Food and Nutrition Labeling

What are we really looking for?

IFT Chicago Section
September 9, 2013

Janet E. Collins, Ph.D., R.D., CFS

IFT President, 2013-2014

IFT feeding the minds that feed the world

Overview of Presentation

- **Background and history**
- **What's on a label**
- **What else can I put on a label**
- **Product claims**
- **Consumer 'right to know'**
- **What is next?**

What is the role of regulators?

- Watch dog
- Policeman
- Rules maker
- Enforcer

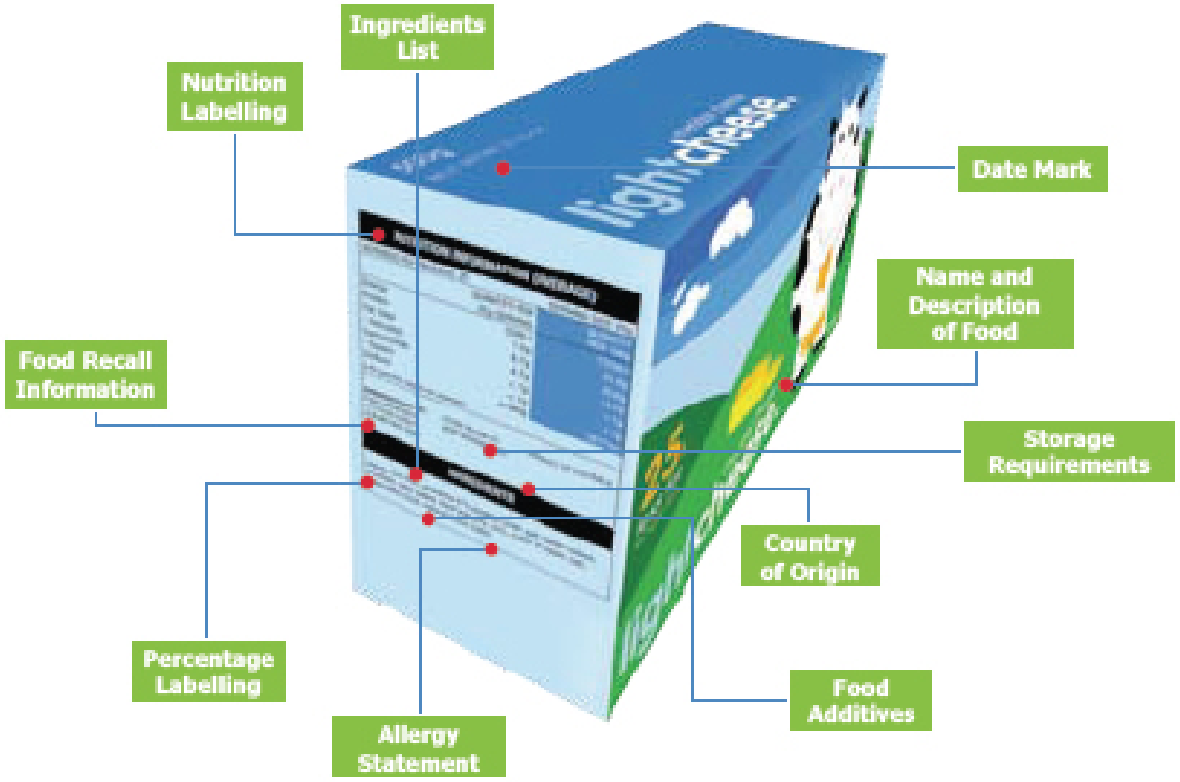
Regulators do not set policy

U.S. Food Labeling Policy:
A little cement mix in your milk?

What is the Safety Mandate?

- Federal Food, Drug and Cosmetic Act
- Food Adulteration
  - Intentional- economic
  - Accidental- commingling on processing line
- Food Inspection
  - Amendments for meat, poultry, milk and others
- Food Standards
  - USDA and international
- Food Labeling
  - FDA, USDA/FSIS and international

US Labeling Requirements: Prepackaged Food Labeling



Australian Food Label: Fruit Yogurt

Teach Them Early About Labeling!

U.S. Food Label Elements

Nutrition Facts

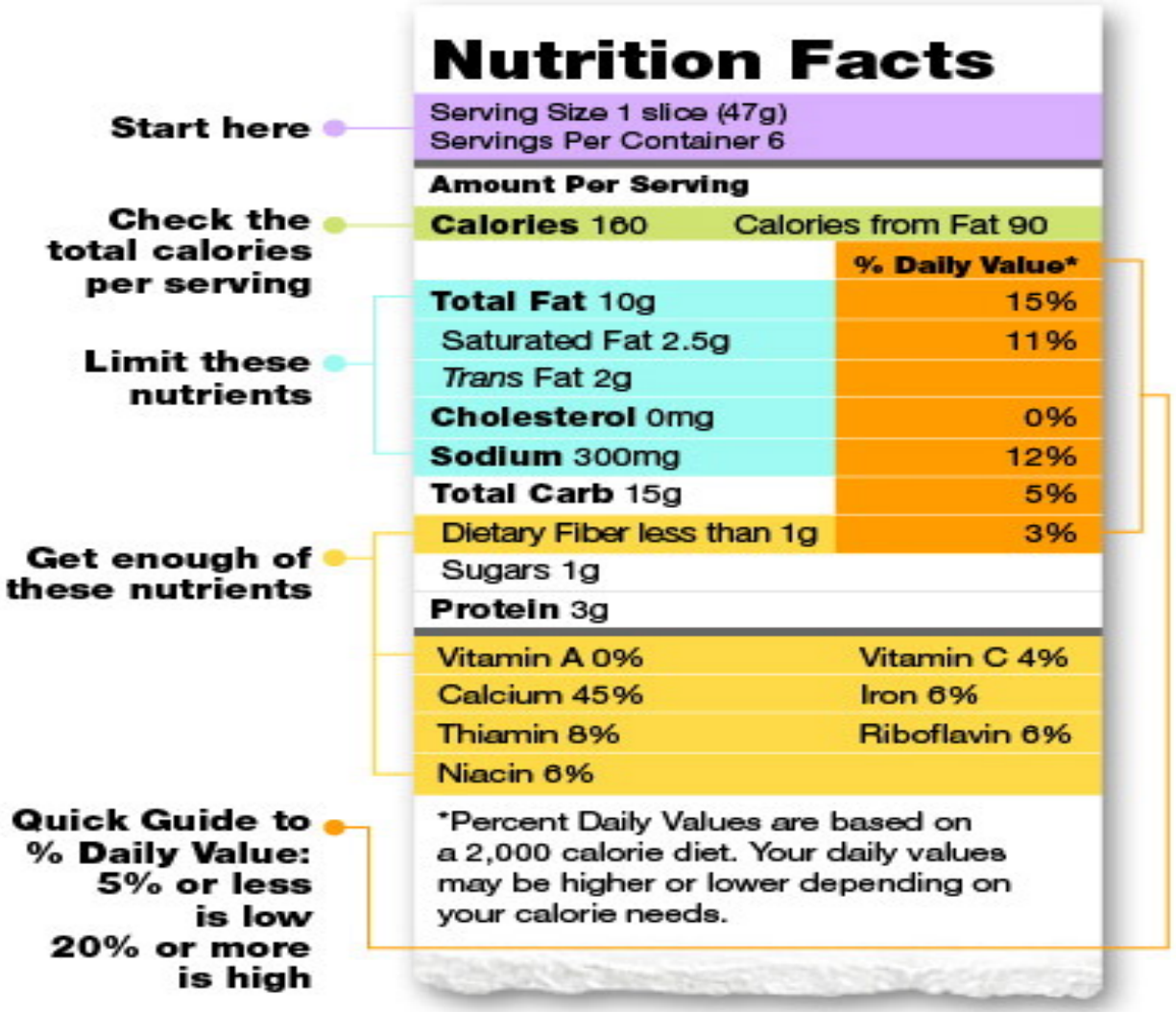
Serving Size 1 cup (28g)
Children Under 4 - ¾ cup (21g)
Servings Per Container about 14
Children Under 4 - about 19

Amount Per Serving	Cheerios	Cheerios with ½ cup skim milk	Cereal for Children Under 4
Calories	100	140	80
Calories from Fat	15	20	10
	% Daily Value**		
Total Fat 2g*	**3%**	**3%**	1.5g
Saturated Fat 0g	**0%**	**3%**	0g
Trans Fat 0g			0g
Polyunsaturated Fat 0.5g			0g
Monounsaturated Fat 0.5g			0g
Cholesterol 0mg	**0%**	**1%**	0mg
Sodium 190mg	**8%**	**10%**	140mg
Potassium 170mg	**5%**	**11%**	130mg
Total Carbohydrate 20g	**7%**	**9%**	15g
Dietary Fiber 3g	**11%**	**11%**	2g
Soluble Fiber 1g			0g
Sugars 1g			1g
Other Carbohydrate 16g			12g
Protein 3g			2g
			% Daily Value
Protein	–	–	9%
Vitamin A	10%	15%	10%
Vitamin C	10%	10%	10%
Calcium	10%	25%	8%
Iron	45%	45%	50%
Vitamin D	10%	25%	6%
Thiamin	25%	30%	35%
Riboflavin	25%	35%	35%
Niacin	25%	25%	35%
Vitamin B_6	25%	25%	45%
Folic Acid	50%	50%	60%
Vitamin B_{12}	25%	35%	30%
Phosphorus	10%	25%	8%
Magnesium	10%	10%	10%
Zinc	25%	30%	30%
Copper	2%	2%	2%

* Amount in cereal. A serving of cereal plus skim milk provides 2g total fat (0.5g saturated fat, 1g monounsaturated fat), less than 5mg cholesterol, 250mg sodium, 370mg potassium, 26g total carbohydrate (7g sugars) and 7g protein.
** 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
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

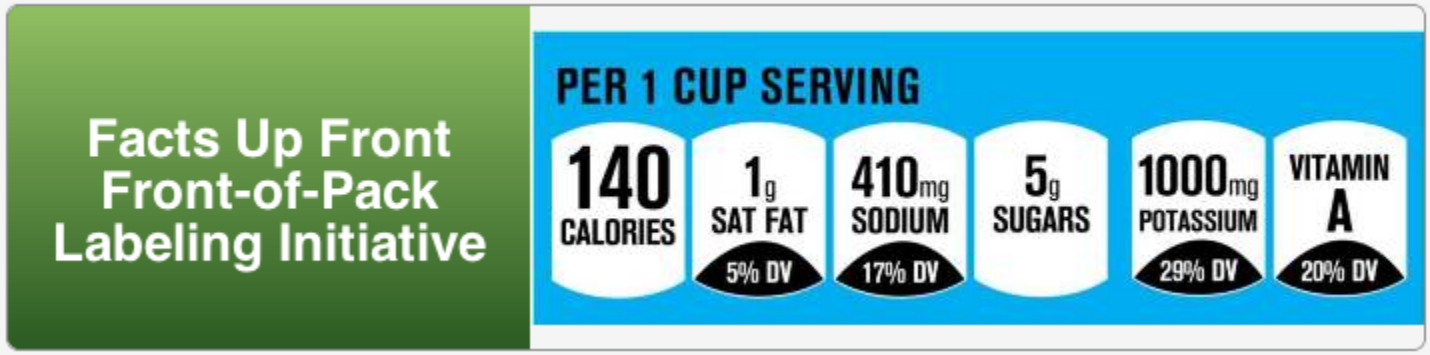
What is in a Nutrition Facts Panel?



American Heart Association website

GMA
The Association of Food, Beverage and Consumer Products Companies

Facts Up Front



IFT

What can you say in a vending machine?

F.D.A. seeks front-of-package nutrition labeling input

WASHINGTON — The Food and Drug Administration has requested that any parties interested in the issues of front-of-package nutrition labels and retail shelf tags submit comments as well as data regarding the topics.

Specifically, the agency would like to learn more about the extent to which consumers notice, use and understand nutrition symbols on front-of-package labeling of food packages or on shelf tags in retail stores; research that assesses and compares the effectiveness of particular approaches to front-of-package labeling; graphic design, marketing and advertising data and information that may help develop better point-of-purchase nutrition information; and how point-of-purchase information may affect decisions by food manufacturers to reformulate products.

The F.D.A. raised the issue in January 2008 and said at that time it would be developing a regulation addressing front-of-package nutrition labels to ensure consumers are not confused or misled by front-of-package symbols. The agency said it would propose a regulation to define the nutritional criteria that would have to be met by food companies making front-of-package claims about a product's nutritional quality.

The F.D.A. is accepting comments until July 28, 2010. Comments may be sent to www.regulations.gov, by entering Docket No. FDA-2010-N-0210. Written comments also may be sent to the Division of Dockets Management (HFA-305) Food and Drug Administration, 5630 Fishers Lane, Room 1061, Rockville Md., 20852.

Marketing Decisions…

What more can I put on the label?

Health Claim

Proven to Significantly Reduce

Disclaimer

Labels Can Get Messy

"I read all package labels for my health. Now my eyes are shot!"

How Much Information is Enough?

- Product of USA, All Natural, No Preservatives, **Attractive Pictures**

Product Claims:
Truthful and Not Misleading

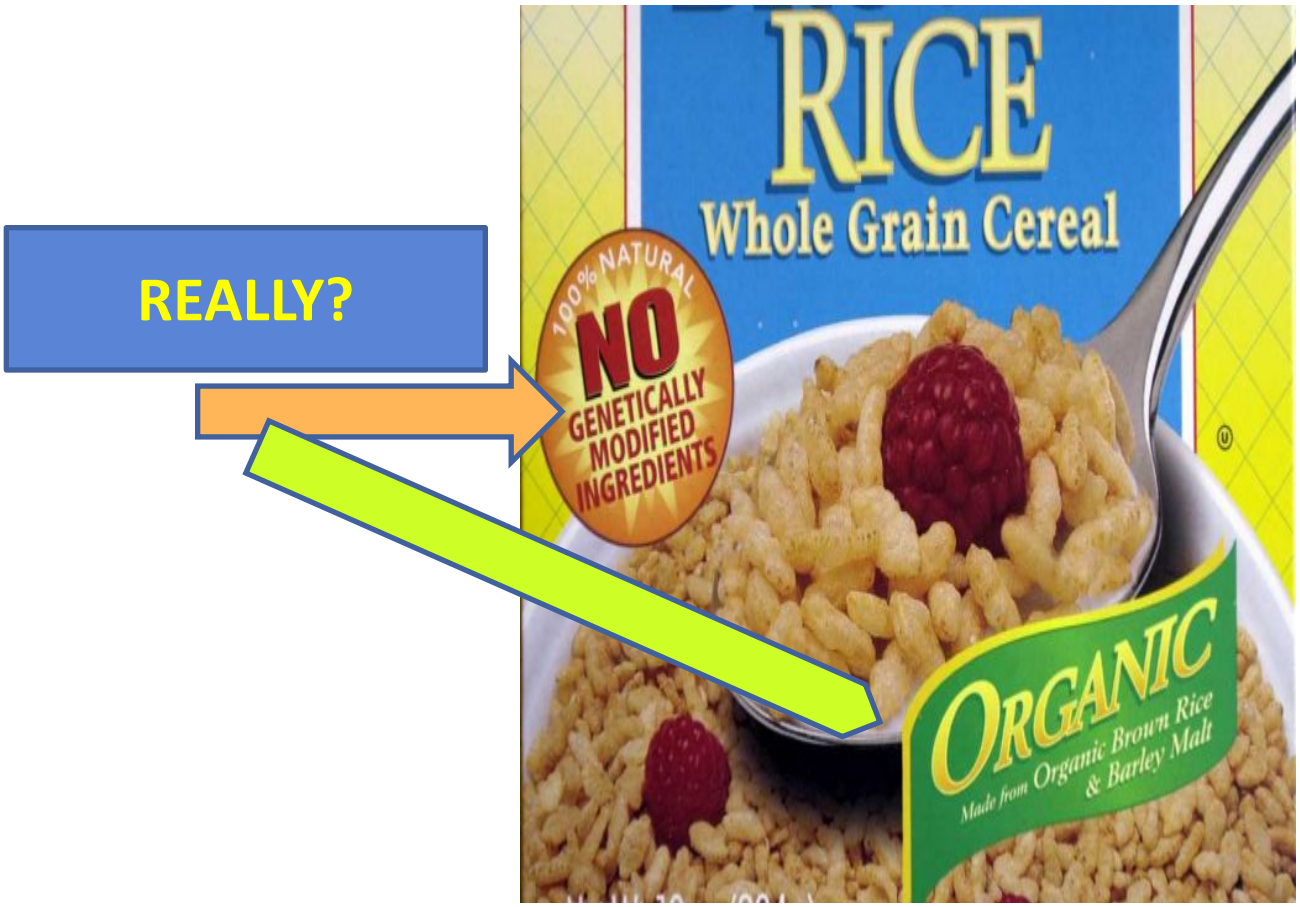
Organic Production and Claims

- Organic production and labeling
  - Standards in the US, administered by USDA
  - Standards in Codex
  - Voluntary Labeling
- Natural is not defined!
  - Not synthetic?
  - Hexane extraction?
  - Plants grown from GM seeds!

Label Claims

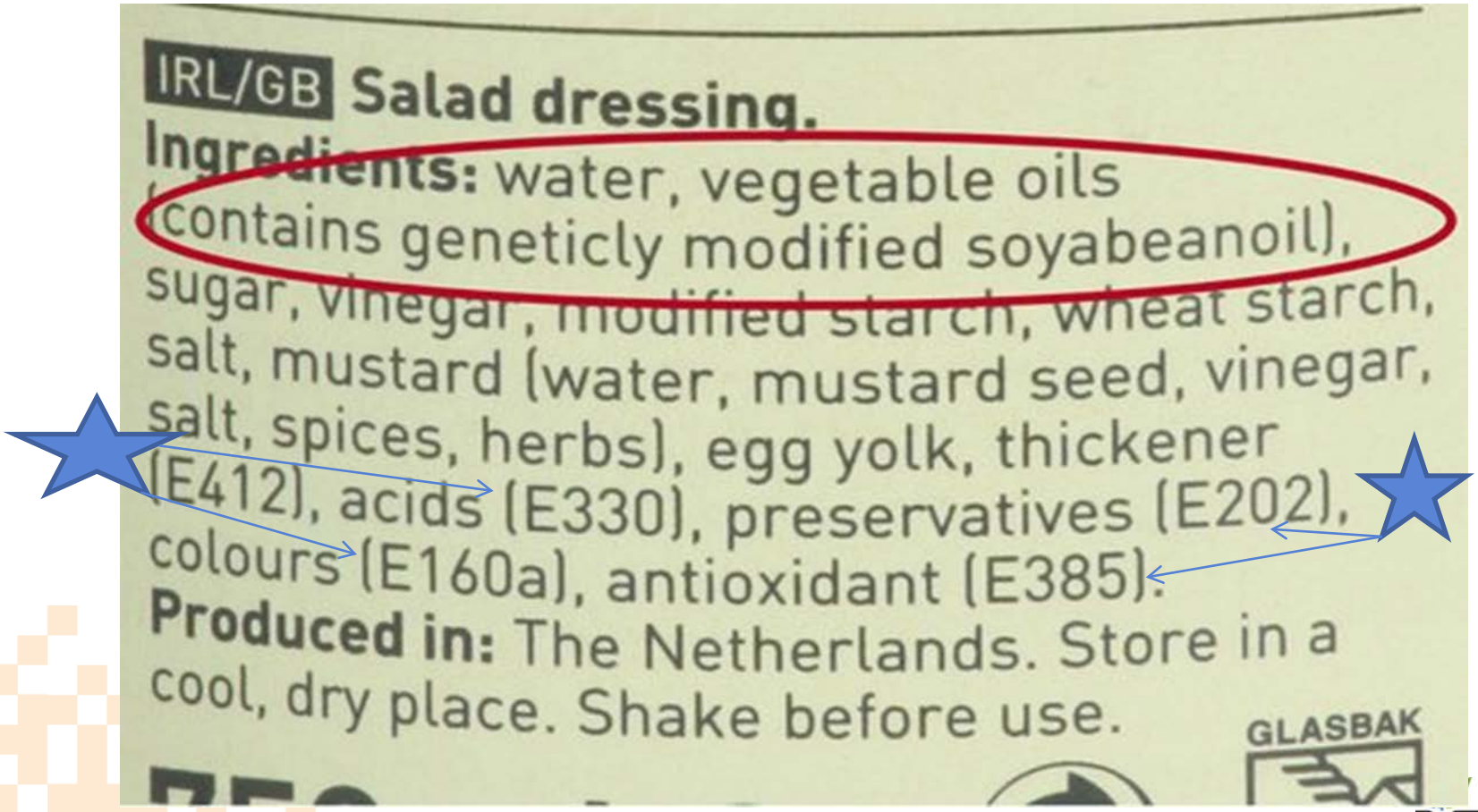
Organic Potatoes: What's Wrong Here?

Product Claims
Truthful, non-misleading, verifiable



Truthful- Not misleading with regard to safety

Intentional Additives: How Best to Communicate?



This is truthful, not misleading; is it helpful?

Is This Helpful?
Consumers Care– beyond safety now

Waitrose: Columbian Blacktail Hens

Consumers: "Right to Know"


USDA
ORGANIC
No Antibiotics ever
No Preservatives ever**
No Added Hormones ever
New!
Tasti-Lee
Health • Flavor • Freshness
Premium Vine-Ripened
Tomatoes
www.tasti-lee.com
FAIR TRADE
CERTIFIED
PEPPERIDGE FARM
100% Natural
100% WHOLE WHEAT
American Style Kobe
BEEF BURGERS
Natural, Minimally Processed
No Added Ingredients
No Added Hormones • Free Range
100% Grass-fed, Grass-finished Beef
SAFE HANDLING INSTRUCTIONS
MADE WITH
WHOLE
GRAINS
ALL NATURAL
NON GMO Project
VERIFIED
nongmoproject.org
CAGE FREE
CAGE FREE VEGETARIAN HENS
Vegetarian eggs
PASTURE RAISED
IFT


USDA
ORGANIC
ORGANIC
REDUCED FAT MILK
38% less fat than whole milk
Vit. A&D • Ultra Pasteurized
HALF GALLON (1.89 L)
Alamy

US Food Labeling Policy

- US food labeling policy for all packaged foods (as with Codex Alimentarius)
- Mandatory labeling elements
  - Manufacturer and location
  - Name of product and ingredients
  - Nutrition Facts Panel
- Voluntary labeling information (including claims) must be
  - Truthful
  - Verifiable (through documentation, certification, analysis- product tracing)
  - *Not misleading either through words used or comparisons made*

Marketing claims are voluntary- truthful, verifiable and non-misleading

Summary and Take Home Messages

- Food labeling is intended to provide information to consumers about what is in the food that they purchase
- Food labeling must be truthful and not misleading

Information that is 'material' to the nutritional content, composition or end use of the product is mandatory information in the United States

- Cultural considerations affect consumer messaging and communication about food globally
- "Right to know" labeling begs the question–Know what?
- What is it that consumers want to know?
  - Mandatory elements
  - Voluntary elements/claims

Institute of Food Technologists

Headquarters
525 W. Van Buren Street
Suite 1000
Chicago, IL 60607
312.782.8424
ift.org

Washington, D.C. Office
1025 Connecticut Avenue, NW
Suite 503
Washington, D.C. 20036
202.466.5980
ift.org

IFT feeding the minds that feed the world