FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR FOOD SAFETY & APPLIED NUTRITION

The Updated Nutrition Facts Label

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FDA Food Responsibilities

- ~20¢ of every consumer dollar in the US spent on FDA-regulated products
- FDA regulates safety & labeling of 80% of all food consumed in the United States
  - Ensure that consumers are provided with accurate and useful information in food labeling
  - Encourage food product reformulation to create healthier products
- Close collaboration with CDC, NIH, USDA and other federal partners

Food Labeling

Ensure that Consumers have Access to Accurate and Useful Information to Make Healthy Food Choices

Examples:

Nutrition Facts Label; Menu Labeling; Health Claims; *Trans* Fat

FDA's Nutrition Innovation Strategy

Goal: Reduce the burden of chronic disease through improved nutrition

- Empower consumers with information
- Facilitate industry innovation toward healthier foods that consumers want

Key Elements

- Modernizing claims
- Modernizing standards of identity
- Modernizing ingredient labels
- Reducing sodium
- Implementing menu labeling and the updated Nutrition Facts label, including Nutrition Facts label consumer education campaign

https://www.fda.gov/food/labelingnutrition/ucm602651.htm

The Nutrition Facts Label
Brief History

- 1990: Nutrition Labeling and Education Act passed (PL 101-535)
- 1993: Nutrition Facts label required on packaged foods
- 2006: *Trans* fats declaration required
- 2014: Proposed rule to update the Nutrition Facts label
- 2016: Final rule to update the Nutrition Facts label

SIDE-BY-SIDE COMPARISON

Original 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%

* 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

New Label

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.

NEW LABEL / WHAT'S DIFFERENT

Bilingual Label

Nutrition Facts/Datos de Nutrición

8 servings per container/8 raciónes por envase

Serving size/Tamaño por ración **2/3 cup/2/3 taza (55g)**

Amount per serving/Cantidad por ración

Calories/Calorias **230**

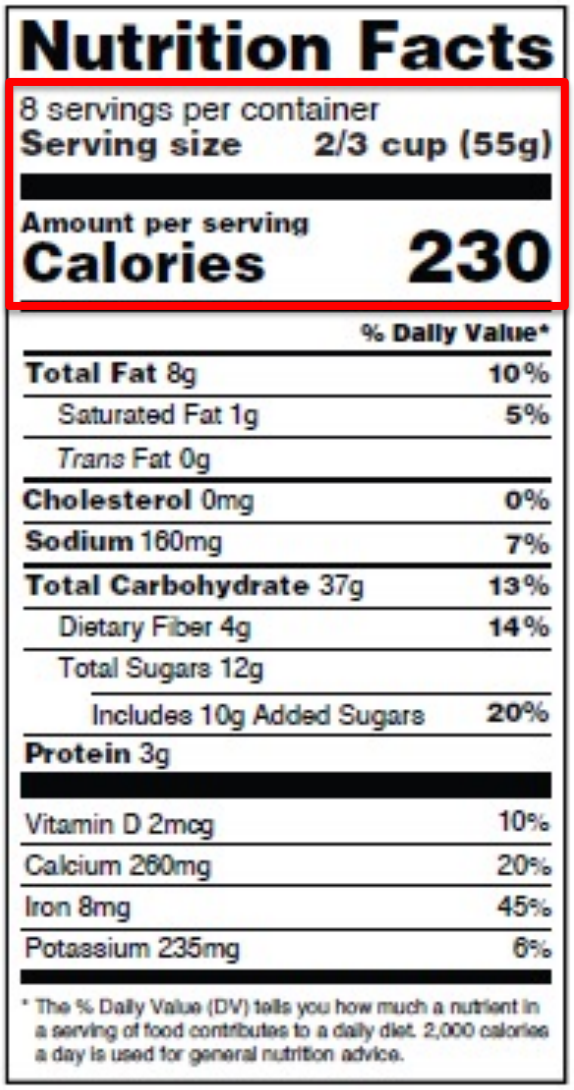
	% Daily Value*/Valor Diario*
Total Fat/Grasa Total 8g	**10%**
Saturated Fat/Grasa Saturada 1g	**5%**
Trans Fat/Grasa *Trans* 0g	
Cholesterol/Colesterol 0mg	**0%**
Sodium/Sodio 160mg	**7%**
Total Carbohydrate/Carbohidrato Total 37g	**13%**
Dietary Fiber/Fibra Dietética 4g	**14%**
Total Sugars/Azúcares Total 12g	
Includes 10g Added Sugars/Incluye 10g azúcares añadidos	**20%**
Protein/Proteínas 3g	
Vitamin D/Vitamina D 2mcg	10%
Calcium/Calcio 260mg	20%
Iron/Hierro 8mg	45%
Potassium/Potasio 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.

* El % Valor Diario (VD) le indica cuánto un nutriente en una porción de alimentos contribuye a una dieta diaria. 2,000 calorías al día se utiliza para asesoramiento de nutrición general.

Calories and Serving Sizes

- Focus attention on information that is important for addressing current public health problems like obesity
- Increase the type size of “Calories,” “servings per container,” and the “Serving size” declaration
- Reverse the order of “Serving size” and “servings per container”
- Bold the “Calories” and the “Serving size” declaration



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%
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Protein 3g	
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Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

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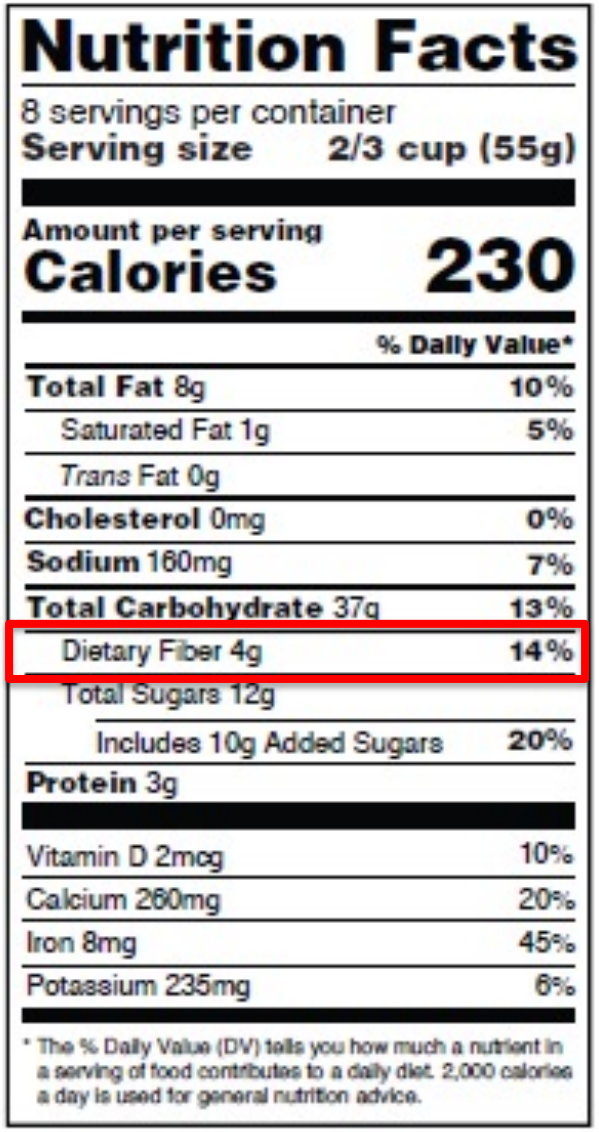
Dietary Fiber

- Original Nutrition Facts label was implemented when manufacturers were not typically adding isolated and synthetic fibers to food to increase the fiber content
- Institute of Medicine recommended that fiber have a physiological benefit
- On the new Nutrition Facts label, fiber must have a beneficial physiological effect
- Definition for declared dietary fiber in the updated Nutrition Facts rule:
  - Fiber that is intact and intrinsic to plants is automatically included in our new fiber definition
  - Isolated or synthetic fiber must have a beneficial physiological effect to human health (e.g. improved laxation, lower cholesterol levels)



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%
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Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

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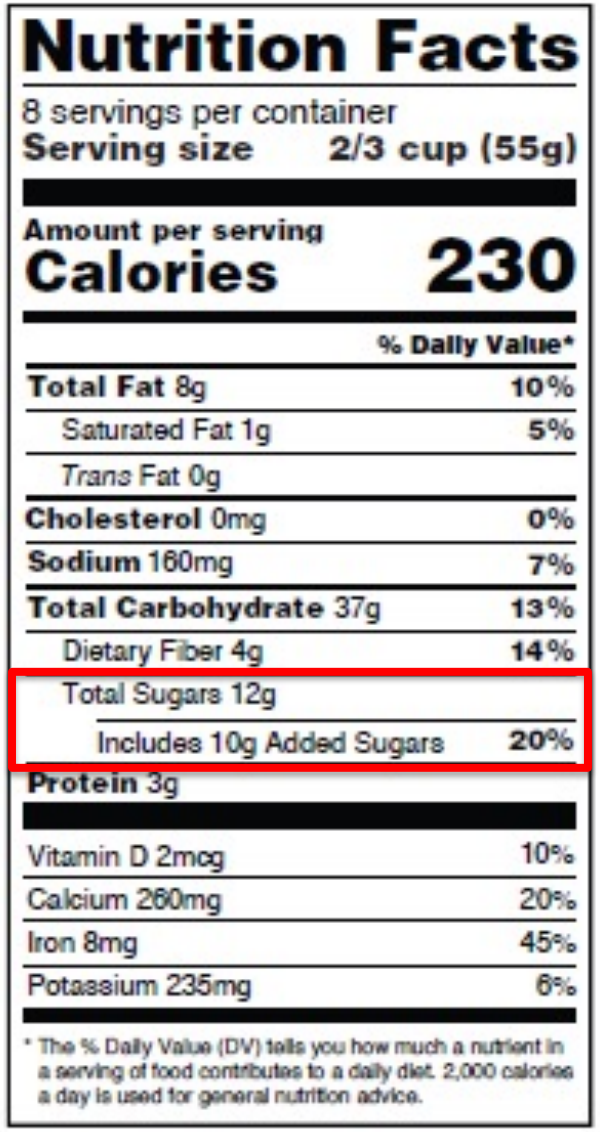
Added Sugars

- Changed “Sugars” to “Total Sugars”
- Added “Includes” to help clarify that “added sugars” is a subcomponent of “total sugars”
- Removed part of the hairline between “total sugars” and “added sugars”
- Added sugars includes sugars that are either added during processing of foods, or are packaged as such, and includes:

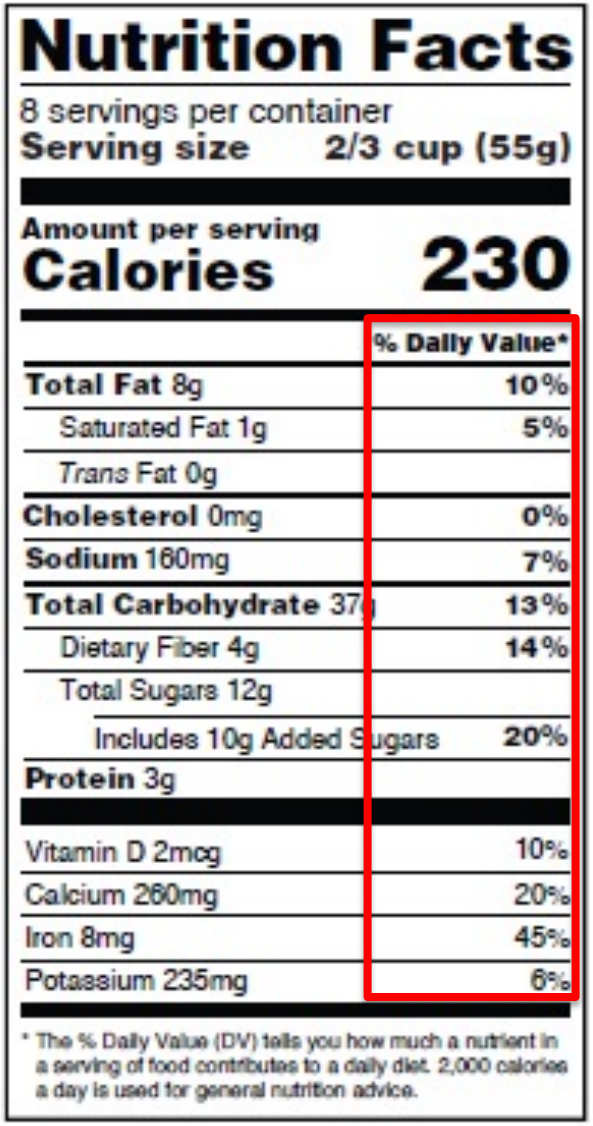
• syrups	• honey
• brown sugar	• molasses
• high fructose corn syrup	• sucrose
• invert sugar	• lactose
• maltose	• maltose sugar
• trehalose	• concentrated fruit juice*

*Sugars from concentrated fruit or vegetable juices in excess of what would be expected from 100 percent fruit or vegetable juice. Excludes fruit or vegetable juice concentrated from 100 percent fruit juice that is sold to consumers (e.g., frozen concentrated orange juice).



Updated Daily Values

- Using most recent science
- Continue to use the population-coverage approach for Vitamins and Minerals
  - Total Fat: 65 ➡78 g
  - Total Carbohydrate: 300 ➡275 g
  - Dietary Fiber: 25 ➡ 28 g
  - Sodium: 2,400 ➡ 2,300 mg
  - Potassium: 3,500 ➡ 4,700 mg
  - Calcium: 1,000➡1,300 mg
  - Vitamin D: 400 IUs; 10 µg ➡ 20 µg



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%
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Calcium 260mg	20%
Iron 8mg	45%
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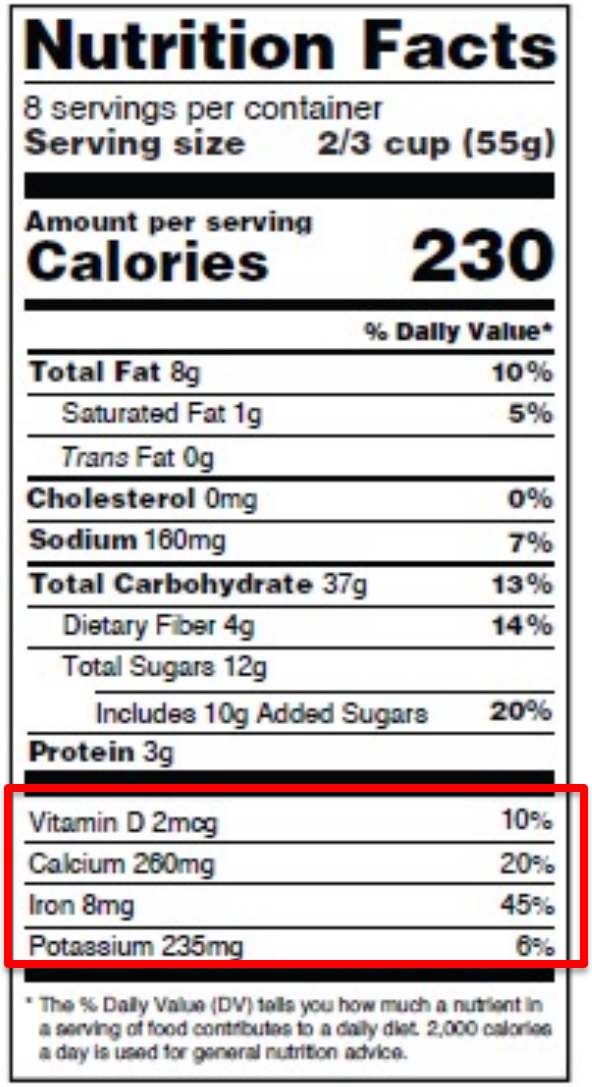
Nutrients of Public Health Significance

- Vitamin D and Potassium are now mandatory on the label
- Calcium and Iron will remain on the label
- Vitamins A and C are no longer mandatory on the label but can be declared voluntarily
- Including absolute amounts for nutrients of public health significance in addition to % Daily Value



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%

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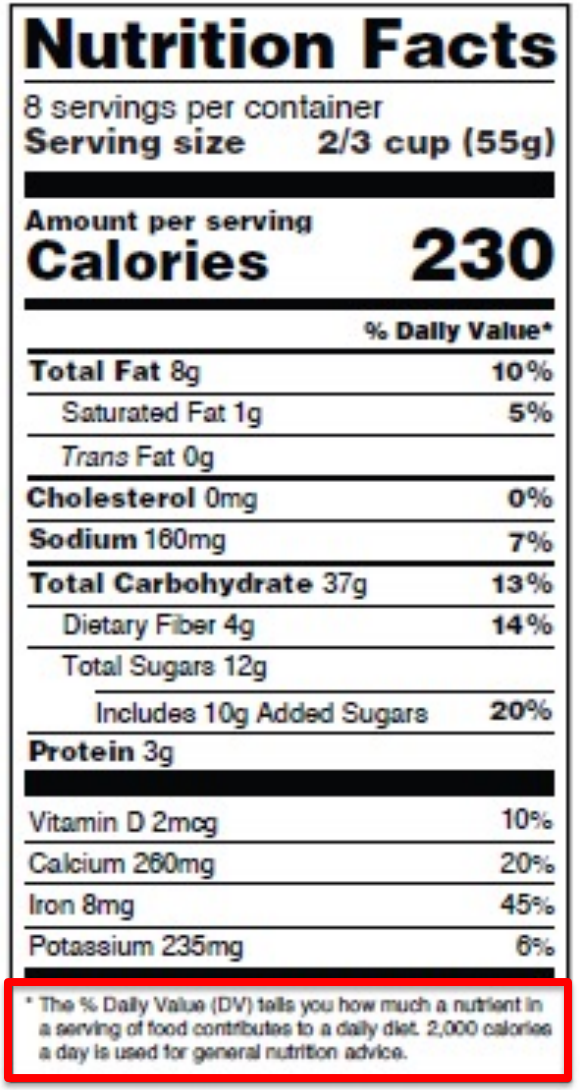
Updated Footnote

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



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.

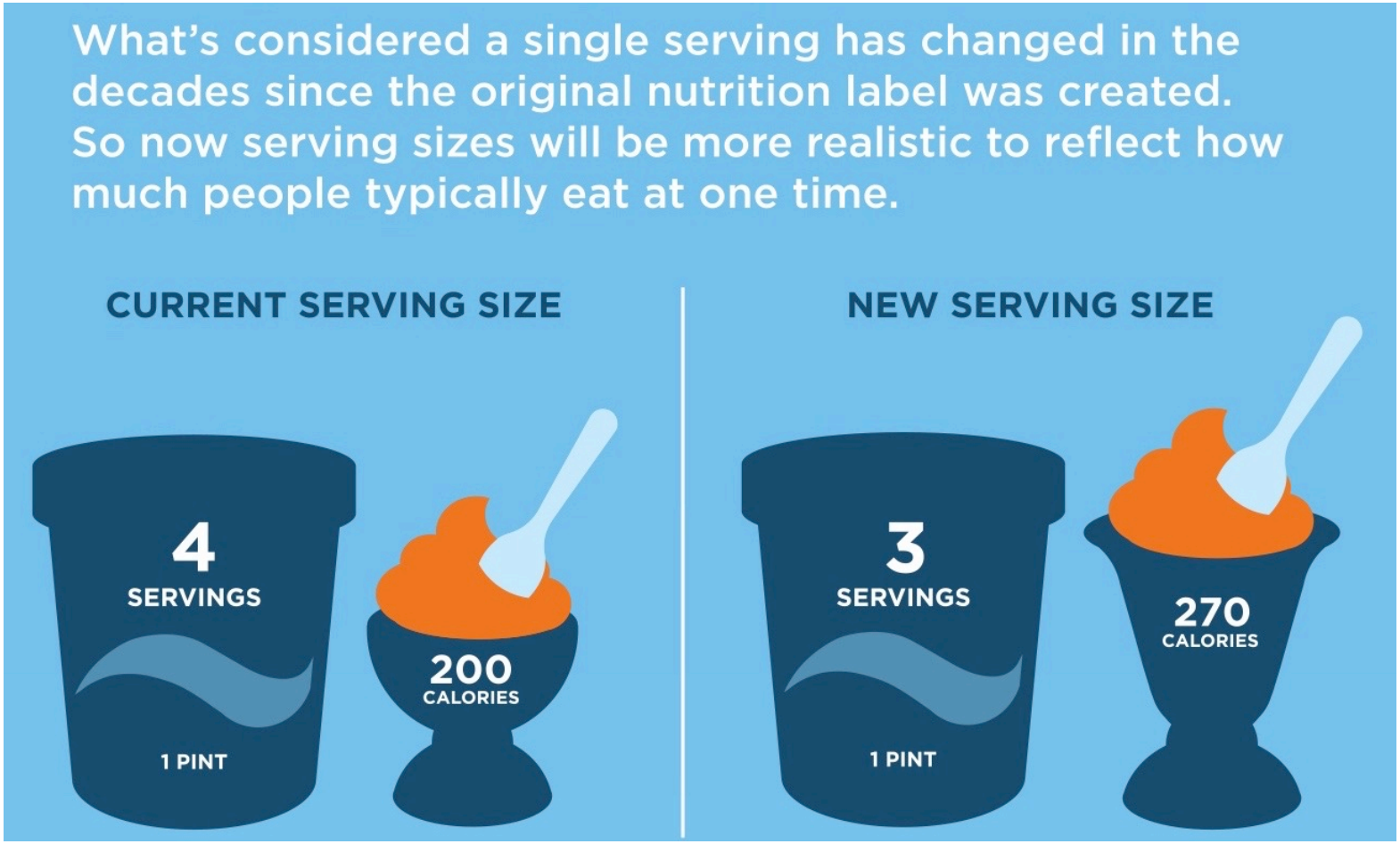
Serving Sizes

- Per the Nutrition Labeling and Education Act, serving sizes are calculated based on the Reference Amounts Customarily Consumed (RACCs) and are required on the Nutrition Facts label

- Approximately 30 out of 158 RACCs changed, e.g.,
  - Bulk 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
  - Petitions and new foods

Serving Size Changes

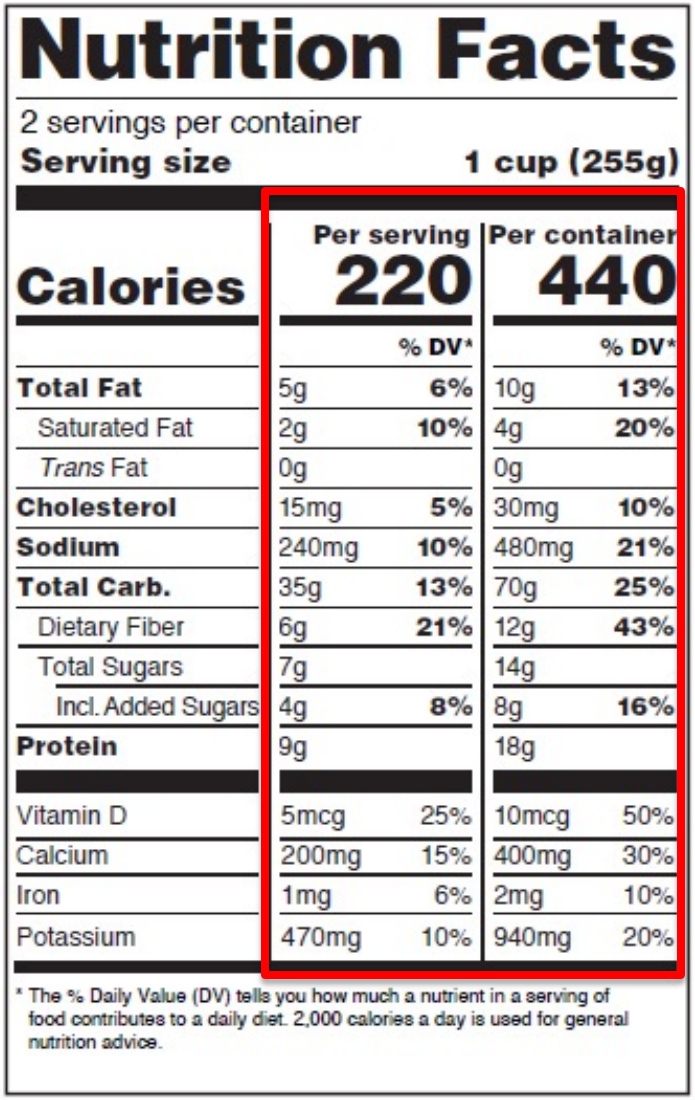


Labeling Single-Serving Packages

Calories and other nutrients must be declared for the entire package rather than per serving because people typically consume the package in one sitting.

Dual Column Labeling

- Required on packages that can be consumed in one or multiple sittings
- Nutrition information presented per serving and per package
- For packages that contain 200% and up to and including 300% of the RACC (Reference Amount Customarily Consumed)
  - A 3oz (90g) bag of chips would be labeled per serving [1oz (30 g)] and per package [90 g]



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.

Key Dates

- Nutrition Facts label Final Rule Published: **May 27, 2016**
- Nutrition Facts label Final Rule Effective: **July 26, 2016**

Compliance Dates for the Updated Label:

- **January 1, 2020** for manufacturers with $10 million or more in annual food sales.
- **January 1, 2021** for manufacturers with less than $10 million in annual food sales

Increasing Adoption of Updated Nutrition Facts Label

Growing New Label Adoption Provides Transparency for Consumers

Posted by Megan Sheahan on April 5, 2018

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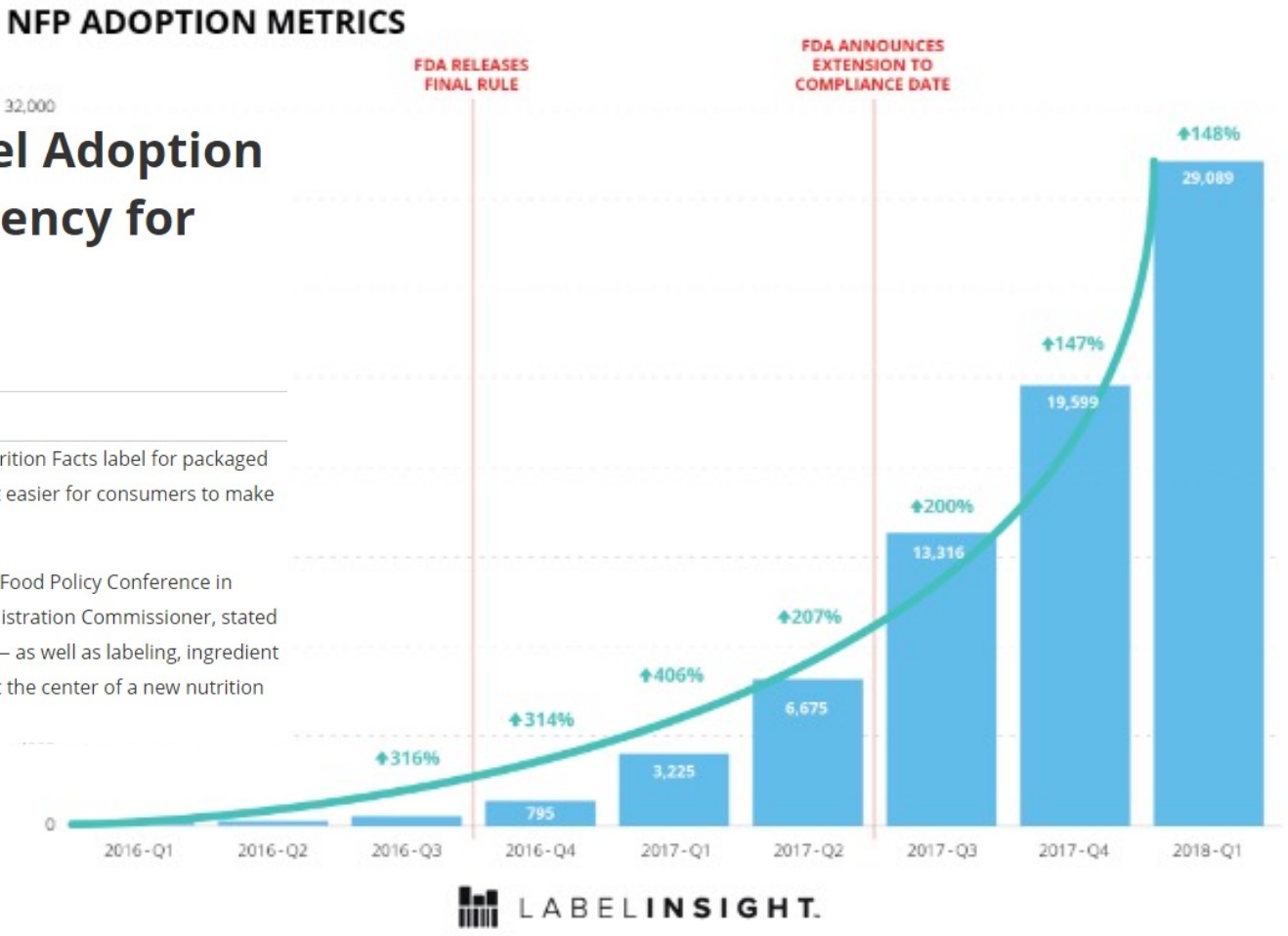
In May of 2016, the FDA announced the new Nutrition Facts label for packaged foods. The purpose of the new label is to make it easier for consumers to make better informed food and beverage choices.

During a recent keynote address at the National Food Policy Conference in Washington, D.C., Scott Gottlieb, the Drug Administration Commissioner, stated regulations dealing with consumer information — as well as labeling, ingredient and standard of identification initiatives — are at the center of a new nutrition innovation strategy.



Source: LabelInsight Blog Post April 5, 2018: https://blog.labelinsight.com/growing-new-label-adoption-provides-transparency-for-consumers


MILK CHOCOLATE
PER 2 PIECE SERVING
130 CALORIES
5g SAT FAT
20mg SODIUM
Nutrition Facts
4 servings per container
Serving size 2 pieces (26g)
Calories per serving 130
Amount/Serving % Daily Value*
Total Fat 8g 10%
Saturated Fat 5g 25%
Trans Fat 0g
Cholesterol 5mg 2%
Sodium 20mg 1%
Amount/Serving % Daily Value*
Total Carbohydrate 15g 6%
Dietary Fiber <1g 2%
Total Sugars 14g
Includes 12g Added Sugars 25%
Protein 2g
Vitamin D 0mcg 0%
Iron 1mg 6%
Calcium 51mg 4%
Potassium 95mg 2%


Serving size 1 pack (71g)
Amount per serving
Calories 310
% Daily Value*
Total Fat 17g 22%
Saturated Fat 3.5g 18%
Trans Fat 0g
Cholesterol 5mg 2%
Sodium 150mg 7%
Total Carbohydrate 39g 14%
Dietary Fiber 2g 7%
Total Sugars 25g
Includes 24g Added Sugars 48%
Protein 3g
Vitamin D 0mcg 0%
Calcium 0mg 0%
Iron 2.5mg 15%
Potassium 160mg 4%


3 PIZZAS


Nutrition Facts
18 servings per container
Serving size 1/6 pizza (140g)
Amount per serving
Calories 330
% Daily Value*
Total Fat 12g 15%
Saturated Fat 5g 25%
Trans Fat 0g
Cholesterol 30mg 10%
Sodium 700mg 30%
Total Carbohydrate 42g 15%
Dietary Fiber 2g 7%
Total Sugars 4g
Includes 3g Added Sugars 6%
Protein 13g
Vitamin D 1.0mcg 4%
Calcium 183mg 15%
Iron 3.0mg 15%
Potassium 272mg 6%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Scan here for more food information
Nutrition Facts
About 3 servings per container
Serving size 2/3 cup (127g)
Amount per serving
Calories 320
% Daily Value*
Total Fat 21g 27%
Saturated Fat 13g 65%
Trans Fat 0.5g
Cholesterol 105mg 35%
Sodium 75mg 3%
Total Carbohydrate 28g 10%
Total Sugars 28g
Includes 21g Added Sugars 42%
Protein 5g
Calcium 174mg 15% • Potassium 283mg 4%
Not a significant source of dietary fiber, vitamin D, and iron.
INGREDIENTS: SKIM MILK, SUGAR, EGG YOLKS, LOCUST GUM, VANILLA EXTR GUAR GUM, GROUN VANILLA BEANS.
CONTAINS: MILK, EGGS.
MAY CONTAIN: WHEAT, SOY, PEANUTS, TREE NUTS (PECANS, HAZELNUTS, ALMONDS, PISTACHIOS, COCONUTS, WALNUTS, CASHEWS).


ochips
RIDGES
cheddar &
sour crea
never fried
always real
Nutrition Facts
5 servings per container
Serving size 1oz (28g/18 chips)
Amount per serving
Calories 120
% Daily Value*
Total Fat 5g 6%
Saturated Fat 1g 5%
Trans Fat 0g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 3.5g
Cholesterol 0mg 0%
Sodium 190mg 8%
Total Carbohydrate 20g 7%
Dietary Fiber 0g 0%
Total Sugars 1g
Includes <1g Added Sugars <1%
Protein 2g
Vitamin D 0mcg 0%
Calcium 27mg 2%
Iron 0mg 0%
Potassium 215mg 4%
*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.


No Artificial Colors or Flavors
No Preservatives
DO NOT CONSUME RAW COOKIE DOUGH
Nutrition Facts
24 servings per container
Serving size 1 Cookie (19g)
Amount per serving
Calories 80
% Daily Value*
Total Fat 3g 4%
Saturated Fat 1g 5%
Trans Fat 0g
Polyunsaturated Fat 0g
Monounsaturated Fat 1g
Cholesterol <5mg 2%
Sodium 70mg 3%
Total Carbohydrate 12g 4%
Dietary Fiber 0g 0%
Total Sugars 6g
Includes 6g Added Sugars 12%
Protein <1g
Vitamin D 0mcg 0%
Calcium 0mg 0%
Iron 0.4mg 2%
Potassium 10mg 0%
*The % Daily Value 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.

Helpful Resources

- Changes to the Nutrition Facts label:

  https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm

- Examples of Different Label Formats:

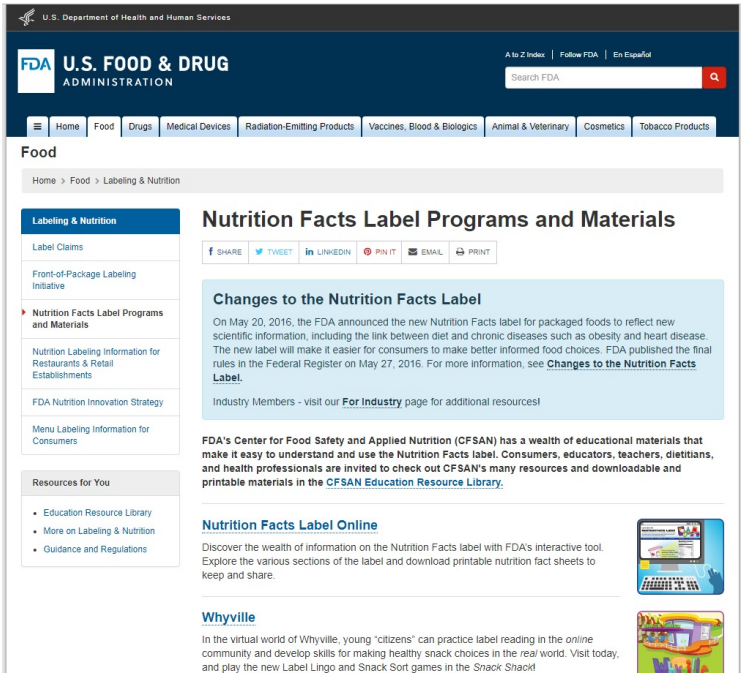
  https://www.fda.gov/downloads/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/UCM511964.pdf

- Nutrition Facts Label Programs and Materials:

  https://www.fda.gov/Food/LabelingNutrition/ucm20026097.htm

- Link to 1-pager: New and Improved Nutrition Facts Label – Key Changes:

  https://www.fda.gov/downloads/Food/LabelingNutrition/UCM511646.pdf



Helpful Resources, Cont'd

Note! Many Currently Being Updated

- Food Safety and Nutrition Resources for Healthcare Professionals, including **CME Video** on the original Nutrition Facts label created in partnership with the American Medical Association (will be updated):

  https://www.fda.gov/Food/ResourcesForYou/HealthCareProfessionals/default.htm

- Education Resource Library (order publications): https://epublication.fda.gov/epub/

- Science and Our Food Supply: Free Curricula
  - Middle School: https://www.fda.gov/downloads/Food/FoodScienceResearch/ToolsMaterials/UCM483350.pdf
  - High School: https://www.fda.gov/downloads/Food/FoodScienceResearch/ToolsMaterials/UCM586423.pdf

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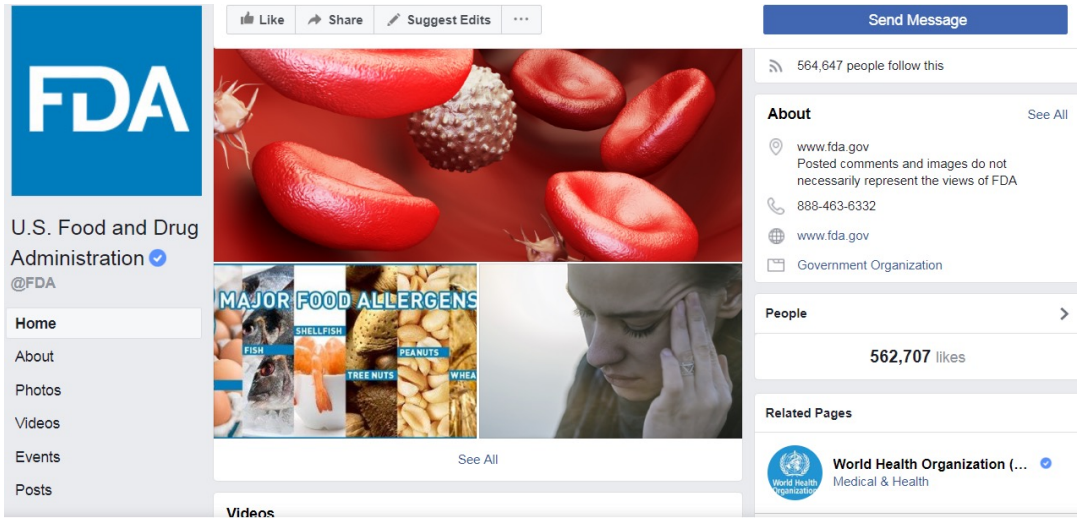

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QUESTIONS?


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SCARCE RESOURCES
MENU LABELING
FOOD ADDITIVES
ADMINISTRATIVE DETENTION
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SCIENTISTS
1 IN 6 PEOPLE BECOME SICK
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REGULATIONS
SUSPENSION
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ACRYLAMIDE
TRANS-FAT