



**FDA Public Meeting:
Use of the Term “Healthy” in the Labeling of Human Food Products
Facilitated Breakout Sessions Overview
March 9, 2017**

BO1: Healthy as a Nutrient-Based Claim

Session Overview: This session will discuss a definition of “healthy” based on quantitative levels of nutrients. Within this definition, the focus is on nutrients for which there are concerns regarding intake and risk of chronic disease. In this session, participants will also discuss whether other approaches could be considered.

Potential Discussion Questions:

- Should the modernized definition continue to be nutrient-based?
 - What are the merits of this type of approach?
 - What are the challenges or problems?
- On which nutrients and what levels should the definition be based?
- Are there nutrients or criteria such as calories for which intake is to be limited that would disqualify a product from the healthy definition? What levels should be considered?
- Should fortification be taken into account when determining whether or not a food is healthy or not? If so, how should fortification be taken into account?
- Should we include the concept of **nutrient density*** as part of updating the definition of healthy?
- Should the qualifying criteria for healthy be the same for all food categories or should the criteria be category specific (e.g., single foods vs. meals or main dishes)?

***Nutrient Dense**—A characteristic of foods and beverages that provide vitamins, minerals, and other substances that contribute to adequate nutrient intakes or may have positive health effects, with little or no solid fats and added sugars, refined starches, and sodium (from 2015-2020 Dietary Guidelines for Americans).

BO2: Healthy as a Food Group-Based Claim

Session Overview: This session will discuss a definition of “healthy” based on food groups and how healthy foods contribute to recommended diet patterns associated with health and wellness and a reduced risk of chronic disease. In this session, participants will also discuss whether other approaches could be considered.

Potential Discussion Questions:

- Should the new definition be based on food groups?
 - What are the merits of this type of approach?
 - What are the potential challenges or problems?
- Which food groups should be included and which should not? Why?
- What criteria should be used to define food groups and how much of a food group (e.g., fruit) should a product contain to contribute a meaningful amount towards building healthy diet patterns?
- Should foods or food ingredients from different food groups have specific nutrient profiles in order to qualify as “healthy”?
- How should fortification be taken into consideration when determining whether or not a food is healthy?
- Are there any disqualifying criteria or attributes that should be considered?
- Should the qualifying criteria for healthy be the same for all food categories or should the criteria be category specific?

BO3: Consumer Meaning and Understanding of the Term “Healthy”

Session Overview: This session will focus on the consumer’s perspective; how consumers actually think of and use the word “healthy” and how changing the definition of “healthy” for use on the food label could affect consumer behavior and public health. The discussion should focus on ideas, insights, and data on consumer attitudes, beliefs, and behavior towards the term “healthy”.

Potential Discussion Questions:

- What is the consumer’s understanding of the meaning of the term “healthy”?
- Would a change in the term “healthy” shift consumer behavior in terms of dietary choices?
- How does the term “healthy” in labeling of individual products affect consuming an overall healthy dietary pattern as suggested by the Dietary Guidelines for Americans?