FDA U.S. FOOD & DRUG ADMINISTRATION
CENTER FOR FOOD SAFETY & APPLIED NUTRITION

The Updated Nutrition Facts Label:
Information for Health Educators

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Center for Food Safety and Applied Nutrition
Food and Drug Administration
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Agenda

- FDA Food Responsibilities
- The Updated Nutrition Facts Label
- Materials and Resources
- Staying in touch with FDA

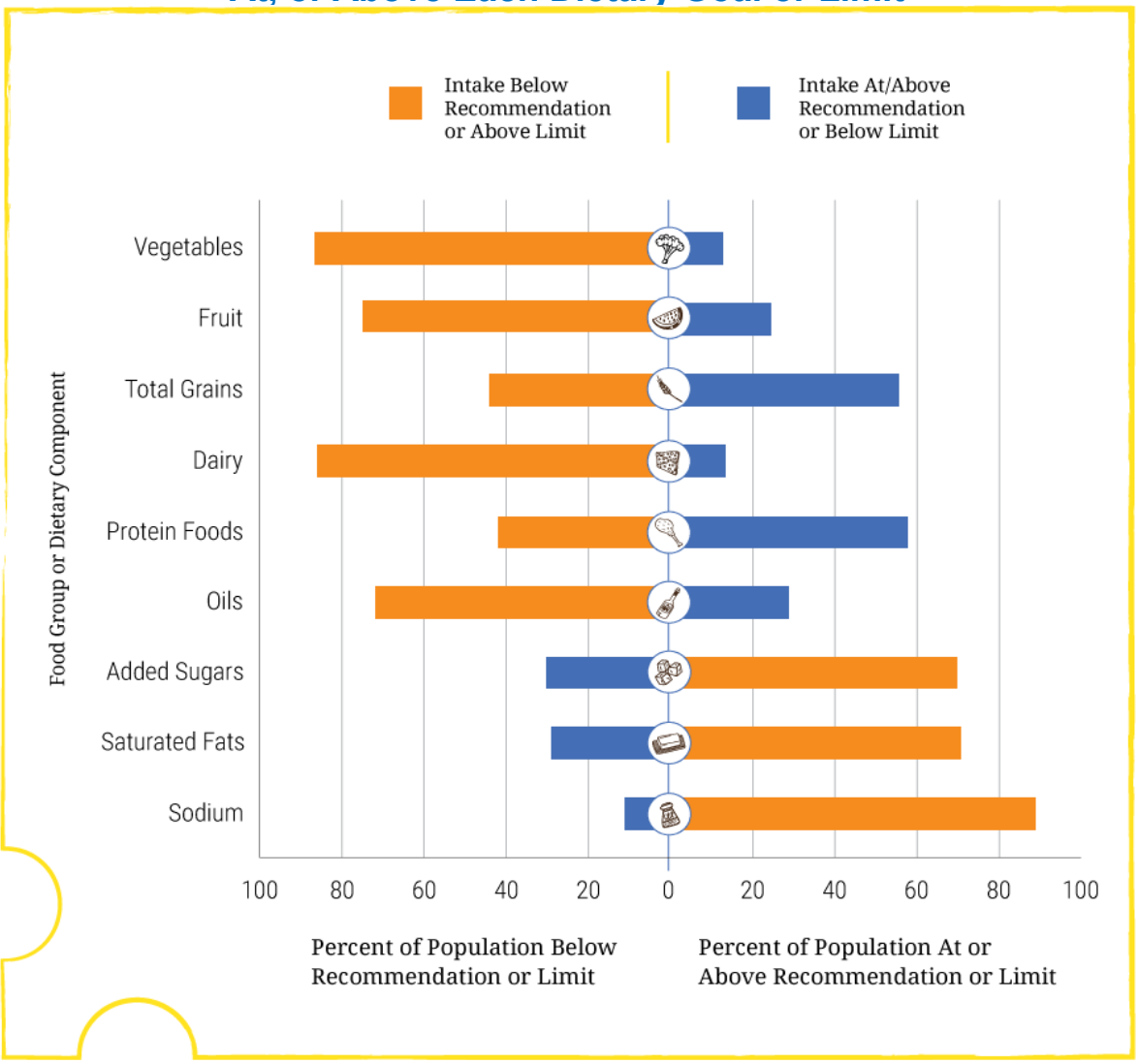
FDA Food Responsibilities

- 20¢ of every consumer dollar in the United States is spent on FDA-regulated products
- FDA regulates safety & labeling of ~75% of all food consumed in the United States
  - Ensures that consumers are provided with accurate and useful information in food labeling
  - Encourages food product reformulation to create healthier products
- Close collaboration with CDC, NIH, USDA, and other federal partners

of food supply regulated by FDA

Current Eating Patterns in the United States

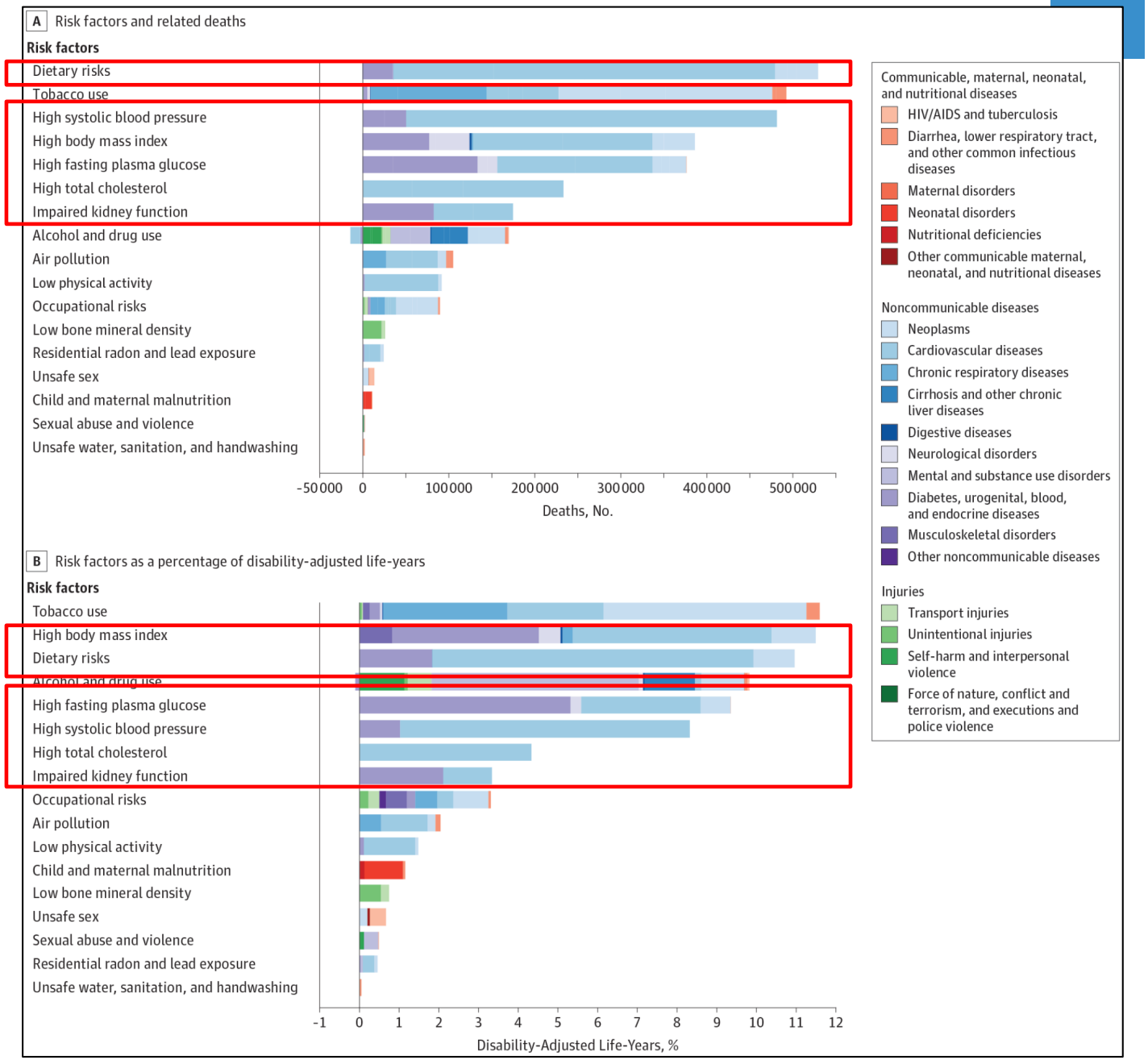
Percent of the U.S. Population Ages 1 Year and Older Who Are Below, At, or Above Each Dietary Goal or Limit



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.

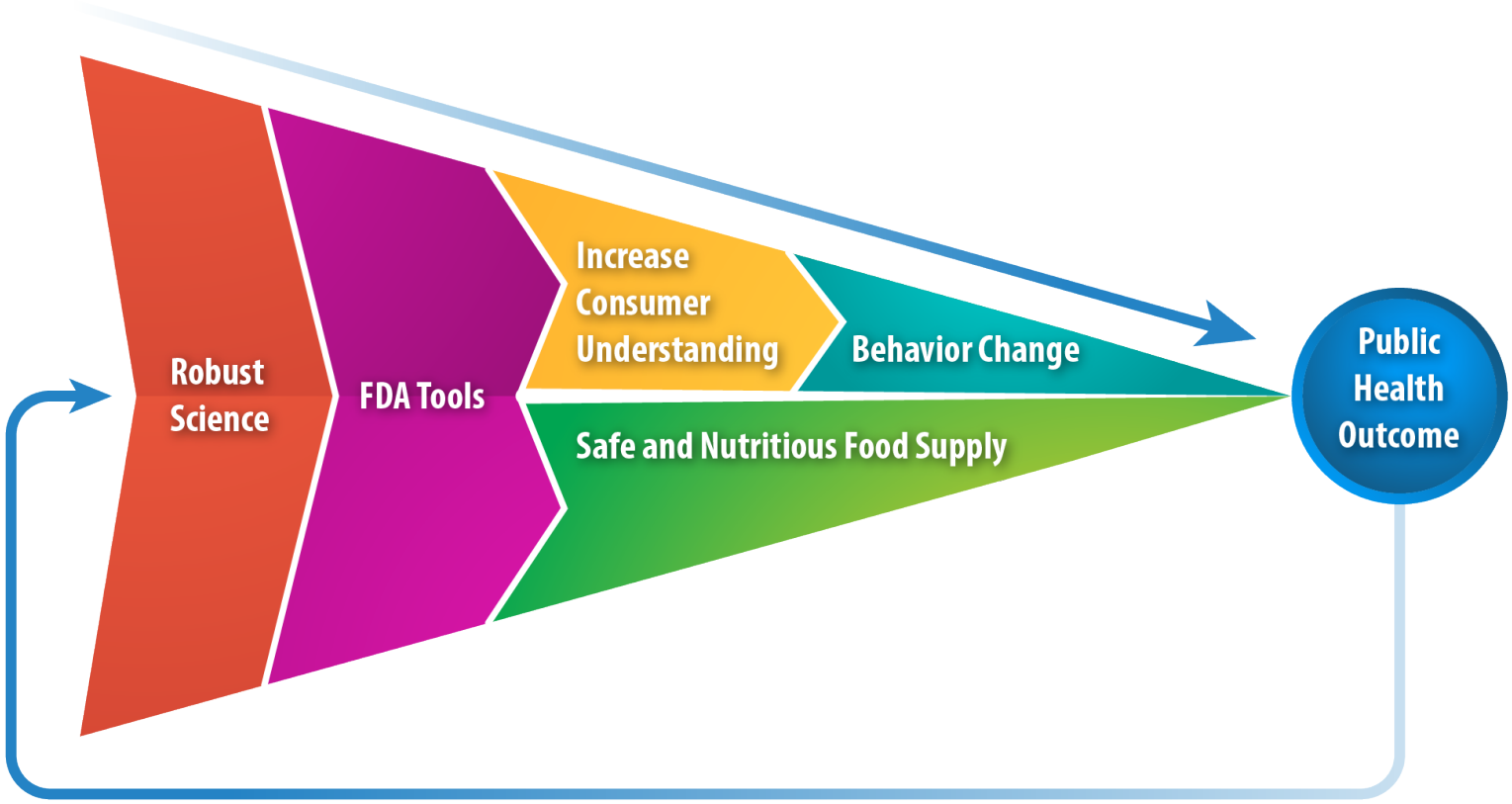
Data Source: What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intakes and limits.

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

https://www.fda.gov/food/labelingnutrition/ucm602651.htm

The Nutrition Facts Label

Key Dates

- 1990: Nutrition Labeling and Education Act passed (PL 101-535)
- 1993: Nutrition Facts label required on packaged foods
- 2006: *Trans* fats declaration required
- 2014: Proposed rule to update the Nutrition Facts label
- 2016: Final rule to update the Nutrition Facts label

Compliance Dates for the Updated Label:

- **January 1, 2020** for manufacturers with $10 million or more in annual food sales.
- **January 1, 2021** for manufacturers with less than $10 million in annual food sales.

SIDE-BY-SIDE COMPARISON

Original 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 1g	
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 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.

NEW LABEL / WHAT'S DIFFERENT

Calories and Serving Sizes

- Updated to focus attention on information that is important for addressing current public health problems like obesity
- Increased the type size of “Calories,” “servings per container,” and the “Serving size” declaration
- Reversed the order of “Serving size” and “servings per container”
- Bold the “Calories” and the “Serving size” declaration

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%**
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* 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.

Dietary Fiber

- Definition for declared dietary fiber in the updated Nutrition Facts rule:
  - Fiber that is intact and intrinsic to plants is automatically included in our new fiber definition
  - Isolated or synthetic fiber must have a beneficial physiological effect to human health (e.g. improved laxation, lower cholesterol levels)

- The new definition of dietary fiber aligns with the 2005 recommendations from the National Academies of Science, Engineering, and Medicine (formerly known as the Institute of Medicine)

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%**
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Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

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Added Sugars

- Changed “Sugars” to “Total Sugars”
- Added “Includes” to help clarify that “added sugars” is a subcomponent of “total sugars”
- Removed part of the hairline between “total sugars” and “added sugars”
- Added sugars includes sugars that are either added during processing of foods, or are packaged as such, and includes:

- syrups
- brown sugar
- high fructose corn syrup
- invert sugar
- maltose
- trehalose
- honey
- molasses
- sucrose
- lactose
- maltose sugar
- concentrated fruit juice*

*Sugars from concentrated fruit or vegetable juices in excess of what would be expected from 100 percent fruit or vegetable juice. Excludes fruit or vegetable juice concentrated from 100 percent fruit juice that is sold to consumers (e.g., frozen concentrated orange juice).

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%**
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Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	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.

Added Sugars Cont'd

Labels on foods/beverages with added sugars will list:

- Number of grams of Total Sugars
- Number of grams of Added Sugars
- Percent Daily Value for Added Sugars

Exception!

Packages and containers of single-ingredient sugars and syrups will list:

- Number of grams of Total Sugars
- Percent Daily Value for Added Sugars
- May include footnote with information on grams and %DV for Added Sugars (Enforcement Discretion Date: July 1, 2021)

Example Label on Food/Beverage with Added Sugars

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 240mg	6%

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Example Single-Ingredient Sugar or Syrup

Nutrition Facts

16 servings per container

Serving size **1 Tbsp. (21g)**

Amount per serving

Calories **60**

	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 0mg	**0%**
Total Carbohydrate 17g	**6%**
Dietary Fiber 0g	**0%**
Total Sugars 17g	
	34%†
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

* 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.

† One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars.

Updated Daily Values

- Using most recent science
- Changes in DVs may make the %Daily Value look different
- Continue to use the population-coverage approach for Vitamins and Minerals
  - Total Fat: 65 ➡78 g
  - Total Carbohydrate: 300 ➡275 g
  - Dietary Fiber: 25 ➡ 28 g
  - Sodium: 2,400 ➡ 2,300 mg
  - Potassium: 3,500➡ 4,700 mg
  - Calcium: 1,000 ➡1,300 mg
  - Vitamin D: 400 IUs (10 mcg)➡ 20 mcg

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 240mg	6%

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Updated Units of Measure

Nutrient	Original Daily Value /Units of Measure	Updated Daily Value/Units of Measure
Folate	400 mcg	400 mcg DFE
Niacin*	20 mg	16 mg NE
Vitamin A	5000 IU	900 mcg RAE
Vitamin D*	400 IU	20 mcg
Vitamin E	30 IU	15 mg α-tocopherol

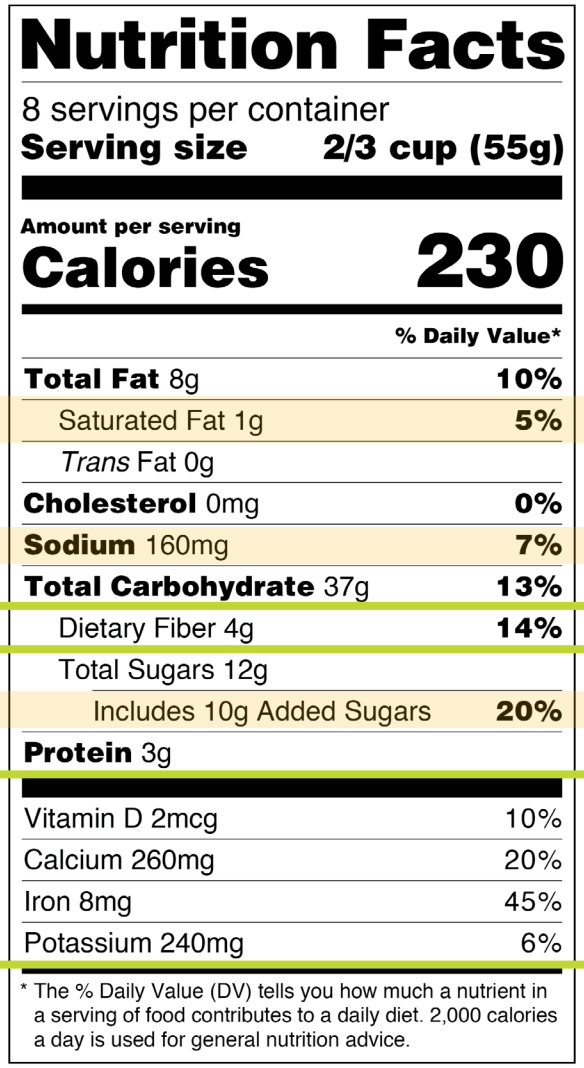
Units of Measure Key

mg = milligrams
mcg = micrograms
mg NE = milligrams of niacin equivalents
mcg DFE = micrograms of dietary folate equivalents
mcg RAE = micrograms of retinol activity equivalents
IU = international units
mg α-tocopherol = milligrams of alpha-tocopherol
*Daily Value also changed

5/20 % Daily Value Guideline

More often choose foods that are **low (5%DV or less)** in these nutrients

- Saturated Fat
- Sodium
- Added Sugars



More often choose foods that are **high (20%DV or more)** in these nutrients

- Dietary Fiber
- Vitamin D
- Calcium
- Iron
- Potassium

Nutrients of Public Health Significance

- Original Label includes: Vitamin A, Vitamin C, Calcium and Iron
- New Label includes: Vitamin D, Calcium, Iron and Potassium
  - Vitamins A and C are no longer mandatory on the label, but can be declared voluntarily
- Vitamin D and Potassium are now mandatory on the label
- Calcium and Iron remain on the label
- In addition to % Daily Value, the label now includes absolute amounts for nutrients of public health significance

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	
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Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

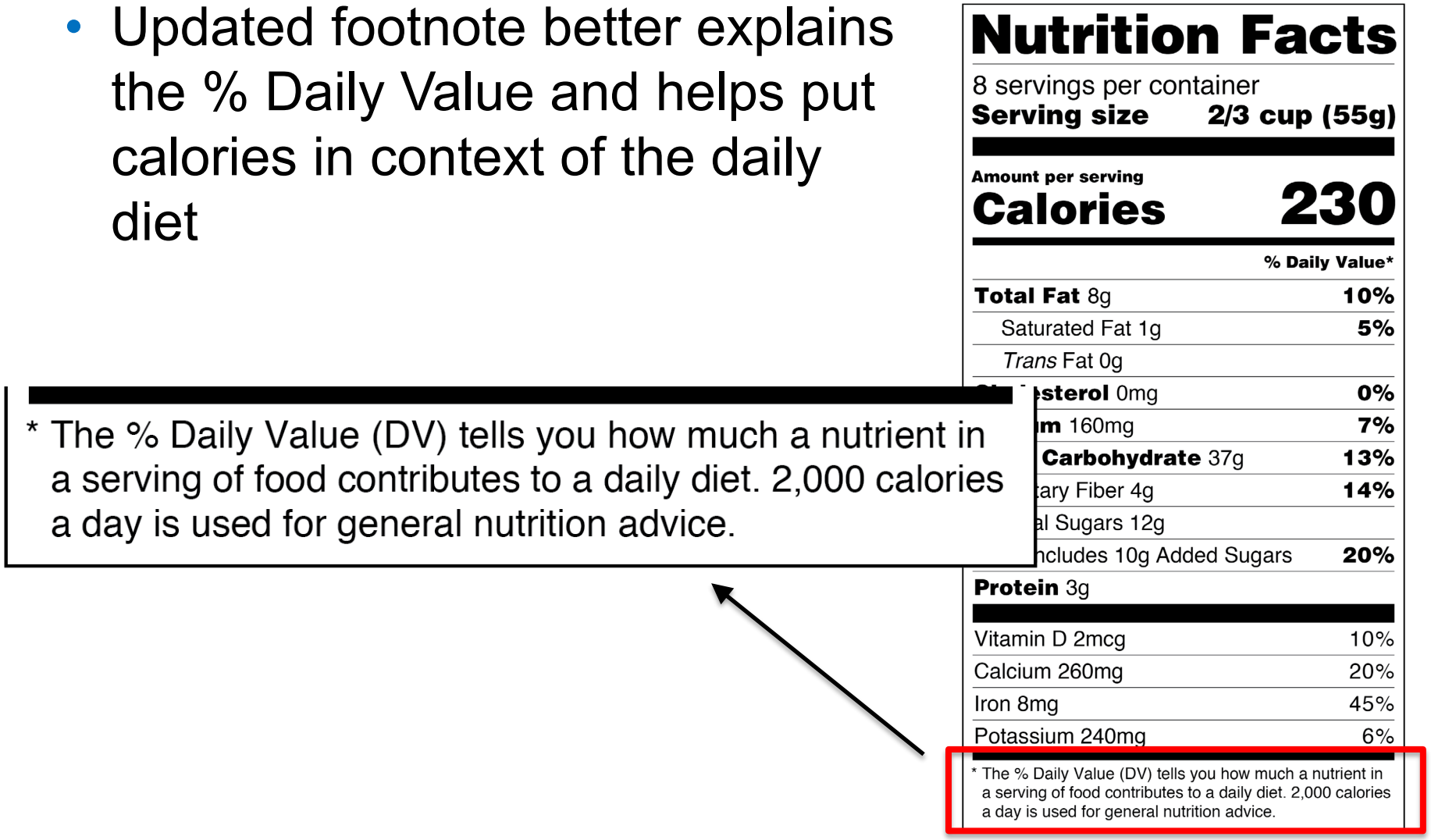
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Additional Nutrient Change: Calories from Fat

FDA

Updated Footnote

- Updated footnote better explains the % Daily Value and helps put calories in context of the daily diet

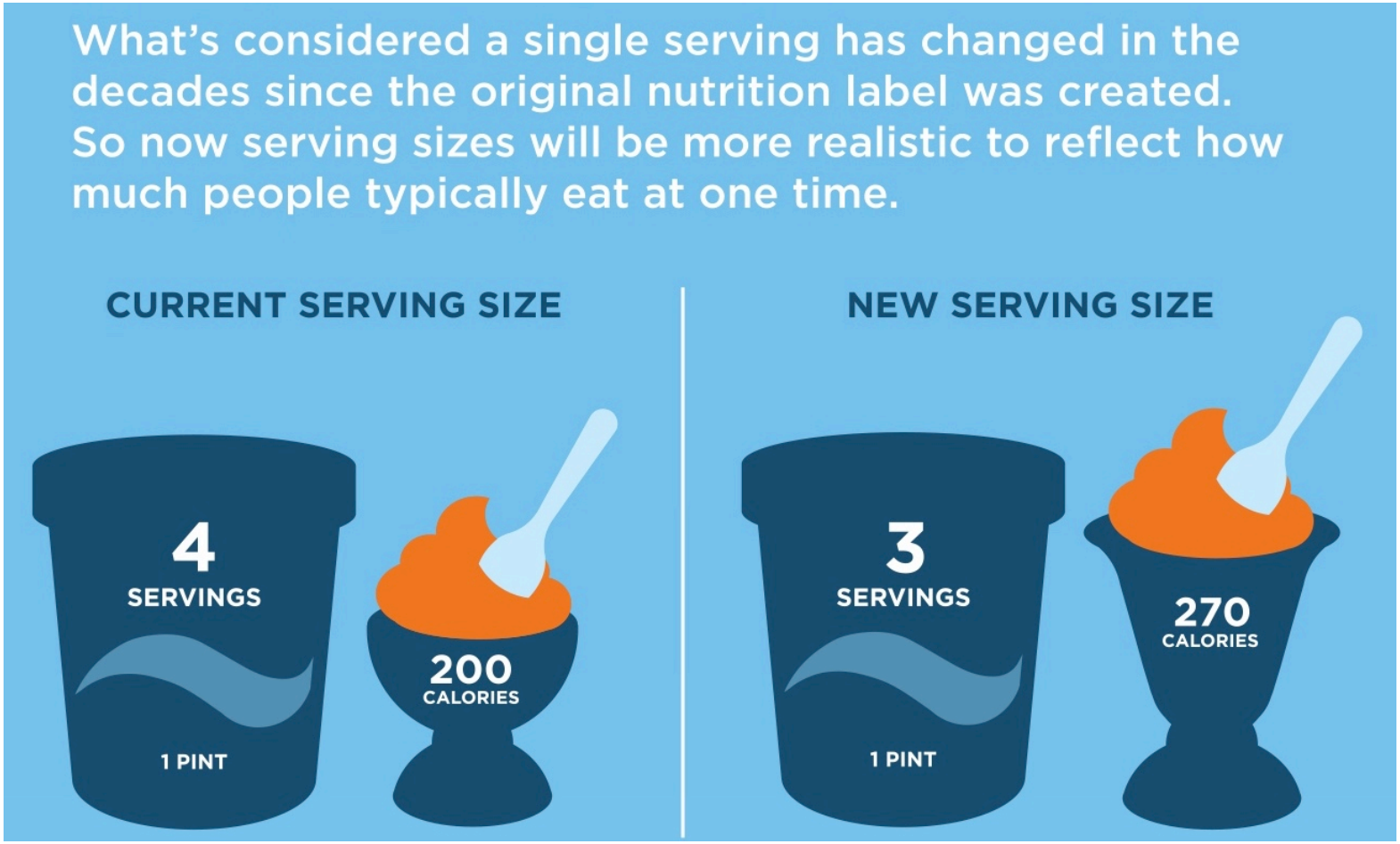


Serving Sizes

- Per the Nutrition Labeling and Education Act, serving sizes are calculated based on the Reference Amounts Customarily Consumed (RACCs) and are required on the Nutrition Facts label

- Approximately 30 out of 158 RACCs changed, e.g.
  - Carbonated beverages from 8 ounces to 12 ounces
  - Yogurt from 8 ounces to 6 ounces

Serving Size Changes

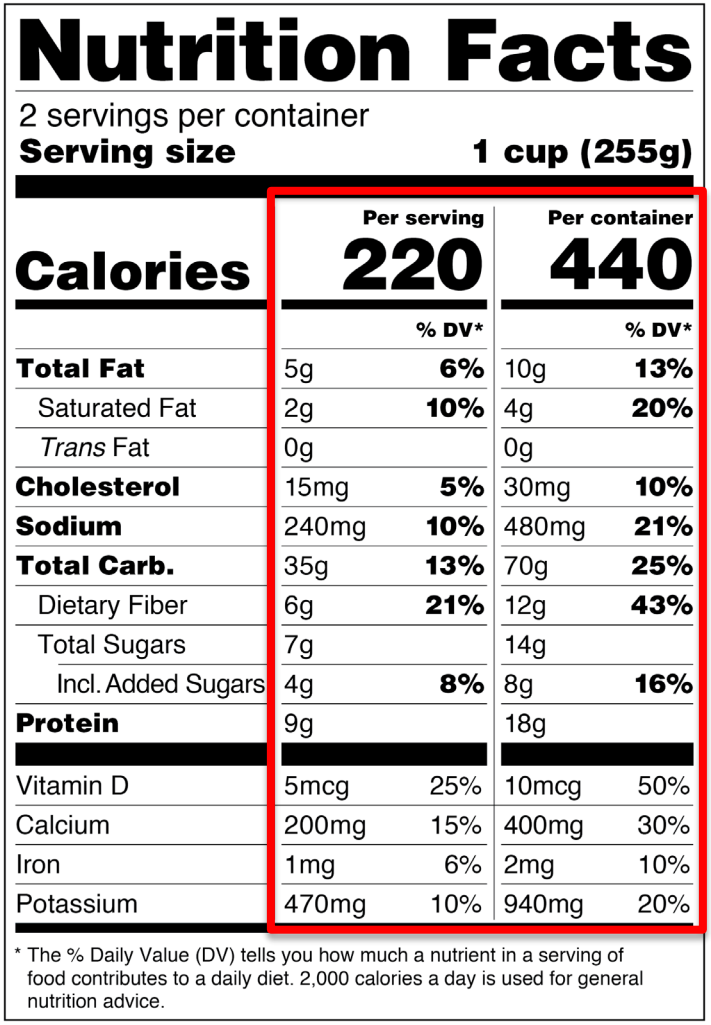


Labeling Single-Serving Packages

For single-serving packages, which typically provide less than 2 servings per container, 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%**
Trans 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.

Examples of Label Formats

Nutrition Facts Servings: 12, **Serv. size: 1 mint (2g),**
Amount per serving: **Calories 5,** **Total Fat** 0g (0% DV), Sat. Fat 0g (0% DV), *Trans* Fat 0g, **Cholest.** 0mg (0% DV), **Sodium** 0mg (0% DV), **Total Carb.** 2g (1% DV), Fiber 0g (0% DV), Total Sugars 2g (Incl. 2g Added Sugars, 4% DV), **Protein** 0g, Vit. D (0% DV), Calcium (0% DV), Iron (0% DV), Potas. (6% DV).

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	

Vit. D 2mcg 10% • Calcium 260mg 20%
Iron 8mg 45% • Potas. 240mg 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.

Nutrition Facts/Datos de Nutrición

8 servings per container/8 raciones por envase
Serving size/Tamaño por ración **2/3 cup/2/3 taza (55g)**

Amount per serving/Cantidad por ración
Calories/Calorías **230**

	% Daily Value*/Valor Diario*
Total Fat/Grasa Total 8g	**10%**
Saturated Fat/Grasa Saturada 1g	**5%**
Trans Fat/Grasa *Trans* 0g	
Cholesterol/Colesterol 0mg	**0%**
Sodium/Sodio 160mg	**7%**
Total Carbohydrate/Carbohidrato Total 37g	**13%**
Dietary Fiber/Fibra Dietética 4g	**14%**
Total Sugars/Azúcares Totales 12g	
Includes 10g Added Sugars/Incluye 10g azúcares añadidos	**20%**
Protein/Proteínas 3g	
Vitamin D/Vitamina D 2mcg	10%
Calcium/Calcio 260mg	20%
Iron/Hierro 8mg	45%
Potassium/Potasio 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.

* El % Valor Diario (VD) le indica cuánto un nutriente en una porción de alimentos contribuye a una dieta diaria. 2,000 calorías al día se utiliza para asesoramiento de nutrición general.

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)

Nutrition Education Resources

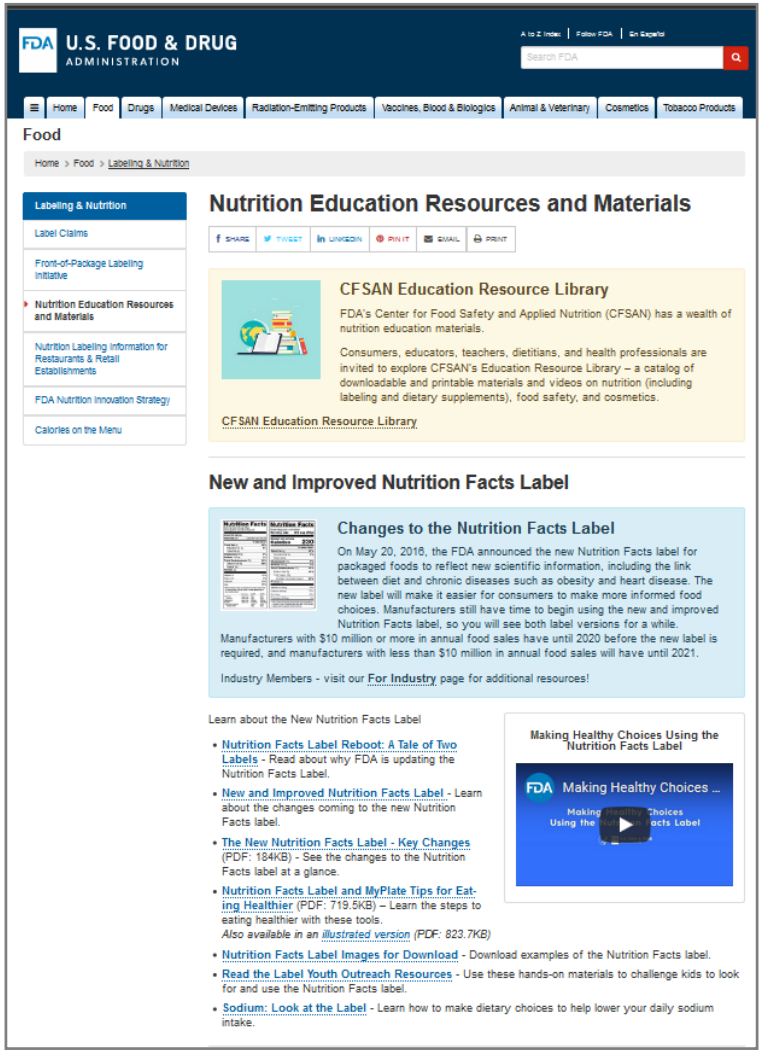
www.fda.gov/nutritioneducation

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 New and Improved Nutrition Facts Label – Key Changes

U.S. FOOD & DRUG ADMINISTRATION

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 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.

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

1 8 servings per container
Serving size **2/3 cup (55g)**

2 **Amount per serving**
Calories **230**

	% Daily Value*
3 **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	
4 Includes 10g Added Sugars	**20%**
Protein 3g	
5 Vitamin D 2mcg	10%
Calcium 200mg	15%
Iron 8mg	45%
Potassium 235mg	6%

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.

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.

For more information about the new Nutrition Facts label, visit:
www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm

January 2018

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

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
Trans 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.

New Resources: Menu Labeling

Updated Consumer Website

Calories on the Menu

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Information for Consumers

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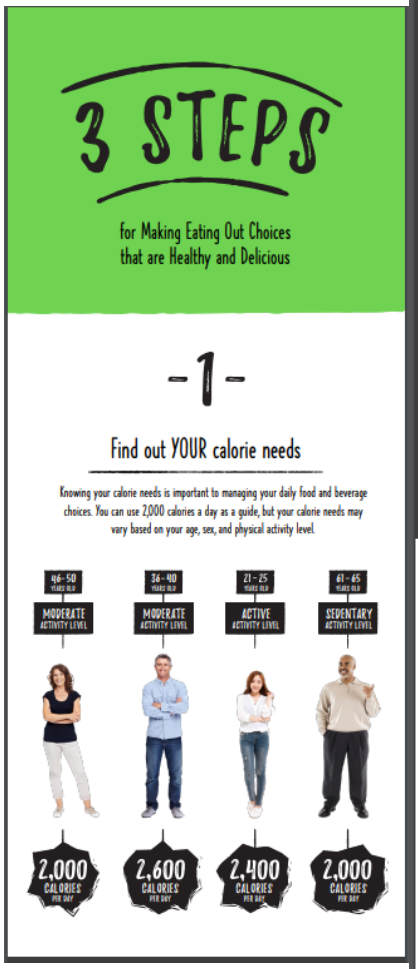
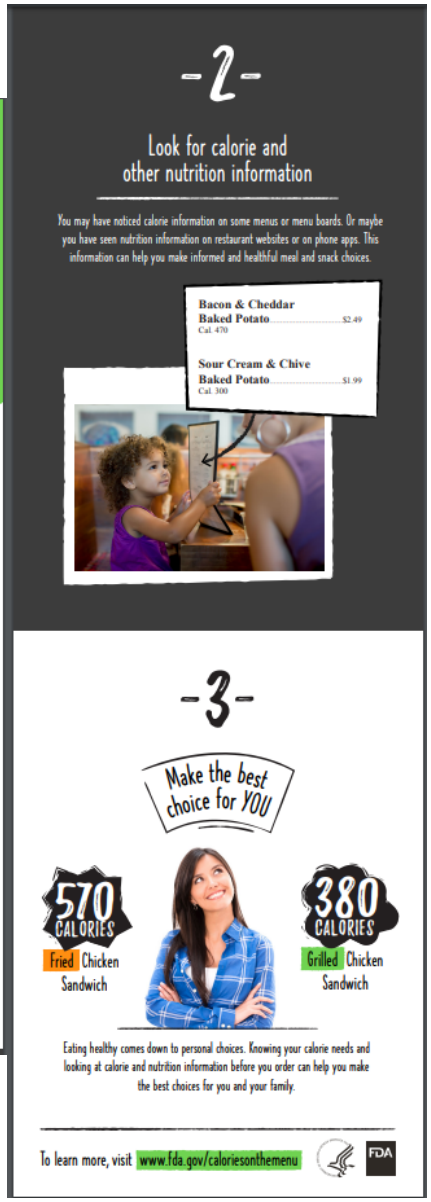
En español (Spanish)

Know Your Options When Eating Out

- Eating Out and Eating Healthy – Just Got Easier
- Find Out Your Calorie Needs
- Look for Calorie and Nutrition Information
- Make the Best Choice for You





www.fda.gov/caloriesonthemenu

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2,000 calories a day is used as a guide for general nutrition advice, but calorie needs may vary.

Do you know how many calories you need?

DEPARTMENT OF HEALTH & HUMAN SERVICES USA

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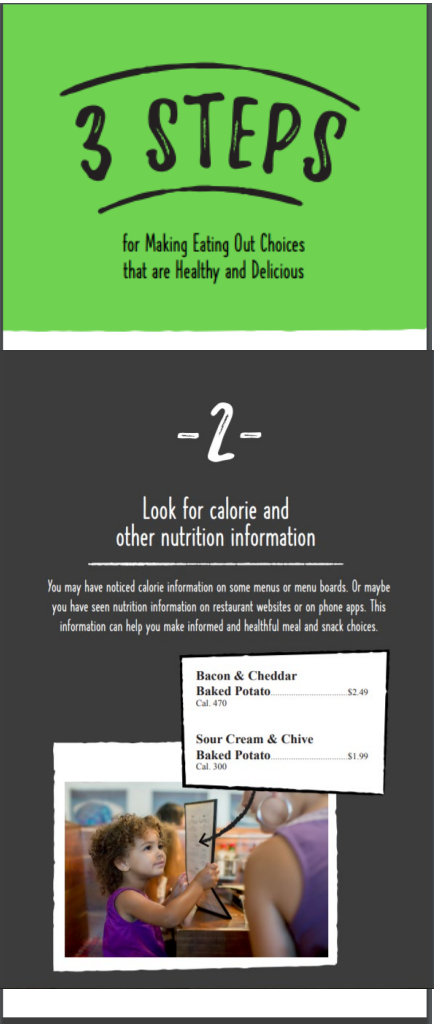
Menu Labeling – Awareness



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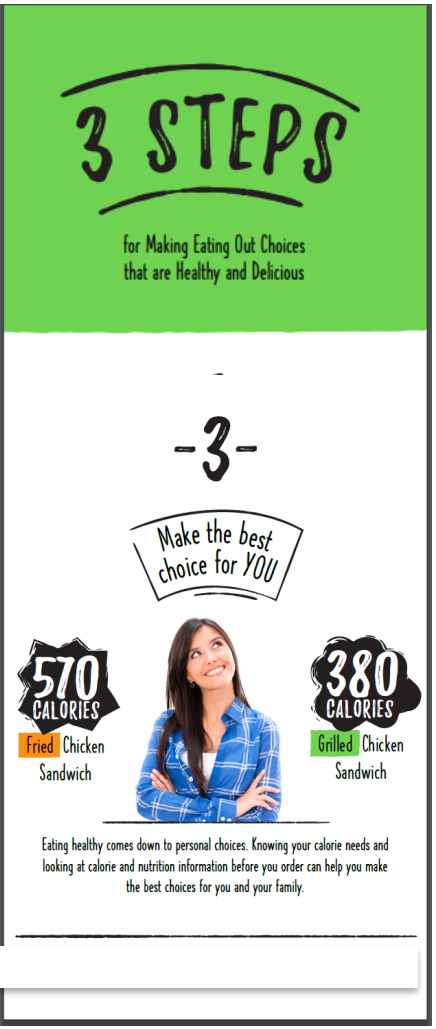
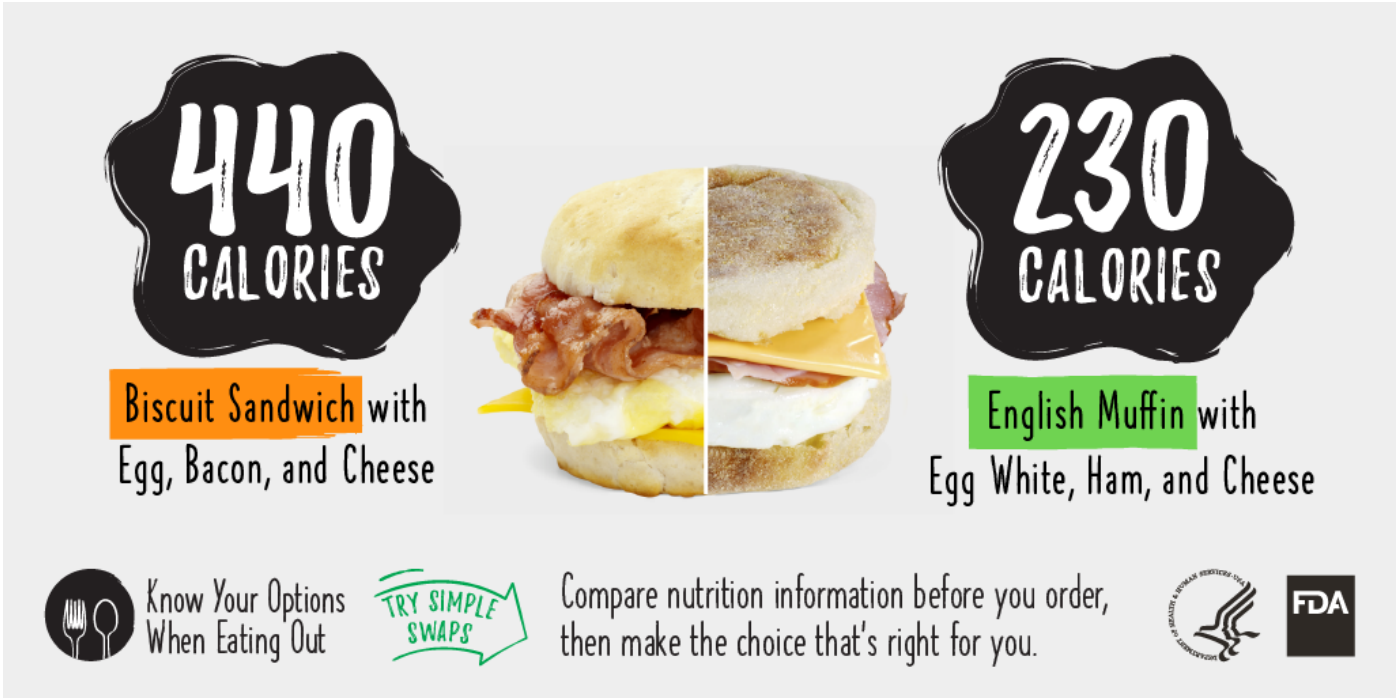
Menu Labeling –
Make the Best Choice for You





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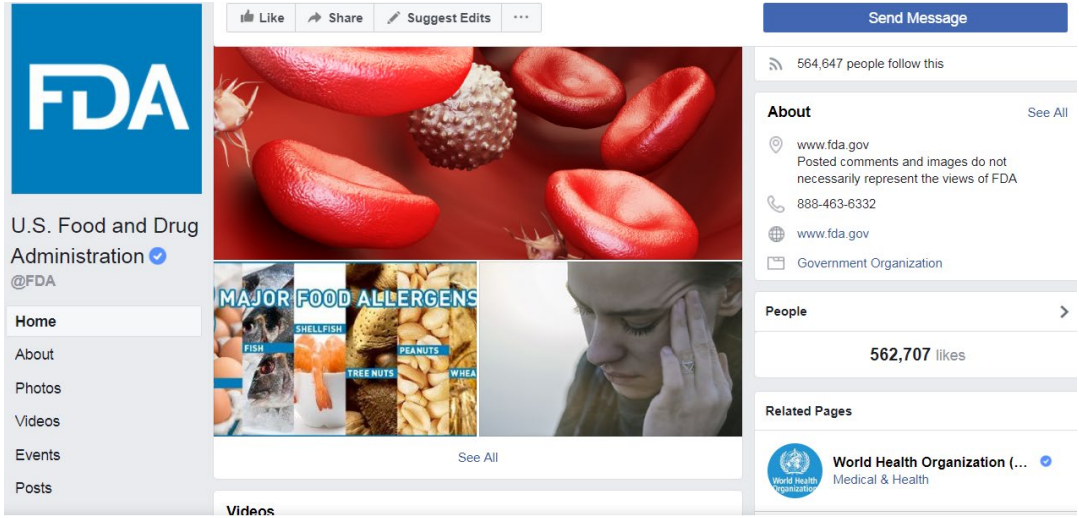

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