

03N-0076\_emc-000187

From: Schrimpf, Julie  
Sent: Thursday, May 20, 2004 2:24 PM  
To: Butler, Jennie C  
Cc: 'jerold.mande@yale.edu'; 'burkeyb@greenfieldbelser.com'  
Subject: FW: FDA's trans fat proposal

Jennie- would you please add this email and attached document as a comment to Docket No. 2003N-0076. Thanks, Julie

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Julie Schrimpf, PhD, RD  
FDA - Center for Food Safety and Applied Nutrition  
5100 Paint Branch Pkwy. HFS-830  
College Park, MD 20740  
301-436-2031 direct

-----Original Message-----

From: Jerold Mande [mailto:jerold.mande@yale.edu]  
Sent: Thursday, May 20, 2004 2:17 PM  
To: Schrimpf, Julie  
Subject: Re: FDA's trans fat proposal

Thank you for giving us the opportunity to comment. We designed the graphic format of the Nutrition Facts label that is currently on food packages. At the time, Jerold Mande worked in the FDA commissioner's office and oversaw the graphic design of the label. Burkey Belser was and still is president and creative director of Greenfield/Belser Ltd a leading Washington DC design firm.

Illustrations are attached to this comment.

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There are some dangers afoot in the labeling as shown in the July 11, 2003 Federal Register. Essentially, they can be summed up as the introduction of inconsistencies in the label as the format changes from larger to smaller formats. Nevertheless, let us try to address the concerns you've outlined in sequence starting with Trans Fat.

A couple of rules, however:

1. Do NOT introduce italics. It makes the nutrient seem particularly special and Trans Fat is no more special than Cholesterol.
2. Do NOT-especially in the Federal Register!-extend or condense Helvetica or add additional kerning to the words. At the very least, reduce the kerning. But never touch the natural width of Helvetica.

Trans Fat

If we read the Federal Register accurately, there is an attempt (or at least a proposal) to establish the %DV of Trans Fat. If established, the labeling problem disappears. If the %DV of Trans Fat is not established, the problem persists; therefore, we have broken the solution up into two phases: After %DV is established and before.

After %DV is established:

Treat that "nutrient" like any other by introducing a new line with the appropriate disclosure.

Before %DV is established:

Preliminary considerations:

\* There is a precedent for abbreviation in the smaller formats, although rarely-if ever-applied to the larger formats. For example, on a can of tuna, Saturated Fat is labeled as Sat. Fat' Carbohydrates are abbreviated as Carb.; and Cholesterol as Cholest. Therefore, we conclude, if consumers understand "Sat Fat" on a can of tuna, they will understand it on a box of cereal.

\* If it is intolerable not to explain the unknown %DV, then one set of solutions appears. If it is tolerable not to explain the unknown %DV, another set appears.

Solutions:

1. Abbreviate "Saturated Fat" to "Sat Fat" and combine on one line with or without an explanation.

a. Without an explanation, the %DV appears would follow the absolute measure of sat fat and trans fat; for example:

b. Introduce an explanation, such as "both =." we believe this will be confusing to the reader, more confusing that letting the issue pass unresolved as in "a."

2. Place, as you have in the Federal Register, the nutrients on separate lines and fess up to the fact that %DV is unknown. The particular advance of this approach is that is sets the stage for the format once the %DV IS known; for example:

|               |    |         |       |
|---------------|----|---------|-------|
| Saturated Fat | 2g | 10%     | 13%   |
| Trans Fat     | 1g | Unknown | _____ |

By the way, when the label is not in the table form (with rules and individual lines for each listing),

the problem is not acknowledged at all. For example:

"Total Fat 1 g (2%DV), Sat Fat 0.5g (3% DV), Trans Fat 0.5g"

completely ignores the problem you have outlined for the table form of the label. This is unacceptable. A more consistent solution would be:

"Total Fat 1 g (2%DV), Sat Fat 0.5g Trans Fat 0.5g (3% DV)." or

"Total Fat 1 g (2%DV), Sat Fat 0.5g and Trans Fat 0.5g (3% DV)."

As we have all acknowledged, this isn't easy. It may be that the simple introduction of "and" with your prior solution might solve the puzzle:

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Saturated Fat 2g and

10% 13%

Trans Fat 1g \_\_\_\_\_ (an email cannot format this properly but the PDF does)

Going back to my very first suggestion, we might combine them on one line with an "and" as follows:

"Sat Fat 2g and Trans Fat 1 g 10% 13%."

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but we would not separate each entry by a rule. This solution is so inelegant, however, that we hesitate to advance it before the FDA.

The revised treatment of Servings and Calories require much less thought.

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# Nutrition Facts

Serving Size 48 crackers (30g)

Servings Per Container about 5

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## Amount Per Serving

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**Calories** 130      Calories from Fat 130

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**% Daily Value\***

**Total Fat** 6g      **9%**

Sat. Fat 1.5g & Trans Fat 250mg      **8%**

**Cholesterol** less than 5mg      **1%**

**Sodium** 300mg      **12%**

**Total Carbohydrate** 19g      **6%**

Dietary Fiber 0g      **0%**

Sugars less than 1g

**Protein** 3g

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Vitamin A 0%      •      Vitamin C 0%

Calcium 10%      •      Iron 6%

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\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values 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     |

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