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

New: added sugars

Change in nutrients required

Serving sizes updated

Calories: larger type

Updated daily values

Actual amounts declared

New footnote
# SIDE-BY-SIDE COMPARISON

## Original Label

### Nutrition Facts

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

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>230</td>
</tr>
<tr>
<td>Calories from Fat 72</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>8g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>1g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>160mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>37g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>4g</td>
</tr>
<tr>
<td>Sugars</td>
<td>1g</td>
</tr>
<tr>
<td>Protein</td>
<td>8g</td>
</tr>
</tbody>
</table>

- *Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

<table>
<thead>
<tr>
<th>Temperature</th>
<th>Calories</th>
<th>Fat</th>
<th>Saturated Fat</th>
<th>Trans Fat</th>
<th>Cholesterol</th>
<th>Sodium</th>
<th>Total Carbohydrate</th>
<th>Dietary Fiber</th>
<th>Sugars</th>
<th>Protein</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>2,000</td>
<td>65g</td>
<td>20g</td>
<td>0g</td>
<td>0mg</td>
<td>80g</td>
<td>300g</td>
<td>25g</td>
<td>45g</td>
<td>10%</td>
</tr>
<tr>
<td>2,500</td>
<td>2,500</td>
<td>80g</td>
<td>25g</td>
<td>0g</td>
<td>0mg</td>
<td>120g</td>
<td>800g</td>
<td>30g</td>
<td>90g</td>
<td>15%</td>
</tr>
</tbody>
</table>


## New Label

### Nutrition Facts

- **Servings Per Container**: 8 servings per container
- **Serving Size**: 2/3 cup (55g)

<table>
<thead>
<tr>
<th>Amount per serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>230</td>
</tr>
<tr>
<td>Total Fat</td>
<td>8g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>1g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>160mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>37g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>4g</td>
</tr>
<tr>
<td>Sugars</td>
<td>1g</td>
</tr>
<tr>
<td>Protein</td>
<td>3g</td>
</tr>
</tbody>
</table>

- 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
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

4 SERVINGS
1 PINT
200 CALORIES

NEW SERVING SIZE

3 SERVINGS
1 PINT
270 CALORIES
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
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