



# The New Nutrition Facts Label

**Susan Mayne, Ph.D., Director**  
**Center for Food Safety and Applied Nutrition**  
**Food and Drug Administration**



# Why Update the Nutrition Facts Label?

- Reflects updated scientific information, including the link between diet, chronic diseases, and public health
- Updated serving sizes are needed to reflect changes in amounts of foods consumed
- Format draws attention to calories and serving sizes, two important elements in making healthier food choices



# Key Information Considered

- Scientific evidence, such as consensus reports
- Public comments
- Citizen petitions
- Survey data
- Findings from consumer studies



# Regulatory Process

- Two proposed rules issued in March 2014
- Supplemental proposed rule issued July 2015
- Two final rules are scheduled to be published May 27, 2016
  - Revision of the Nutrition and Supplement Facts Label
  - Updated Serving Sizes

## NEW LABEL / WHAT'S DIFFERENT

Servings:  
larger,  
bolder type

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 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  
updated

Calories:  
larger type

Updated  
daily  
values

New:  
added sugars

Change  
in nutrients  
required

Actual  
amounts  
declared

New  
footnote

# SIDE-BY-SIDE COMPARISON

## Original Label

<b>Nutrition Facts</b>	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
<b>Amount Per Serving</b>	
<b>Calories</b> 230	Calories from Fat 72
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 1g	
<b>Protein</b> 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

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
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<b>Total Carbohydrate</b> 37g	<b>13%</b>
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Total Sugars 12g	
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<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
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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.	

# Added Sugars

- FDA is requiring grams and % Daily Value for added sugars
- It is difficult to meet nutrient needs and calorie limits if consuming more than 10 percent of calories from added sugar
- Dietary patterns lower in sugar-sweetened foods and beverages are associated with a reduced risk of cardiovascular disease
- Design clarifies that added sugars are a subset of total sugars

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	14%
<b>Total Sugars</b> 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 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 Size Changes

What's considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

## CURRENT SERVING SIZE



## NEW SERVING SIZE





# Labeling Multi-Serving Packages

- Dual column labeling is required for some packages that can be consumed in one sitting or in multiple sittings
  - For packages that contain 200% and up to and including 300% of the standard serving size
  - A 3oz (90g) bag of chips would be labeled per serving and per package

<b>Nutrition Facts</b>				
2 servings per container				
<b>Serving size</b>		<b>1 cup (255g)</b>		
<b>Calories</b>	<b>Per serving</b>		<b>Per container</b>	
	<b>220</b>		<b>440</b>	
	<b>% DV*</b>		<b>% DV*</b>	
<b>Total Fat</b>	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
Trans Fat	0g		0g	
<b>Cholesterol</b>	15mg	5%	30mg	10%
<b>Sodium</b>	240mg	10%	480mg	21%
<b>Total Carb.</b>	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
<b>Protein</b>	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

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# Labeling Single-Serving Packages



For packages between one and two servings, calories and other nutrients must be declared for the entire package rather than per serving because people typically consume the package in one sitting.



# Other Updates

- Dietary fiber: FDA definition includes naturally occurring fibers and only fibers added to foods that show a physiological health benefit
- Fats
  - *Trans* fat remains on label; FDA’s final determination on partially hydrogenated oils does not impact naturally occurring *trans* fat
  - “Calories from fat” is no longer permitted; type of fat is more important than the amount



# Records Requirements and Compliance

- Manufacturers are required to make and keep records to verify the mandatory declaration of added sugars as well as for certain fibers, vitamin E, folic acid, and folate, for which analytical methods are not available.
- Final rule gives small businesses, defined as having less than \$10 million in annual sales, three years to comply. All other manufacturers will have two years to comply.



# For More Information

- Final Rules
- At a Glance Fact Sheet
- Frequently Asked Questions
- FDA Voice Blog
- Sample labels