

Food and Nutrition Labeling

What are we really looking for?

IFT Chicago Section
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IFT President, 2013-2014



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

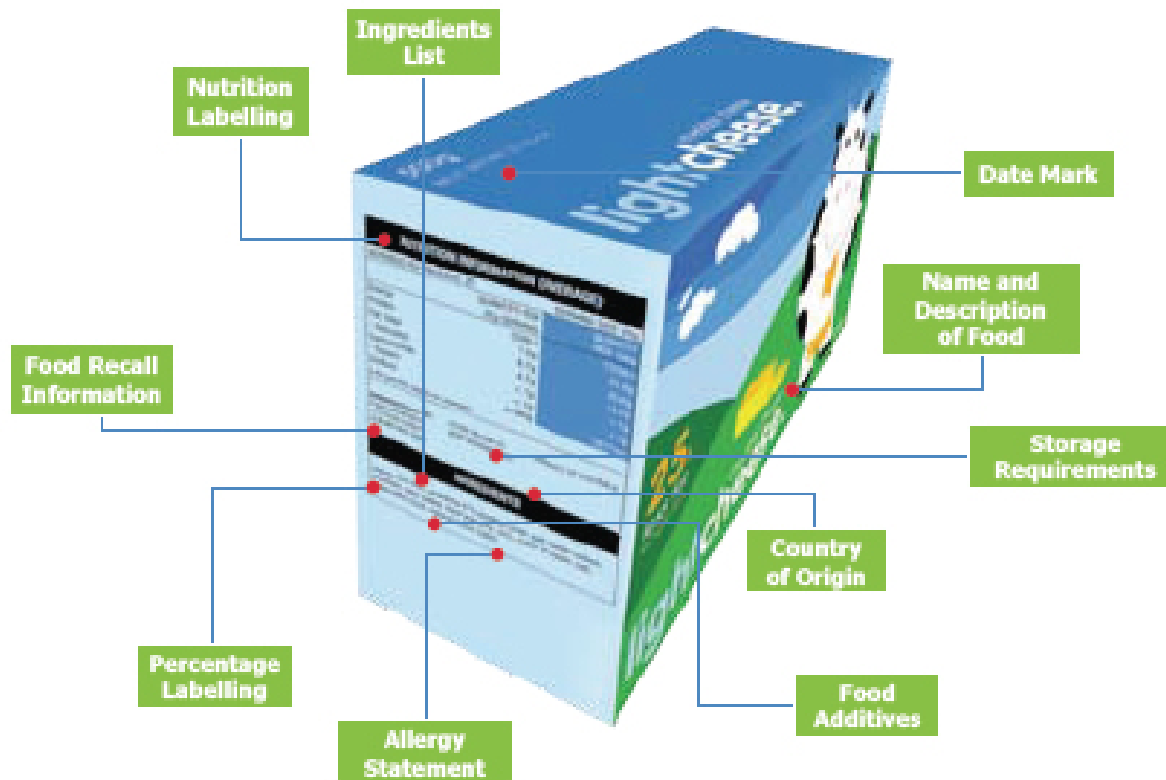
Regulators do not set policy

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



Three groups of subjects (the study) from whole grain oat foods, like Cheerios, is a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cheerios provides 1 gram per serving.

NET WT 14 OZ (396g)

INGREDIENTS: WHOLE GRAIN OATS, MODIFIED CORN STARCH, SUGAR, OAT BRAN, SALT, CALCIUM CARBONATE, OAT FIBER, TRIPOTASSIUM PHOSPHATE, CORN STARCH, WHEAT STARCH, VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS. **VITAMINS AND MINERALS:** IRON AND ZINC (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₁₂ (RIBOFLOVIN), VITAMIN B₁ (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B₁₂, VITAMIN D.

DIST. BY **General Mills Cereals, LLC**
GENERAL OFFICES, MPLS., MN 55440 USA

© 2007 General Mills

May be mfg. under U.S. Pat. Nos.: 5,433,490; 6,523,109; 7,021,525

Exchange: 1½ Starch

Exchange calculations based on the Exchange Lists for Meal Planning. ©2003 The American Dietetic Association, The American Diabetes Association.

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	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 6mg cholesterol, 250mg sodium, 370mg potassium, 26g total carbohydrate (7g sugars) and 7g protein.

**Percent Daily Values are based on a diet of other people's misdeeds. Your daily values may be higher or lower depending on your calorie needs.

Total Fat	Less than 6g	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?

Nutrition Facts		
Serving Size 1 slice (47g) Servings Per Container 6		
Amount Per Serving		
Calories 160		Calories from Fat 90
		% Daily Value*
Total Fat	10g	15%
Saturated Fat	2.5g	11%
Trans Fat	2g	
Cholesterol	0mg	0%
Sodium	300mg	12%
Total Carb	15g	5%
Dietary Fiber	less than 1g	3%
Sugars	1g	
Protein	3g	
Vitamin A	0%	Vitamin C 4%
Calcium	45%	Iron 6%
Thiamin	8%	Riboflavin 6%
Niacin	6%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.		

Start here

Check the total calories per serving

Limit these nutrients

Get enough of these nutrients

Quick Guide to % Daily Value:
5% or less is low
20% or more is high



The Association of Food, Beverage
and Consumer Products Companies

Facts Up Front

Facts Up Front
Front-of-Pack
Labeling Initiative

PER 1 CUP SERVING

140
CALORIES

1g
SAT FAT
5% DV

410mg
SODIUM
17% DV

5g
SUGARS

1000mg
POTASSIUM
29% DV

VITAMIN A
20% DV



What can you say in a vending machine?



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

grilled white meat chicken
in an apple reduction with
cranberries, french cut green
beans & whole wheat pilaf



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. PH

Marketing Decisions...

What more can I put on the label?

Health
Claim

Proven to
Significantly
Reduce

Disclaimer

The image shows a Benecol product label with several callouts pointing to specific marketing elements:

- Health Claim:** Points to the text "Lowers LDL Cholesterol Up To 14%".
- Proven to Significantly Reduce:** Points to the text "Proven to Significantly Reduce Cholesterol".
- Disclaimer:** Points to the text "See Nutrition Information For Fat Content".
- No Trans Fatty Acids:** Points to the text "No Trans Fatty Acids" (circled in red).
- Ingredients:** Points to the text "Ingredients: Liquid Canola Oil, Water, Plant Stanol Ester, Partially Hydrogenated Soybean Oil, Salt, Emulsifiers (Vegetable Mono- and Diglycerides, Soy Lecithin, Polyglycerol Esters of Fatty Acids), Hydrogenated Soybean Oil, Potassium Sorbate, Citric Acid and Calcium Disodium EDTA to Preserve Freshness, Artificial Flavor, dl-α-Tocopheryl Acetate, Vitamin A Palmitate. Colored with Beta Carotene." (circled in red).

Nutrition Facts

Amount/Serving	% DV*	Amount/Serving	% DV*
Total Fat 8g	12%	Cholest. 0mg	0%
Sat. Fat 1g	5%	Sodium 110mg	5%
Polyunsat. Fat 2g		Total Carb. 0g	0%
Monounsat. Fat 4g		Protein 0g	
* Percent Daily Values (DV) are based on a 2,000 calorie diet.			
Not a significant source of dietary fiber, sugars, vitamin C, calcium and iron.			

Ingredients: Liquid Canola Oil, Water, Plant Stanol Ester, Partially Hydrogenated Soybean Oil, Salt, Emulsifiers (Vegetable Mono- and Diglycerides, Soy Lecithin, Polyglycerol Esters of Fatty Acids), Hydrogenated Soybean Oil, Potassium Sorbate, Citric Acid and Calcium Disodium EDTA to Preserve Freshness, Artificial Flavor, dl-α-Tocopheryl Acetate, Vitamin A Palmitate. Colored with Beta Carotene.

Labels Can Get Messy

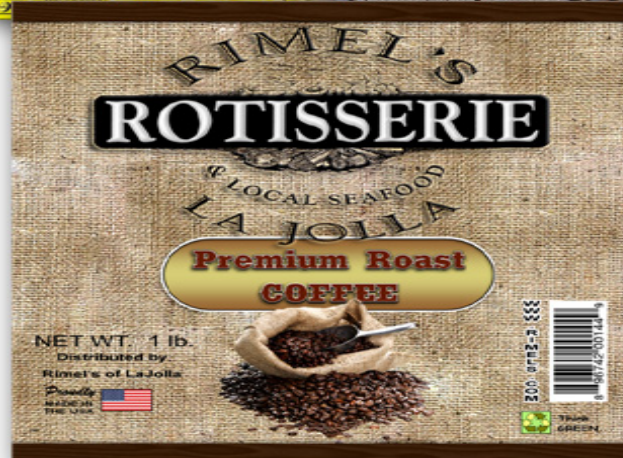
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"I read all package labels for my health. Now my eyes are shot!"

How Much Information is Enough?

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



Product Claims: Truthful and Not Misleading



Flickr/RaubDaub

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



If you see either of these labels, you can be sure the product is at least 95% organic.



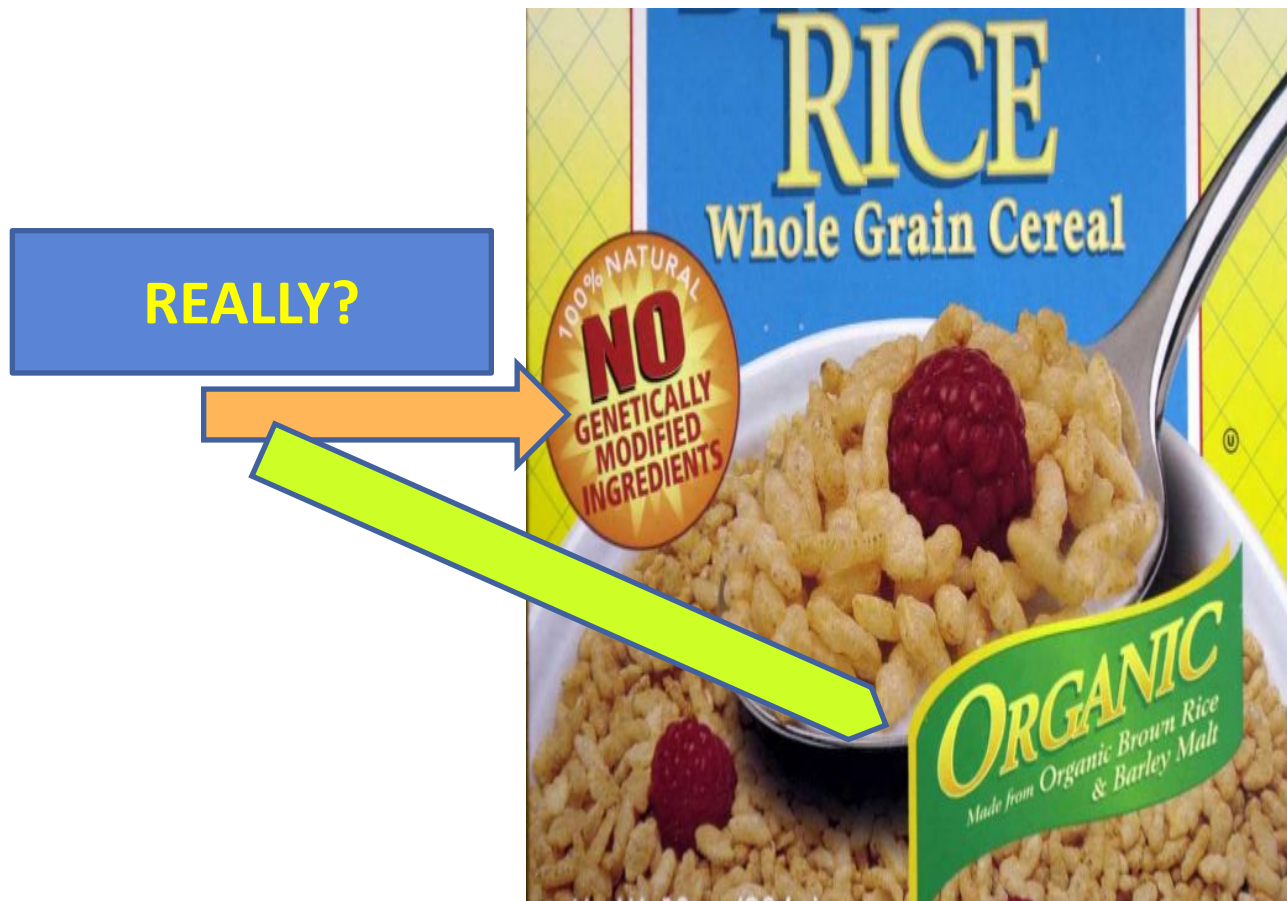
www.shutterstock.com · 28501009

Organic Potatoes: What's Wrong Here?



Product Claims

Truthful, non-misleading, verifiable





Do you know
what you're eating?



Let's label genetically modified food

visit www.gmoawareness.org to discover how.

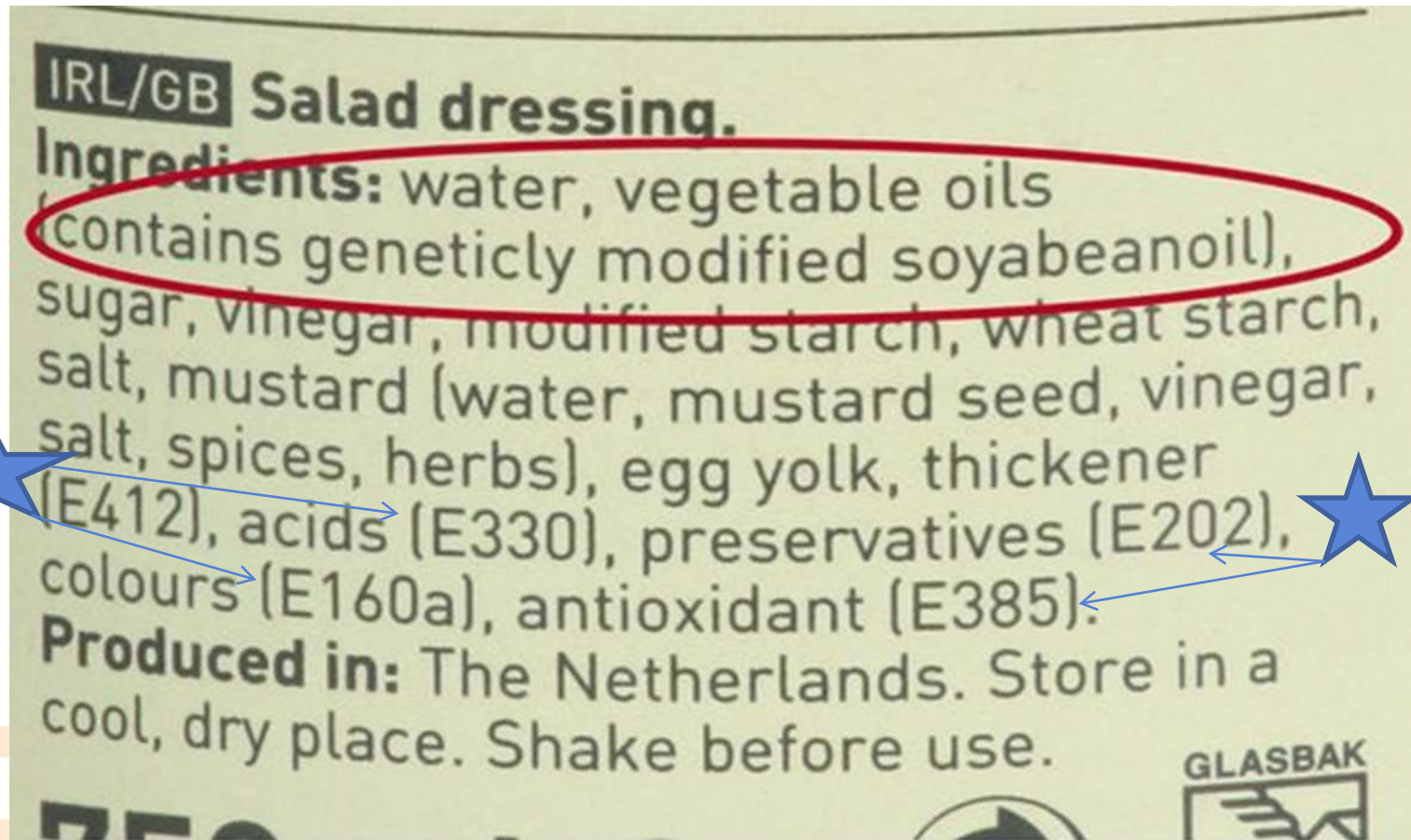


IFT

Truthful- Not
misleading
with regard to
safety

WARNING
material in this product may be
GENETICALLY MODIFIED
in the US genetically modified organisms
are not labeled for consumers
soybeans 89% corn 60% canola 75%
grown in the United States have been
genetically modified

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

Alamy

Consumers: “Right to Know”







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

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