

2015 NATIONAL COORDINATOR'S CONFERENCE

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)



HYATT REGENCY CRYSTAL CITY
2799 JEFFERSON DAVIS HWY, ARLINGTON, VA
MARCH 16-19, 2015



EFNEP
Expanded Food and Nutrition Education

Nutrition & Supplement Facts Label Proposed Rule

Crystal R. Rivers, MS

Nutrition Programs

Office of Nutrition, Labeling and Dietary Supplements
Center for Food Safety and Applied Nutrition



Nutrition Education and Labeling Act of 1990 (NLEA)

- Explicit authority for nutrition labeling
- Requires disclosure of certain nutrients
- Provides discretion to add or remove nutrients
- Provide information in context of total daily diet

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%	
* 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



Populations

- General U.S. population 4 years and older and those at risk of chronic disease
 - At risk: those overweight and obese (2/3 of adults), e.g.
 - Label not meant to advise individuals with chronic disease
- Pregnant and lactating women
 - Different daily values
- Young children (1-3 years)
- Infants (7-12 months)



Key Information Considered

- Consensus reports
 - IOM reports
 - Dietary Guidelines for Americans (2010)
- 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



Proposed Rules Issued

- **Revision of the Nutrition and Supplement Facts Label**
 - Proposes updates to label content (mandated nutrients, daily values)
 - Proposes changes to format
- **Serving Sizes, Dual-Column Labeling, Reference Amounts Customarily Consumed, Breath Mints**
 - Proposes revisions for serving size requirements based on updated consumption data
 - Proposes criteria for labeling certain package sizes



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
- Daily Values for subpopulations
- Record Keeping



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)



Caloric Value of Nutrients

- Dietary fiber
 - Retain zero kcal/g for insoluble fiber
 - *Change the caloric value of soluble fiber from 4 to 2 kcal/g*
- Sugar alcohols
 - *Isomalt (2.0 kcal/g), lactitol (2.0 kcal/g), xylitol (2.4 kcal/g), maltitol (2.1 kcal/g), sorbitol (2.6 kcal/g), hydrogenated starch hydrolysates (3.0 kcal/g), mannitol (1.6 kcal/g)*



General Factors Considered for Labeling of Non-statutory Nutrients

1) Quantitative intake recommendations for establishing DVs (DRIs or Dietary Guidelines for Americans)

AND

2) Public health significance

OR

Other Considerations (e.g. *trans* fat and added sugars)

Statutory nutrients - Total fat, saturated fat, cholesterol, sodium, total carbohydrate, sugars, dietary fiber, and total protein



Public Health Significance

- Well-established scientific evidence linking nutrient & chronic disease risk, a health-related condition, or physiological endpoint
- Nutrients for which the RDA* or AI* are based on chronic disease risk, a health-related condition, or physiological endpoint

*RDA= Recommended Dietary Allowance; AI = Adequate Intake



Public Health Significance (cont.)

- 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

- Currently calcium, iron, and vitamins A and C are required on the label
- Based on new analyses to assess nutrient adequacy and other factors
 - *Vitamins A and C no longer required*
 - *Vitamin D and Potassium would be required*
 - Calcium and Iron would continue to be required



Nutrients of Public Health Significance (cont.)

- *Also proposing that the absolute amounts for all vitamins and minerals 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.”
- 2010 DGA recommends reducing the intake of calories from solid fats and added sugars
 - For most people, no more than 5-15% of total calories from solid fats and added sugars can be reasonably consumed to meet nutrient needs within calorie limits.
 - Americans on average eat 16% of their total calories from 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 2010 DGAs
 - Identify products with added sugars
 - Compare products for amount of “added sugars”



Daily Values for Vitamins and Minerals

- Propose to continue using the RDA, when available, for setting a DV
- *Propose to use the AI for setting a DV*
- Propose to continue to use the population-coverage approach for setting the DV



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 *ug*
- *No DV for Added Sugar*



Units of Measure

- *Propose to no longer use International Units for vitamins A, D and E but rather $\mu\text{g}/\text{mg}$:*
 - *Vitamin A (μg RAE)*
 - *Vitamin D (μg)*
 - *Vitamin E (mg as α -tocopherol)*
- *Folate – Dietary Folate Equivalents (μg DFE)*



Current Dietary Fiber Requirements

- Currently no definition of dietary fiber
- Quantified using analytical methods
- Isolated and synthetic nondigestible carbohydrates without beneficial health effects
 - Can be added to foods and quantified as dietary fiber
- Isolated or synthetic nondigestible carbohydrates with beneficial health effects
 - Can be added to foods but not quantified using the current available analytical methods



Proposed Dietary Fiber Definition

1. *Non-digestible carbohydrates (NDCs) ($\geq 3^*$ 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.*

(IOM, 2001/2005)



Declaration of Dietary Fiber

- *Manufacturers would be required to provide evidence to FDA to demonstrate the physiological effects of isolated and synthetic non-digestible carbohydrates added to food that are beneficial to human health*
- *FDA would grant a 10.30 petition or authorize a health claim before they can be considered as "dietary fiber" for declaration on the Nutrition Facts label*



Declaration of Dietary Fiber (cont.)

- *Barley β -fiber that is added to foods would meet the definition of dietary fiber since it has been authorized for a health claim (21 CFR 101.81)*
- *We intend to issue guidance to industry on citizen petitions to demonstrate physiological effects that are beneficial to human health*



Nutrition Facts Labels for Subpopulations

- Proposed age groups changed from less than 2 years and 2 through 3 years to:
 - *7 through 12 months (older infants)*
 - *1 through 3 years (young children)*
- *DVs established for older infants, young children, pregnant/lactating women*



Record Keeping

- *Record keeping would be required for foods that contain:*
 - *both natural and added sugars*
 - *both folate and folic acid*
 - *both dietary fiber and added nondigestible carbohydrates that do not meet the definition of dietary fiber*
 - *both synthetic and natural vitamin E*



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%

* 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.

Major format changes

- *Increase prominence of calories*

Current

Proposed

Nutrition Facts

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Servings Per Container About 8

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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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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.

Major format changes

- Reverse order of “Serving Size” and “Servings Per Container” declarations

- Increase prominence of “__ servings per container”

Current

Proposed

Nutrition Facts

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

Nutrition Facts

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

Amount Per Serving

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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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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.

Major format changes

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

Current

Proposed

Nutrition Facts

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

Nutrition Facts

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

Amount Per Serving

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Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per 2/3 cup

Calories **230**

% DV*

12% **Total Fat** 8g

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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.

Major format changes

- Change “Amount Per Serving” to “Amount Per ___” with blank filled in with serving size

Current

Proposed

Nutrition Facts

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

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%**

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Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

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Vitamin C 8%

Calcium 20%

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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

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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.

Major format changes

- Remove declaration of "Calories from Fat"

Current

Proposed

Nutrition Facts

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

Nutrition Facts

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

Amount Per Serving

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Sugars 1g	
Protein 3g	
Vitamin A	10%
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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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5% **Saturated Fat** 1g

0% **Cholesterol** 0mg

7% **Sodium** 160mg

12% **Total Carbs** 37g

14% **Dietary Fiber** 4g

Sugars 1g

Added Sugars 0g

Protein 3g

Major format changes

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

Current

Proposed

Nutrition Facts

8 servings per container
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Nutrition Facts

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Servings Per Container About 8

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Dietary Fiber 4g **16%**

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Protein 3g

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Vitamin C 8%

Calcium 20%

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Nutrition Facts

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Amount per 2/3 cup

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% DV*

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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.

Major format changes

- *Declare “Added Sugars” as indented listing directly under listing for “Sugars”*

Current

Proposed

Nutrition Facts

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

Nutrition Facts

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

Amount Per Serving

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Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per 2/3 cup

Calories **230**

% DV*

12% **Total Fat** 8g

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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.

Major format changes

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

Current

Proposed

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.

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

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 1/4 cup dry mix
and per baked portion**

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

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

Nutrition Facts

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

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

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Cholesterol 0mg **0%**

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Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

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Nutrition Facts

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Amount per 2/3 cup

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7% **Sodium** 160mg

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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.

Major format changes

- *Modify the footnote*

Current

Proposed

To be determined

Nutrition Facts

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

Major format changes

- Require all nutrients not currently highlighted in bold/extra bold to be highlighted in semi-bold type

Nutrition Facts

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

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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

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

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

Major format changes

- Add a horizontal line directly beneath "Nutrition Facts" heading

Current

Proposed

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

Nutrition Facts

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

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

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

Major format changes

- Replace
“Total Carbohydrate”
with “Total Carbs”

Current

Proposed

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per 2/3 cup

Calories 230

% Daily Value*

QUICK FACTS:

12% Total Fat 8g

12% Total Carbs 37g

Sugars 1g

Protein 3g

AVOID TOO MUCH:

5% Saturated Fat 1g

Trans Fat 0g

0% Cholesterol 0mg

7% Sodium 160mg

Added Sugars 0g

GET ENOUGH:

14% Fiber 4g

10% Vitamin D 2mcg

20% Calcium 260mg

25% Iron 8mg

6% Potassium 235mg

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



Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Alternative format

- Headings
 - Quick Facts
 - Avoid Too Much
 - Get Enough
- Are categories for listing nutrients appropriate?
- Help or hinder consumer understanding?



- Proposed rules available:

www.regulations.gov

Docket numbers:

FDA-2012-N-1210

FDA-2004-N-0258

- Comment period ended August 1, 2014
- Currently reviewing/responding to comments
- <http://www.fda.gov/food/guidanceregulation/guidancedocumentsregulatoryinformation/labelingnutrition/ucm385663.htm>