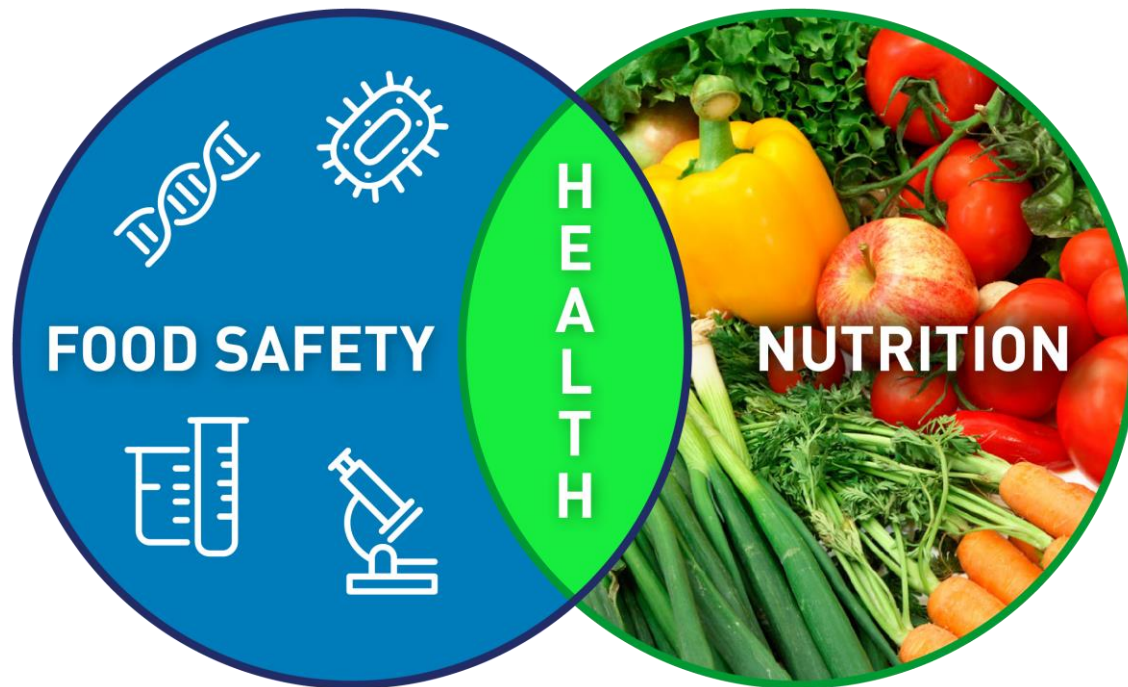




FDA Nutrition Initiatives

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Food Safety, Nutrition, and Health



Dietary Guidelines and Food Safety

- Many of the foods we encourage Americans to consume for the prevention of chronic diseases are high-risk foods from a food safety point of view
- E.g., vegetables/fruits/nuts, herbs/spices
 - Many ready-to-eat, large proportion imported
 - Dairy/cheese
- FDA augments its usual inspection and compliance work by doing innovative regulatory science to PREVENT outbreaks and SOLVE them earlier

Current Eating Patterns in the United States

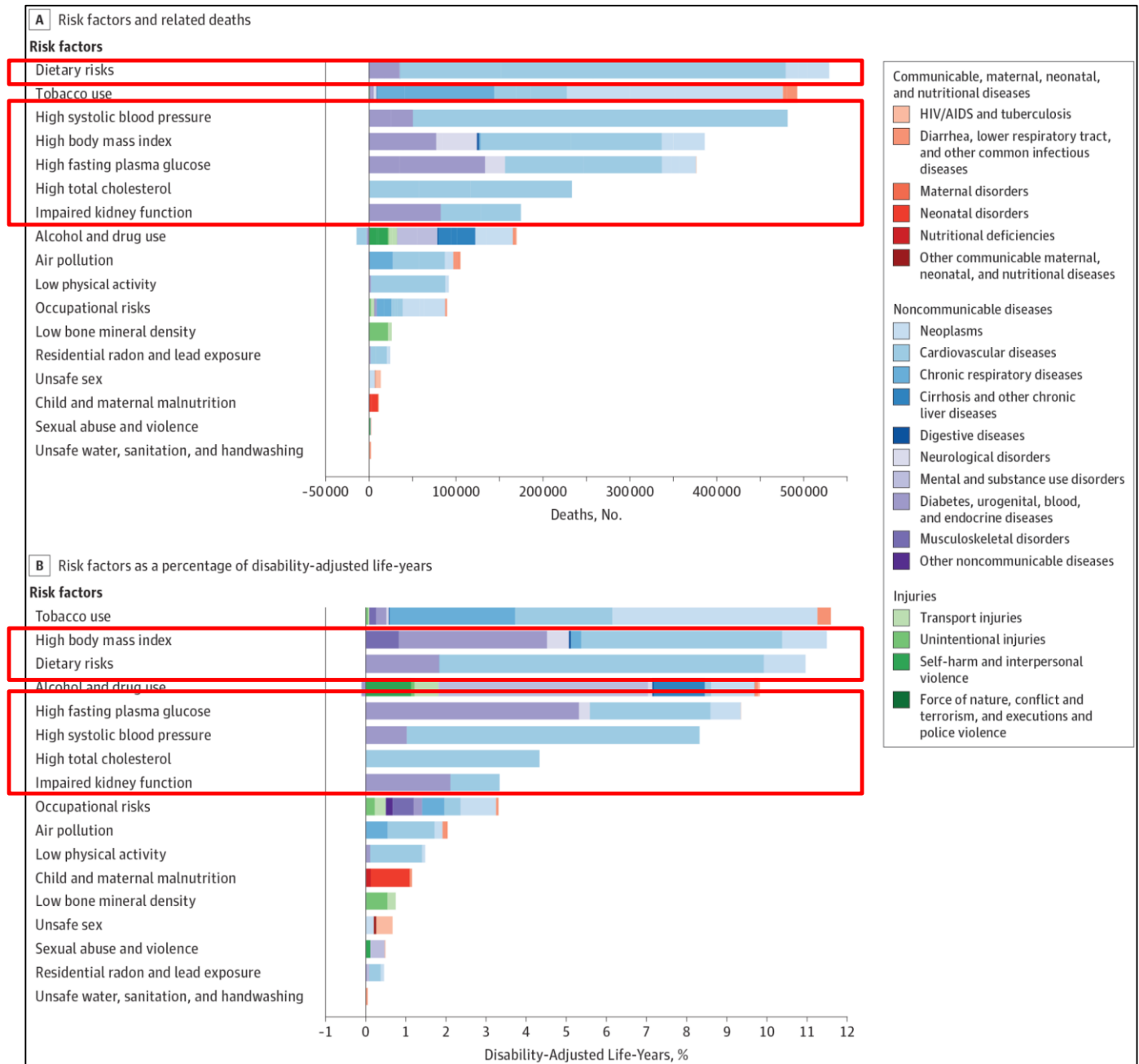
Percent of the U.S. Population Ages 1 Year and Older Who Are Below, At, or Above Each Dietary Goal or Limit



Note: The center (0) line is the goal or limit. For most, those represented by the orange sections of the bars, shifting toward the center line will improve their eating pattern.

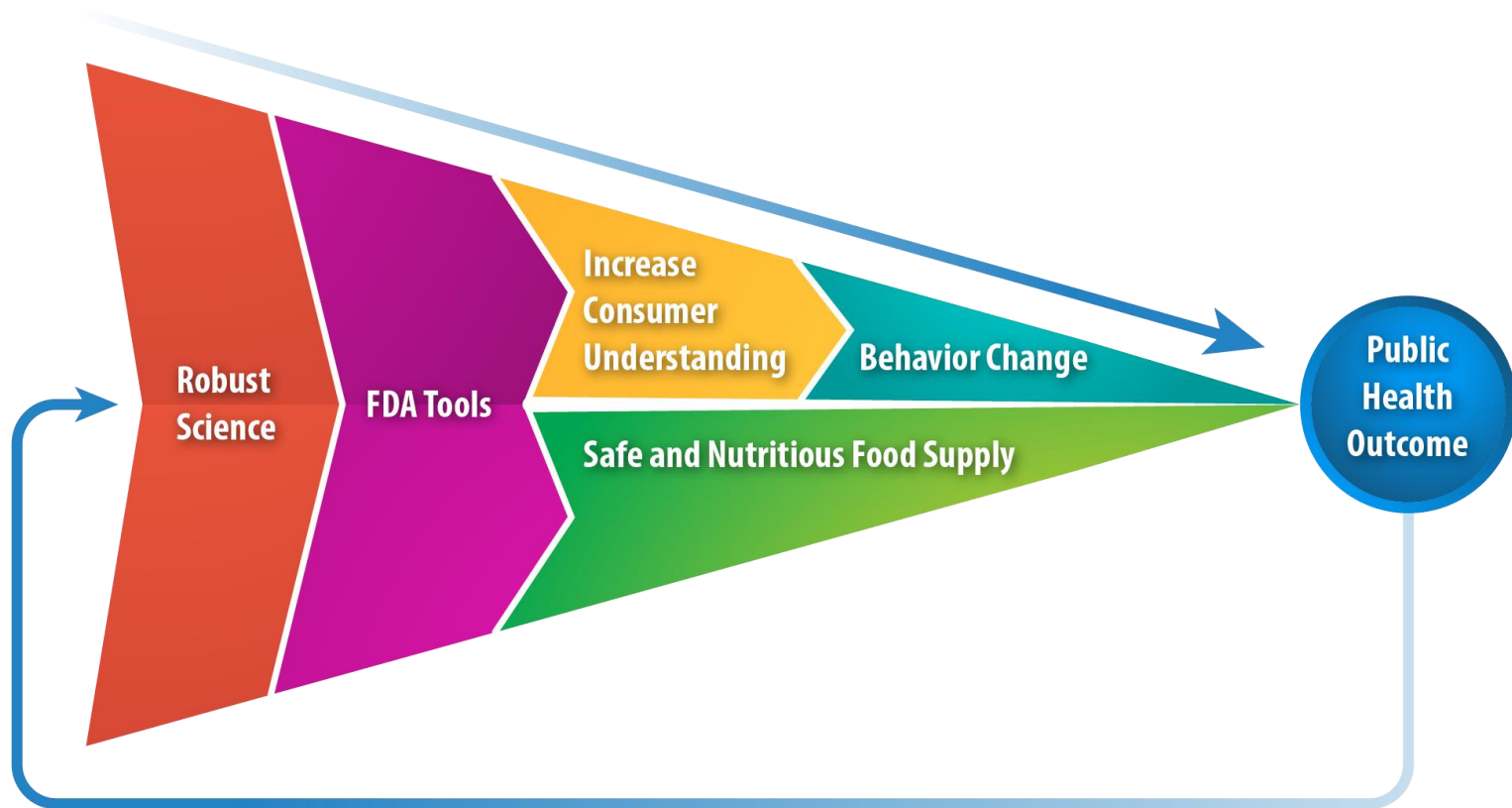
Data Source: What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intakes and limits.

Number of Deaths and Percentage of Disability-Adjusted Life-Years Related to the 17 Leading Risk Factors in the United States, 2016



Source:
The State of US Health, 1990-2016 Burden of Diseases, Injuries, and Risk Factors Among US States *JAMA*. 2018;319(14):1444-1472.
 doi:10.1001/jama.2018.0158

Conceptual Framework FDA & Nutrition



FDA's Nutrition Innovation Strategy

Goal: Reduce the burden of chronic disease through improved nutrition

- Empower consumers with information
- Facilitate industry innovation toward healthier foods that consumers are seeking

Key Elements

- Modernizing claims
- Modernizing Standards of Identity
- Reducing sodium
- Implementing menu labeling and the nutrition facts label
- Consumer Education



NIS Progress

- Public Meeting - July 2018
- Nutrition Facts Label Implementation
 - Final guidance on definition of “dietary fiber” (June 2018)
 - Final guidance and Q & A related to compliance date, added sugars, declaration of vitamins and minerals, and format (November 2018)
 - Draft guidance on single serving containers and dual column labeling (November 2018)
 - Draft guidance on declaration of allulose (April 2019)
- Menu Labeling
 - Published final supplemental guidance for industry (September 2018)
 - Published two education fact sheets for industry (May 2019)
 - Launched online education module for industry, consumers, and others (Dec 2018)
 - Published consumer education materials on website and promoted via social media (March - May 2019)
- Modernize Ingredient Lists
 - Published draft guidance on use of “potassium chloride salt” as an alternative to “potassium chloride” on product labels (May 2019)
- Modernize Standards of Identity
 - Issued Request for Information on the labeling of plant-based products using dairy terms in labeling (9/28/18)
 - Issued Request for Information on the labeling of plant-based products using dairy terms in labeling (9/28/18)

Modernizing Claims

- Product claims
 - quick signals about nutritional benefits
 - can encourage reformulation to improve healthy qualities
- The “healthy” claim revisited
- How to depict “healthy” on the package for consumers
- FDA is interested in claims for products that offer food groups for which American diets typically fall short of recommendations (e.g., whole grains, low-fat dairy, fruits and vegetables, healthy oils)

“Healthy”



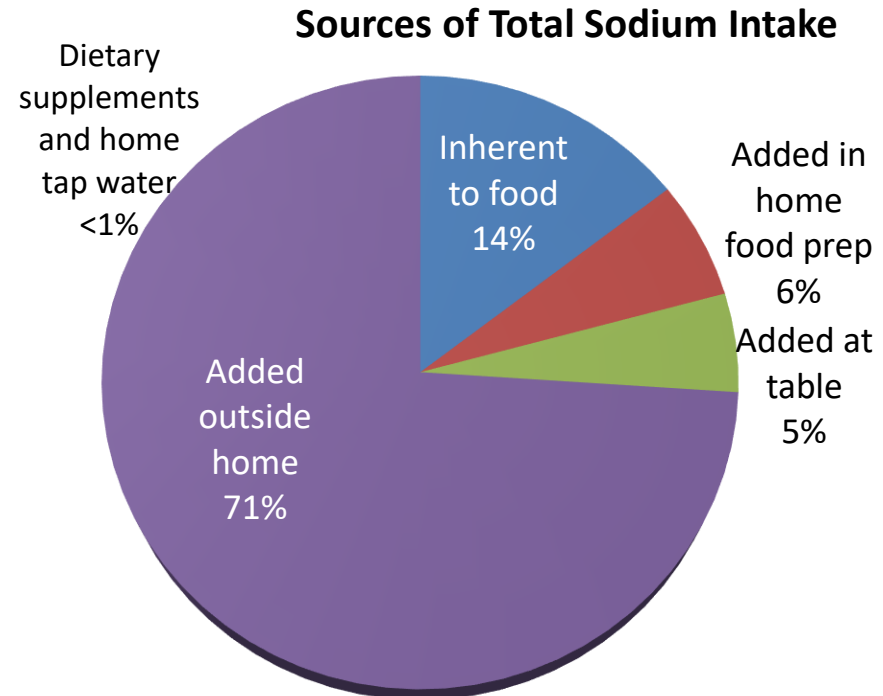
- Updating the nutrient content claim “Healthy”
 - Current definition is not reflective of current science
 - Updated criteria will likely focus on current Dietary Guidelines for Americans which focus on a food group based approach
 - FDA has signaled that we plan to publish a proposed rule this year.
- FDA is exploring and conducting consumer research around depicting “Healthy” through an icon on the front of package.
 - Icon may help consumers can easily find “healthy” on the label

Modernizing Standards of Identity

- Standards of identity (SOIs) establish requirements related to the content and production of certain food products.
- FDA is taking a fresh look at existing SOIs in light of marketing trends and the latest nutritional science.
- The goal is to maintain the basic nature and nutritional integrity of products while allowing industry flexibility for innovation to produce more healthful foods.

Voluntary Sodium Reduction: Why are Targets Needed?

- Most sodium comes from that added to processed and restaurant foods
- It is difficult to meet recommended sodium intake with current food supply
- Overall sodium content of the food supply remains high, despite industry efforts
- Variability in sodium across similar foods in the food supply shows that reductions are possible



Harnack et al., Circulation 2017

Overview of FDA Approach

- Draft, voluntary guidance on sodium reduction targets published in 2016
 - Gradual approach
 - Targets for 150 categories of food
 - Applies to food manufacturers, restaurants and food service operations
- Current activities
 - Planning to finalize short-term sodium reduction targets
 - May 2019: Issued draft guidance for alternative name for potassium chloride in food labeling; comment period open until September 17 2019



Implementing the Nutrition Facts Label

- Compliance Date: Jan 1, 2020 for manufacturers with annual food sales at or above \$10 million. Jan 1, 2021 for all others
- FDA issued guidance documents on issues such as dietary fiber, and serving size declarations
- Many manufacturers have already started using the new labels
- FDA has announced the launch of a major educational campaign surrounding the new nutrition information consumers will be seeing in the marketplace

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%
<small>* 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.</small>	

NEW LABEL / WHAT'S DIFFERENT

Servings:
larger,
bolder type

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories 230

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 160mg 7%

Total Carbohydrate 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* 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.

Serving sizes
updated

Calories:
larger type

Updated
daily
values

Actual
amounts
declared

New
footnote

New:
added sugars

Change
in nutrients
required

The New and Improved Nutrition Facts Label – Key Changes



The U.S. Food and Drug Administration has finalized a new Nutrition Facts label for packaged foods that will make it easier for you to make informed food choices that support a healthy diet. The updated label has a fresh new design and reflects current scientific information, including the link between diet and chronic diseases.

1. Servings

The number of “servings per container” and the “Serving Size” declaration have increased and are now in larger and/or bolder type. Serving sizes have been updated to reflect what people actually eat and drink today. For example, the serving size for ice cream was previously 1/2 cup and now is 2/3 cup.

There are also new requirements for certain size packages, such as those that are between one and two servings or are larger than a single serving but could be consumed in one or multiple sittings.

2. Calories

“Calories” is now larger and bolder.

3. Fats

“Calories from Fat” has been removed because research shows the type of fat consumed is more important than the amount.

4. Added Sugars

“Added Sugars” in grams and as a percent Daily Value (%DV) is now required on the label. Added sugars includes sugars that are either added during the processing of foods, or are packaged as such (e.g., a bag of table sugar), and also includes sugars from syrups and honey, and

Current Label

Nutrition Facts		
Serving Size 2/3 cup (55g)		
Servings Per Container About 8		
Amount Per Serving		
Calories 230	Calories from Fat 72	
	% Daily Value*	
Total Fat 8g		12%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 160mg		7%
Total Carbohydrate 37g		12%
Dietary Fiber 4g		16%
Sugars 12g		
Protein 3g		
Vitamin A		10%
Vitamin C		8%
Calcium		20%
Iron		45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value 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

New Label

Nutrition Facts		
8 servings per container		
Serving size 2/3 cup (55g)		
Amount per serving		
Calories		230
	% Daily Value*	
Total Fat 8g		10%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 160mg		7%
Total Carbohydrate 37g		13%
Dietary Fiber 4g		14%
Total Sugars 12g		
Includes 10g Added Sugars		20%
Protein 3g		
Vitamin D 2mcg		10%
Calcium 200mg		15%
Iron 8mg		45%
Potassium 235mg		6%
* 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.		

sugars from concentrated fruit or vegetable juices. Scientific data shows that it is difficult to meet nutrient needs while staying within calorie limits if you consume more than 10 percent of your total daily calories from added sugar.

5. Nutrients

The lists of nutrients that are required or permitted on the label have been updated. Vitamin D and potassium are now required on the label because Americans do not always get the recommended amounts. Vitamins A and C are no longer required since deficiencies of these vitamins are rare today. The actual amount (in milligrams or micrograms) in addition to the %DV must be listed for vitamin D, calcium, iron, and potassium.

The daily values for nutrients have also been updated based on newer scientific evidence. The daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the %DV.

6. Footnote

The footnote at the bottom of the label has changed to better explain the meaning of %DV. The %DV helps you understand the nutrition information in the context of a total daily diet.

Transitioning to the New Label

Manufacturers still have time to begin using the new and improved Nutrition Facts label, so you will see both label versions for a while. However, the new label is already starting to appear on products nationwide.

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



NEW SERVING SIZE



Labeling Single-Serving Packages



Calories and other nutrients must be declared for the entire package rather than per serving because people typically consume the package in one sitting.

Dual Column Labeling

- Required on packages that can be consumed in one or multiple sittings
- Nutrition information presented per serving and per package
- For packages that contain 200% and up to and including 300% of the RACC (Reference Amount Customarily Consumed)
 - A 3 oz (90 g) bag of chips would be labeled per serving [1oz (30 g)] and per package [90 g]

Nutrition Facts			
2 servings per container			
Serving size		1 cup (255g)	
	Per serving	Per container	
Calories	220	440	
	% DV*	% DV*	
Total Fat	5g 6%	10g	13%
Saturated Fat	2g 10%	4g	20%
<i>Trans</i> Fat	0g	0g	
Cholesterol	15mg 5%	30mg	10%
Sodium	240mg 10%	480mg	21%
Total Carb.	35g 13%	70g	25%
Dietary Fiber	6g 21%	12g	43%
Total Sugars	7g	14g	
Incl. Added Sugars	4g 8%	8g	16%
Protein	9g	18g	
Vitamin D	5mcg 25%	10mcg	50%
Calcium	200mg 15%	400mg	30%
Iron	1mg 6%	2mg	10%
Potassium	470mg 10%	940mg	20%

* 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.

Implementing the Nutrition Facts Label: Guidance Documents for Industry

- Nutrition and Supplement Facts Labels Questions and Answers Related to the Compliance Date, Added Sugars, and Declaration of Quantitative Amounts of Vitamins and Minerals
- *Draft*: Serving Sizes of Foods That Can Reasonably Be Consumed At One Eating Occasion, Reference Amounts Customarily Consumed, Serving Size-Related Issues, Dual-Column Labeling, and Miscellaneous Topics
- The Declaration of Certain Isolated or Synthetic Non-Digestible Carbohydrates as Dietary Fiber on Nutrition and Supplement Facts Labels
- Scientific Evaluation of the Evidence on the Beneficial Physiological Effects of Isolated or Synthetic Non-Digestible carbohydrates Submitted as a Citizen Petition
- Declaration of Added Sugars on Honey, Maple Syrup, and Certain Cranberry Products
- Reference Amounts Customarily Consumed: List of Products for Each Product Category
- Small Entity Compliance Guide for Serving Size Final Rule
- FDA's Policy on Declaring Small Amounts of Nutrients and Dietary Ingredients on Nutrition Labels

Consumer Education Campaign

- FDA is working on a **consumer nutrition education campaign** to raise **awareness** and **understanding** of Menu labeling and the updated Nutrition Facts label.
- Priority educational topics include:
 - Calories
 - Serving size
 - Percent Daily Value (%DV)
 - Added Sugars, including in the context of the entire label (and the importance of reading the entire label generally)

Other Nutrition Education Resources

www.fda.gov/nutritioneducation

Including:

- New Nutrition Facts label materials
- *Read the Label* – Resources for tweens, parents and health educators
- *Science and Our Food Supply* – Free curricula for Middle and High School Teachers
- *Nutrition Facts Label Continuing Medical Education Program* – Resources for healthcare professionals

And more!

For educational materials on the Nutrition Facts label and other nutrition topics and to subscribe to the ***CFSAN News for Educators eNewsletter***

The screenshot displays the FDA's website for nutrition education resources. The header includes the FDA logo and navigation links for Home, Food, Drugs, Medical Devices, Radiation-Emitting Products, Vaccines, Blood & Biologics, Animal & Veterinary, Cosmetics, and Tobacco Products. The main content area is titled "Nutrition Education Resources and Materials" and features several key sections:

- Labeling & Nutrition**: A sidebar menu with links to Label Claims, Front-of-Package Labeling Initiative, Nutrition Education Resources and Materials (highlighted), Nutrition Labeling Information for Restaurants & Retail Establishments, FDA Nutrition Innovation Strategy, and Calories on the Menu.
- CFSAN Education Resource Library**: A section highlighting the Center for Food Safety and Applied Nutrition's library of materials, including downloadable and printable resources on nutrition, food safety, and cosmetics.
- Changes to the Nutrition Facts Label**: A section detailing the new Nutrition Facts label for packaged foods, announced on May 20, 2016, and explaining the transition period for manufacturers.
- Learn about the New Nutrition Facts Label**: A list of links to various resources, including "Nutrition Facts Label Reboot: A Tale of Two Labels", "New and Improved Nutrition Facts Label", "The New Nutrition Facts Label - Key Changes", "Nutrition Facts Label and MyPlate Tips for Eating Healthier", "Nutrition Facts Label Images for Download", "Read the Label Youth Outreach Resources", and "Sodium: Look at the Label".

Read the Label

Resources for children, families, and community leaders

Updated with the New Nutrition Facts label:

- Infographic
- Tips for Kids
- Tips for Parents
- Family Activity
- Word Search Activity
- Community Educator's Outreach Manual
- Leaders Guide
- Training Guide



Implementing Menu Labeling

- May 7, 2018: Menu labeling compliance date; FDA released final guidance that provides flexibility on how covered establishments can provide calorie information in ways that meet various business models.
- The new measures, for the first time, create a national and uniform standard for the disclosure of calorie information on menus at chain restaurants and other retail establishments



What is Required

- Disclose calorie information on menus and menu boards for standard menu items
- Disclose calorie information on signs adjacent to foods on display and self-service foods that are standard menu items
- Post a succinct statement concerning suggested daily caloric intake
- Provide written nutrition information for standard menu items upon consumer request
- Post on menus and menu boards statement that written information is available upon request

Menu Labeling – Additional Nutrition Information

- A statement is required on menus and menu boards declaring “additional nutrition information available upon request.”
- The following written nutrition information is required to be available to consumers upon their request:

Total calories	Sodium
Total fat	Total carbohydrates
Saturated fat	Fiber
<i>Trans</i> fat	Sugars
Cholesterol	Protein

- The statement regarding the availability of the additional written nutrition information must be posted prominently and in a clear and conspicuous manner.

Conclusion

- Consumers want healthier options.
- America's food industry is ripe for innovation.
- Food producers want to develop healthy options and make claims about these attributes.
- FDA supports these innovations.
- Science-based regulations and transparent labels will make it easier for consumers to understand the impact that day-to-day food choices have on their long-term health. They also make it practical for producers to compete on these features.

