

American Dietetic Association

FDA Public Hearing on Food Labeling
Use of Symbols to Communicate Nutrition Information

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ADA public policy priority areas

Aging

Child Nutrition

Food and food safety

Health literacy and nutrition advancement

Medical Nutrition Therapy and Medicare/Medicaid

Nutrition Monitoring and research

Obesity/overweight/healthy weight management



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Who is the ADA?

- Largest professional association of food and nutrition professionals in the world
- Founded in 1917
- Total membership of 67,000
 - 50 state, DC, Puerto Rico & international affiliates
- Headquarters in Chicago
 - DC office - ADA's policy work

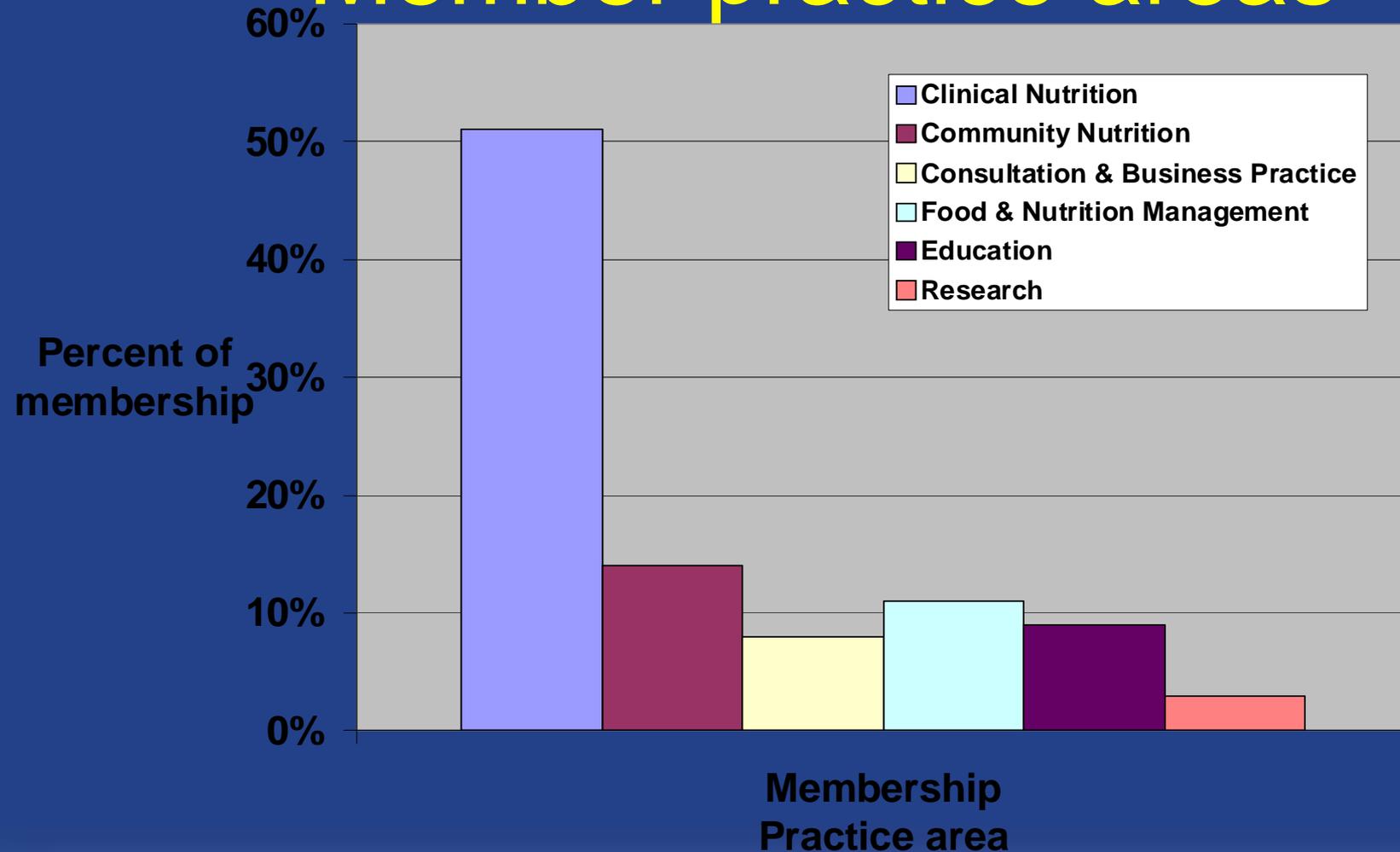


Who are ADA's 67,000 Members?

- Majority are registered dietitians (RD)
- >50% have graduate degrees
 - 1500 with doctoral or professional degrees
- Members also include:
 - Nutritionists who are not RDs
 - Dietetic technicians, registered (DTR)
 - Students
 - Honorary members



Member practice areas



ADA's reputation: Reliance on sound science

- Strong RD Representation on Dietary Guidelines Advisory Panels
- Centers for Medicare & Medicaid Services -- Members on Medicare Coverage Advisory Committee
- Agency for Healthcare Research and Quality --Technical Expert Panels, Evidence-based Center Technical Reports/Analyses
- National Academies of Science -- National Research Council and Institute of Medicine, Food and Nutrition Board and study committee members
- Department of Agriculture -- Advisory Board memberships – nutrition, research, education, Task Force on School Environments
- *Journal of the American Dietetic Association*
- Global leader in evidence-based practice—Evidence Analysis Library



Evidence Analysis Library usage worldwide

Users from 120+ different countries



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ADA members also translate the science

- IOM Evaluation of Coverage of Nutrition Services for the Medicare Population
- US Preventive Services Task Force
- HHS MOI on Dissemination of Dietary Guidelines
- ADA Nutrition Trends Research
- ADA Foundation Research on Childhood Obesity
- Wellpoint Partnership: *If Your Child is Overweight...*



ADA supports FDA efforts

- ADA has been using a set of defined principles to inform its positions on labeling proposals.
 - FDA
 - ATTTB
 - USDA
 - FTC



ADA's Labeling Principles*

1. Label claims should be clear and understandable to consumers
2. The label must be truthful and not misleading
3. Content on the label should help consumers make informed decisions to build a healthy diet
4. Label content should have consistent type and format so products can be read and consumers can make product comparisons

*Source: ADA letter to FDA, Jan 17, 2006, Docket #2005N-0413, *Assessing Consumer Perceptions of Health Claims*



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ADA's Labeling Principles*

5. All claims should include labeling of accurate quantitative information about the dietary substance, including
 - % of Daily Values in a single serving of the product, when known, or
 - the daily dietary intake necessary to achieve the claimed effect
6. Consumer research is imperative before making changes to the label
7. The label is only a source of information. Sustained support for educational programs and individual counseling by registered dietitians are essential



Key Points for FDA to Consider

- Label claims should be clear and understandable to consumers
- Content on the label should help consumers make informed decisions to build a healthy diet
- Consumer research is imperative before making changes to the label
- The label is only a source of information. Sustained support for educational programs and individual counseling by registered dietitians are essential



Labeling should help Americans
make informed decisions
to build a better diet



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