

Appendix II

Comparison of Nutritional Criteria for Several Food Labeling Systems

Nutrients	FDA's Definition of "Healthy" (per serving)	American Heart Association Certification System (per serving) (for products other than whole grains, meat, poultry, and seafood)	PepsiCo's Smart Spot (per serving)		Kraft Foods' Sensible Solution (Salted Snacks, Cookies and Crackers) (per serving)	General Mills Goodness Corner (selected icons) (per serving)
			Foods (except snacks)	Snacks		
Calories	No limit.	No limit.	No limit.	No limit.	≤100 calories (some exceptions apply).	Icon indicating number of calories may be posted on the package.
Fat	≤ 3 g.	≤ 3 g (5 g for meat, poultry, and seafood).	≤ 30% of calories.	≤ 35% of calories.	≤ 30% of calories (some exceptions apply).	≤ 3 g per serving or per 50 g if serving size is 30 g or less.
Saturated Fat	≤ 1 g.	≤ 1 g (2 g for meat, poultry, and seafood).	≤ 1 g.	≤ 1 g.	≤ 10% of calories from saturated fat plus trans fat.	≤ 1 g and ≤ 15% of calories.
Trans Fat	No limit.	No limit (except 0.5 g for whole grains).	< 0.5 g.	< 0.5 g.	≤ 10% of calories from saturated fat plus trans fat.	No icon.
Cholesterol	≤ 60 mg.	≤ 20 mg. (95 mg for meat, poultry, and seafood).	≤ 60 mg.	≤ 60 mg.	No limit.	≤ 20 mg per serving or per 50 g if serving size is 30 g or less. Must also contain ≤ 2g of saturated fat.
Added Sugars	No limit.	No limit.	≤ 25% of calories from added sugar unless the product contains ≥ 10% DV of fiber.	≤ 25% of calories from added sugar unless the product contains ≥ 10% DV of fiber.	≤ 25% of calories.	Icon indicating number of grams of sugars may be posted on the package.
Sodium	≤ 360 mg/480 mg, depending on food.	≤ 480 mg.	≤ 480 mg.	≤ 270 mg.	≤ 290 mg.	No icon.

Must contain:	At least 10% of the Daily Value of: protein, vitamins A and C, calcium, iron, or fiber. Except raw vegetables; frozen or canned single ingredient fruits or vegetables; enriched cereal-grain products that conform to standard of identity. (Fortified foods do not qualify).	At least 10% of the Daily Value of naturally occurring: protein, vitamins A and C, calcium, iron, or dietary fiber. (Fortified foods do not qualify).	At least 10% of the Daily Value of: protein, vitamins A and C, calcium, iron, or dietary fiber. (Requirement may be achieved through fortification.)	No requirement.	At least 10% of the Daily Value of: protein, vitamins A, C, and E, calcium, magnesium, potassium, iron, or fiber or contains at least a half-serving of fruit, vegetable or a nutritionally significant amount of whole grain or has a functional nutrition benefit. (It is unclear whether requirement can be achieved through fortification).	No requirement.
Alternative Criteria	AND food must comply with established definition and declaration requirements for any specified nutrient content claim.	None.	OR delivers a functional benefit via natural or fortified ingredients proven to be effective; OR is reduced in calories, fat, sugar, or sodium by at least 25% compared to base product or other appropriate reference product.	OR delivers a functional benefit via natural or fortified ingredients proven to be effective; OR is reduced in calories, fat, sugar, or sodium by at least 25% compared to base product or other appropriate reference product.	OR must be free of or low in calories, fat, saturated fat, sugar or sodium; OR must have 25% less of one of these in comparison to the base product or an appropriate reference product; AND must be reviewed by Nutrition Department.	Good source of fiber: contains ≤ 2.5 g or $\geq 10\%$ of the Daily Value. Excellent source of fiber: contains ≥ 5 g or $\geq 20\%$ of the Daily Value. Good source of calcium or iron: contains $\geq 10\%$ of the Daily Value. Excellent source of calcium, or iron: contains $\geq 20\%$ of the Daily Value. Vitamins and minerals: contains $\geq 10\%$ of the Daily Value of the number of vitamins and minerals

						<p>indicated on the icon.</p> <p>Good source of whole grain: contains ≥ 8 g.</p> <p>Excellent source of whole grain: contains ≥ 16 g.</p>
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