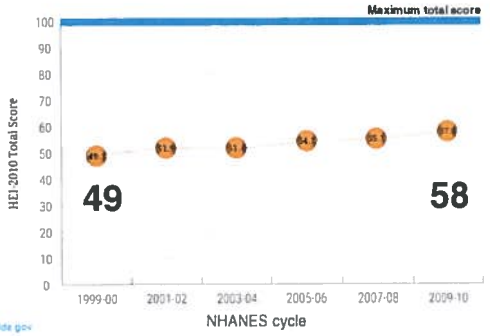
How are we doing? Adherence to the *Dietary Guidelines for Americans*



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2015-2020 Dietary Guidelines for Americans: Focus on Eating Patterns

- People do not eat foods and nutrients in isolation but in combinations forming an overall eating pattern.
- Much research shows a relationship between overall eating patterns, maintaining health, and risk of chronic diseases.
- Therefore, eating patterns – and their food and nutrient characteristics – are a primary emphasis of the current *Dietary Guidelines for Americans*.

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What is an Eating Pattern?

- Represents totality of all foods and beverages consumed
  - More than sum of parts.
  - Totality of what people eat and drink act synergistically in relation to health.
- Adaptable
  - Any eating pattern can be tailored to an individual's socio-cultural and personal preferences.
  - Nutritional needs should be met primarily from foods rather than dietary supplements.

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What is a *Healthy* Eating Pattern?

- Should be at an appropriate calorie level.
- Should be nutrient dense and include:
  - Variety of vegetables —dark green, red and orange, legumes (beans and peas), starchy, and others.
  - Fruits, especially whole fruits.
  - Grains, at least half of which are whole grains.
  - Fat-free or low-fat dairy products.
  - Protein foods, including seafood, lean meats , poultry, eggs, nuts, seeds, and soy products.
  - Healthy oils.

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Specific Recommendations in *2015-2020 Dietary Guidelines for Americans*

- Includes several quantitative "key recommendations" to limit dietary components of public health concern.
  - Consume less than 10% of calories/day from added sugars.
  - Consume less than 10% of calories/day from saturated fats.
  - Consume less than 2,300 mg/day of sodium.
  - If alcohol is consumed, it should be in moderation—up to 1 drink/day for women and up to 2 drinks/day for men.
- Meet the *Physical Activity Guidelines for Americans*.

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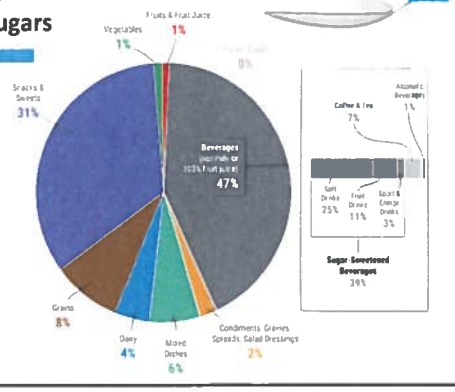
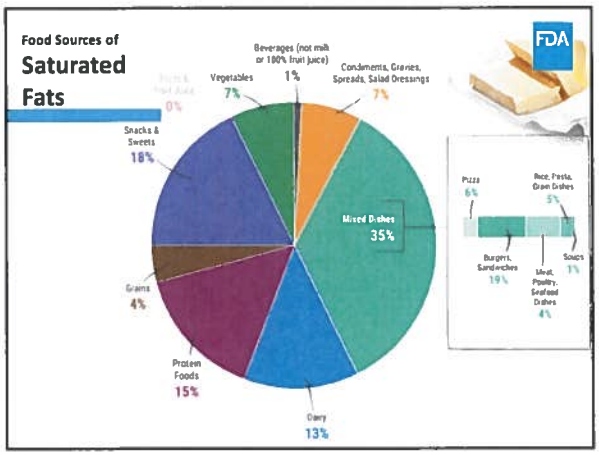
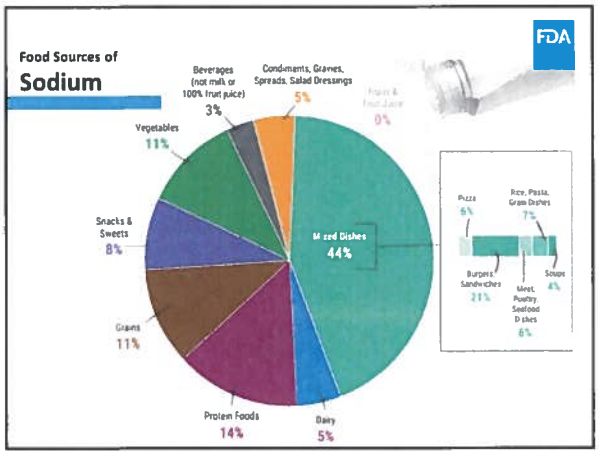
Food Sources of
Added Sugars







Nutrition Labeling and Education Act of 1990 (NLEA)

FDA

- Basis for modern food label.
- Assist consumers in making healthy food choices.
- Clear up consumer confusion: Provide level playing-field for claims on labels.
- Marketing incentive: Encourage food product innovations.
- Nutrition Facts label required on most packaged food products.

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Nutrition Labeling and Education Act of 1990 (NLEA)

- Congress gave FDA explicit authority for nutrition labeling.
- Requires disclosure of certain nutrients on labels.
- Provides some discretion to add or remove nutrients that are required to be on the label.
- Requires that information be provided in context of total daily diet.

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Why Update the Nutrition Facts Label?

- Scientific information on diet and health has increased.
- Amounts of foods consumed have changed: FDA's Reference Amounts Customarily Consumed (RACC) used to set serving sizes need adjustment.
- Priorities for dietary guidance have changed: Calories and serving sizes recognized as more important for making healthier food choices.

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Regulatory Process

- Two proposed rules issued in March 2014.
- Supplemental proposed rule issued in July 2015.
- Two final rules published on May 27, 2016.
  - Revision of the Nutrition and Supplement Facts Label.
  - Revision of Serving Size Requirements.

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Key Information Considered

- Scientific evidence.
- Public comments.
- Citizen petitions (e.g., manufacturers, advocacy groups, individuals).
- Data from national food consumption surveys (NHANES).
- Research findings from consumer studies.

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Key Changes

- Mandated declaration of added sugars with % DV.
- Modernized format to highlight calories and serving size information.
- Removed requirement for "Calories from fat."
- Updated the Daily Values.
- Updated nutrients of public health significance and included weight amounts.
- Updated the footnote.
- Changed requirements for dietary fiber.

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Original Label **New 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 6%
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 serving
Calories **230**

% Daily Value*
Total Fat 8g 10%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 160mg 7%
Total Carbohydrate 37g 13%
Dietary Fiber 4g 14%
Total Sugars 12g
Includes 10g Added Sugars 20%
Protein 3g

Vitamin D 2mcg 10%
Calcium 260mg 20%
Iron 8mg 45%
Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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Voluntary Nutrients on the Nutrition Facts Label

- Calories from saturated fat
- Polyunsaturated fat
- Monounsaturated fat
- Soluble fiber
- Insoluble fiber
- Certain other vitamins & minerals
- Beta-carotene (as % of vitamin A)

But ... these nutrients are mandatory if a claim is made about them or a product is fortified with them.

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Basis for Requiring Added Sugars

- High intake of added sugars replaces nutrient-dense foods and increases overall caloric intake.
- Difficult to meet nutrient needs and maintain calorie limits when more than 10% of total daily calories comes from added sugars.
- Dietary patterns lower in sugar-sweetened foods and beverages are associated with a reduced risk of heart disease.

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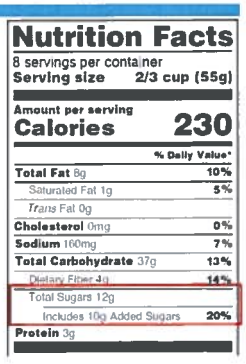
Added Sugars is Mandatory on Label

- "Includes" helps clarify that "added sugars" is sub-component of "total sugars."
- Changed "Sugars" to "Total Sugars."
- Removed part of line between "Total Sugars" and "Added Sugars."
- Established Daily Value for Added Sugars:
  - 50 grams for adults and children 4+ years of age.
  - 25 grams for children 1-3 years of age.



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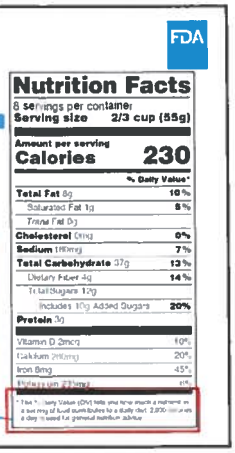
Footnote

Updated footnote better explains the % Daily Value and helps put calories in context of the daily diet

• The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



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Using % Daily Value

- Reference values used to help consumers understand how nutrients fit into the total daily diet.
- Based on a 2,000 calorie diet for macronutrients.
- Tells how much of a nutrient is in a serving of the food product
  - Use to compare nutritional value of products when shopping.
  - Make dietary tradeoffs and help plan healthy diet
- ***Can be used as a quick guideline: 5% or less is a little, 20% or more is a lot ("5-20 rule of thumb")***

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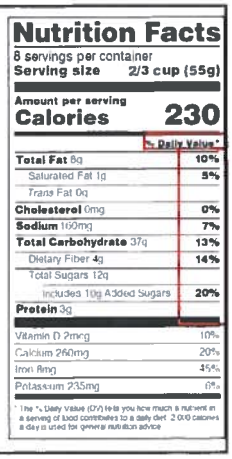
Updating the Daily Values

- Daily values now based on most recent science, using "population-coverage approach" for vitamins and minerals
- Changes in Daily Values
  - Total Fat: 65 g to 78 g
  - Total Carbohydrate: 300 g to 275 g
  - Dietary Fiber: 25 g to 28 g
  - Sodium: 2,400 mg to 2,300 mg
  - Potassium: 3,500 mg to 4,700 mg
  - Calcium: 1,000 mg to 1,300 mg
  - Vitamin D: 400 IUs (10 µg) to 20 µg



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Nutrients of Public Health Significance

- Vitamin D and potassium now mandatory.
- Calcium and iron remain on label.
- Vitamins A and C no longer mandatory on label but can be declared voluntarily.
- Absolute amounts (mcg and mg) for nutrients of public health significance must be included in addition to % Daily Value

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Trans Fat

- Industrially produced partially hydrogenated oils (*trans* fats) no longer GRAS.
- *Trans* fat is remaining on label since animal sources can contribute to intake.
- Small amounts of industrial produced *trans* fats may occur in food as a result of a food additive petition being approved.

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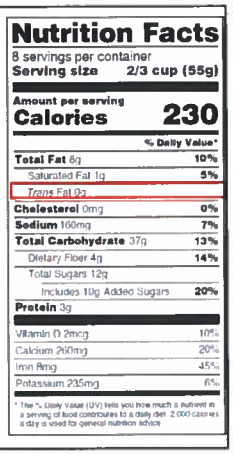

Serving Sizes

- Serving size is required on Nutrition Facts labels, and all nutrient information is based on the serving size.
- NLEA said that serving sizes must be determined based on Reference Amounts Customarily Consumed (RACCs).
- Approximately 30 out of 158 RACCs changed.
  - **Ice cream** from 1/2 cup to 2/3 cup
  - **Carbonated beverages** from 8 ounces to 12 ounces
  - **Yogurt** from 8 ounce to 6 ounces
- Approximately 25 new RACCs established.

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Labeling Single-Serving Packages

- New criteria for single-serving packages: Packages containing <200% of RACC must be labelled as single-serving container (1 serving per container).
  - A 20-ounce bottle is less than twice the RACC (200% of RACC) so must be labeled as a single serving.
  - Calories and all nutrients must be declared for entire package because people typically consume the package in one sitting.
- If bottle was more than 200% of RACC but less than 300%, dual column labeling would be required.

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Example of "fun size" package containing 200% - 300% of RACC

- Serving size for snack chips = 1 oz (30 g) = RACC
  - 200% of RACC = 2 oz (60 g)
  - 300% of RACC = 3 oz (90 g) = Contents of entire package
- Since someone is likely to eat the entire package at one time, nutrition information for the entire package must be provided.
- Therefore, a 3 oz (90 g) bag of snack chips would have dual columns, and be labeled "per serving" (1 oz. or 30 g) and "per package" (90 g).

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Dual Column Labeling

- For packages that contain 200% - 300% of the RACC
- Nutrition information given "per serving" and "per package"

Nutrition Facts

2 servings per container
Serving size **1 cup (255g)**

	Per serving		Per container	
Calories	**220**		**440**	
		% DV*		% DV*
Total Fat	5g	**6%**	10g	**13%**
Saturated Fat	2g	**10%**	4g	**20%**
Trans Fat	0g		0g	
Cholesterol	15mg	**5%**	30mg	**10%**
Sodium	240mg	**10%**	480mg	**21%**
Total Carb.	35g	**13%**	70g	**25%**
Dietary Fiber	6g	**21%**	12g	**43%**
Total Sugars	7g		14g	
Incl Added Sugars	4g	**8%**	8g	**16%**
Protein	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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Closing Thoughts

- The Nutrition Facts label has been around for > 20 years, but many people still don't understand it.
- Consumer education about the label is urgently needed.
- The updated Nutrition Facts label provides a great opportunity for renewed consumer education efforts.
- The Nutrition Facts label and the *Dietary Guidelines for Americans* are teaching tools that can be integrated into many topics and subjects.

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Thank you!

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