



FDA Nutrition Activities

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FDA Nutrition Initiatives

- Consumer information and education
 - Implement the federal menu labeling law
 - Update Nutrition Facts label
 - Define dietary guidance statements
 - Consider a front-of-pack system or systems



Menu Labeling

- Americans consume 1/3 of their total calories outside the home
- FDA is implementing menu and vending machine labeling requirements of Affordable Care Act
- These provisions were immediately effective:
 - Chain restaurants with 20 or more locations: Disclose calories on menus and menu boards; make additional nutrition information available upon request; provide a statement on menus and menu boards about the availability of additional nutrition information; and provide calorie information for most self-service items and foods on display
 - Vending machine operators who own or operate 20 or more vending machines: Disclose calorie content



Menu Labeling Activities

- **Completed**

- July 7, 2010: Issued request for research/expert opinion on menu labeling (873 comments received)
- July 23, 2010: Published Federal Register notice (statutory requirement) for uncovered establishments to “opt in”
- August 24, 2010: Published guidance document explaining the preemptive effect of the new law
- August 25, 2010: Published draft guidance addressing provisions of the law that were immediately effective

- **Future Timeline**

- December 2010: Issue final implementation guidance
- March 23, 2011: Publish proposed regulations (statutory deadline)

Updating Nutrition Facts Label (NFL)

- NFL will continue to serve as primary source of nutrition information on packaged foods
- FDA plans to issue proposed regulations
 - regarding the prominence of calorie declarations
 - updating the daily value information
 - updating serving size information as appropriate for certain products

Updating 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% | | |
| <i>Trans</i> 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 |
| 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 |

Serving size information

Prominence of Calorie information

Daily Values

Additional Issues:

- Declaration for carbohydrates
- Utility of DV footnote
- Nutrients of public health importance

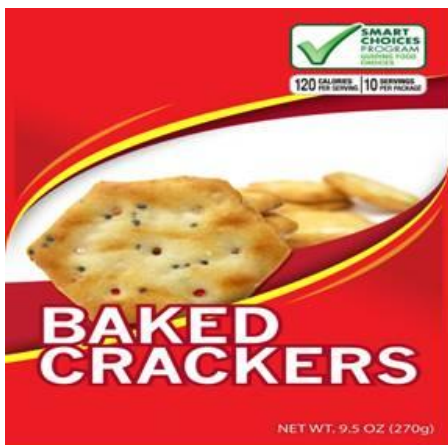
Dietary Guidance Statements

- Focus on general dietary patterns, practices, and recommendations that promote health
- For example, “Substitute higher fat snacks with fruits and vegetables for a quick alternative”
- Use by manufacturers is voluntary

Front-of-Pack (FOP) Labeling

- **Goal:** Develop FOP approach or approaches that consumers will notice, understand, and use to make healthier food choices
- Two categories of FOP:
 - Nutrient-based
 - Summary symbols (algorithm-based)
 - Numeric
 - Symbol

Front of Package Labeling



FOOD STANDARDS AGENCY

Per serving GDA

| | | |
|-----------|-------|-----|
| FAT | 7.7g | 70g |
| SATURATES | 2.0g | 20g |
| SUGAR | 42.4g | 90g |
| SALT | 2.0g | 6g |

■ HIGH ■ MEDIUM ■ LOW

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Nutrition Facts

Serving Size 1/2 cup (120 ml) condensed soup
Servings Per Container about 2.5

| Amount Per Serving | | |
|--------------------|-------|-----------------------|
| Calories | 60 | Calories from Fat 15 |
| | | % Daily Value* |
| Total Fat | 1.5g | 2% |
| Saturated Fat | 0.5g | 3% |
| Trans Fat | 0g | |
| Cholesterol | 15mg | |
| Sodium | 890mg | 37% |



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FDA FOP Study

Nutrition Tips

Amount Per Serving

| | |
|-------------------------|-------------|
| Calories | 240 |
| Total Fat 2g | Low |
| Saturated Fat 0g | Low |
| Sugar 12g | High |
| Sodium 250mg | Med |

Nutrition Tips

Amount Per Serving

| | |
|-------------------------|-------------|
| Calories | 240 |
| Total Fat 2g | Low |
| Saturated Fat 0g | Low |
| Sugar 12g | High |
| Sodium 250mg | Med |

Nutrition Tips

Amount Per Serving

| | |
|----------------------|-----------------|
| Calories 240 | Daily Value |
| Total Fat | 5% Low |
| Saturated Fat | 4% Low |
| Sugar | 25% High |
| Sodium | 15% Med |

Nutrition Tips

Each Serving (1 cup) Contains

| | |
|----------------------|-------|
| LOW Total Fat | 2g |
| LOW Sat. Fat | 0 |
| MED Sodium | 250mg |
| HIGH Sugar | 15g |
| Calories | 240 |

Nutrition Tips

Each Serving (1cup) Contains

| | |
|----------------------|-------|
| LOW Total Fat | 2g |
| LOW Sat. Fat | 0 |
| MED Sodium | 250mg |
| HIGH Sugar | 15g |
| Calories | 240 |

Calorie Count

240
Calories Per Serving

1440
Calories Per Package

Calorie Count

240
Calories Per Serving

6 Servings
Per Package

Nutrition Rating

★ ★ ☆ ☆ ☆ **2**

240 Calories Per Serving

Healthy

240 Calories Per Serving **6** Servings Per Container

Nutrition Facts

Serving Size 1/2 Cup
Serving Per Container 4

| Amount Per Serving | Calories from Fat 120 |
|-------------------------------|-----------------------|
| Calories 250 | % Daily Value* |
| Total Fat 13g | 20% |
| Saturated Fat 9g | 40% |
| Trans Fat 0g | |
| Cholesterol 28mg | 12% |
| Sodium 55mg | 2% |
| Total Carbohydrate 30g | 12% |
| Dietary Fiber 2g | 8% |
| Sugars 23g | |
| Protein 4g | |

INGREDIENTS: CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

No FOP labeling



FOP Activities To-Date

- August 2009: Sent letter of concern regarding “Smart Choices” FOP nutrition label
- February 2010: Sent out warning letters to 17 companies for misleading claims about nutrition and/or health benefits
- June 2010: Issued request for research/expert opinion on FOP (108 comments received)
- Summarizing existing research and finalizing new consumer research to determine most effective FOP symbols
- October 2010: IOM issued their Phase I report
- Working with industry, academics and consumer groups to gather information



Other Nutrition Activities

- **2010 Dietary Guidelines for Americans (DGA)**
- **Marketing of Food to Children**

Questions from IOM

- How does FDA view its role in preventing childhood obesity?
- From FDA's perspective, how can the use of menu labeling, nutritional labeling, and health claims contribute to obesity prevention?
- Does FDA perceive a problem in the way the food industry uses health claims?
- What contributed to the inclusion of national menu labeling requirements in the Affordable Care Act?
- Are there other law-related initiatives that FDA is pursuing to prevent childhood obesity?