

# **The *New* Nutrition Facts Label**

## **What's Changed and What's Been Updated**

FDA Center for Food Safety and Applied Nutrition

*eXtension*

October 22, 2020

# Overview

- Background and Introduction
- Overview of the Updated Nutrition Facts Label
- Highlighted Nutrition Education Initiatives & Materials
- Virtual Tour
- Questions and Discussion

# FDA Food Responsibilities



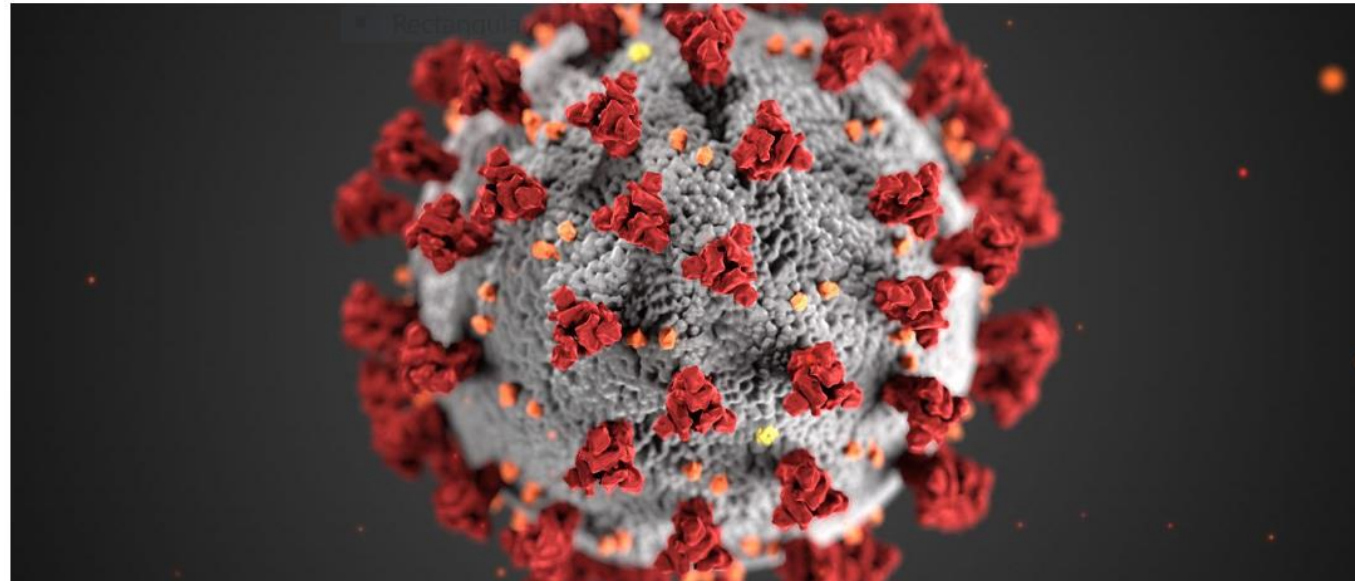
- 20¢ of every consumer dollar in the US spent on FDA-regulated products
- FDA regulates safety & labeling of ~75% of all food consumed in the United States
  - Ensure that consumers are provided with accurate and useful information in food labeling
  - Encourage food product reformulation to create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



\* USDA has primary food safety oversight of domestic meat and meat products; domestic poultry and poultry products; frozen, dried, and liquid eggs; and catfish.<sup>3</sup>

# Food Safety and the Coronavirus Disease 2019 (COVID-19)

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<https://www.fda.gov/food/food-safety-during-emergencies/food-safety-and-coronavirus-disease-2019-covid-19>

# Tips on Good Nutrition and Using the Updated Nutrition Facts Label During the Coronavirus Pandemic

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Content current as of:  
04/29/2020

Regulated Product(s)  
Food & Beverages

The coronavirus (COVID-19) pandemic has shifted many of our daily routines, including the ways we eat. Perhaps you have stocked up on packaged foods and find yourself cooking at home more than usual. As we adjust, you may want to think about ways you and your family can eat more healthfully.

# Current Eating Patterns in the United States

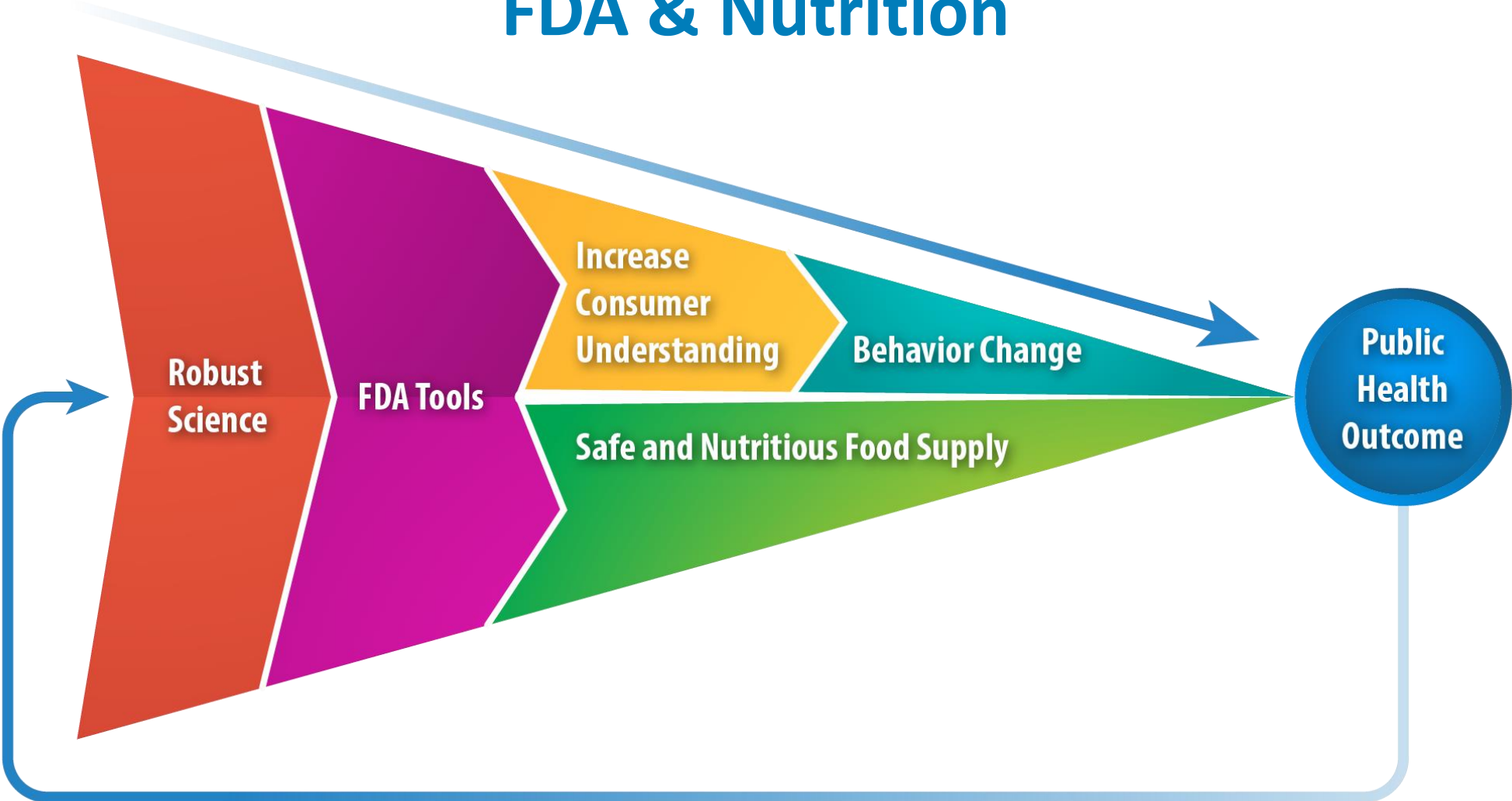
## Percent of the U.S. Population Ages 1 Year and Older Who Are Below, At, or Above Each Dietary Goal or Limit



**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.

# Conceptual Framework FDA & Nutrition





IMPLEMENT CALORIES ON MENUS



IMPLEMENT NUTRITION FACTS LABEL

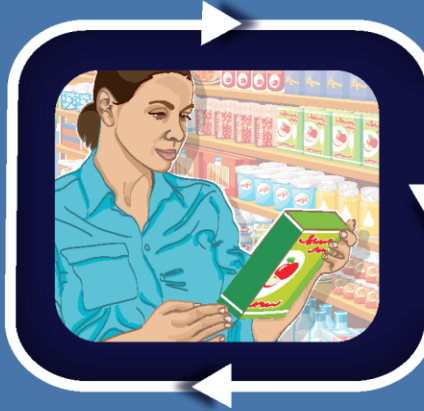


MODERNIZE CLAIMS



ACTIVITIES

GOALS

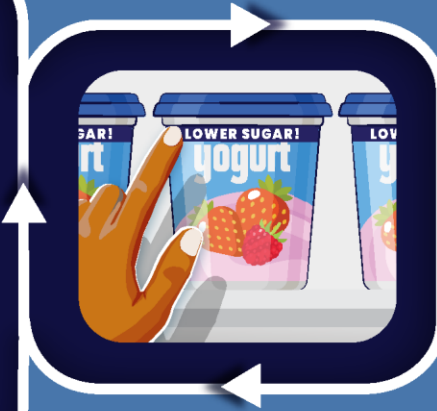


**EMPOWER CONSUMERS**  
Provide education and information to make healthy food choices.

FDA U.S. FOOD & DRUG ADMINISTRATION

# Nutrition INNOVATION STRATEGY

Reducing the Burden of Chronic Disease Through Improved Nutrition



**FACILITATE INNOVATION**  
Encourage industry innovation toward healthier foods.



MODERNIZE STANDARDS OF IDENTITY



MODERNIZE INGREDIENT LIST



REDUCE SODIUM



# Overview

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- Overview of the Updated Nutrition Facts Label
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# The Nutrition Facts Label

## Key Dates

- 1990: Nutrition Labeling and Education Act passed (PL 101-535)
- 1994: Nutrition Facts label required on packaged foods
- 2006: *Trans* fats declaration required
- 2014: Proposed rule to update the Nutrition Facts label
- 2015: Supplemental proposed rule
- 2016: Two final rules to update the Nutrition Facts label
  - Revision of the Nutrition and Supplement Facts Label
  - Revision of Serving Size Requirements

### 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.

\* FDA is exercising enforcement discretion until July 1, 2021, for single-ingredient sugars and certain cranberry products.

# Side-by-Side Comparison

## Original Label

<b>Nutrition Facts</b>			
Serving Size 2/3 cup (55g)			
Servings Per Container 8			
Amount Per Serving			
<b>Calories</b> 230		Calories from Fat 70	
		% Daily Value*	
<b>Total Fat</b>	8g		<b>12%</b>
Saturated Fat	1g		<b>5%</b>
<i>Trans</i> Fat	0g		
<b>Cholesterol</b>	0mg		<b>0%</b>
<b>Sodium</b>	160mg		<b>7%</b>
<b>Total Carbohydrate</b>	37g		<b>12%</b>
Dietary Fiber	4g		<b>16%</b>
Sugars	12g		
<b>Protein</b>	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

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

# New Label / What's Different?



Servings:  
larger,  
bolder type

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
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<i>Trans</i> Fat 0g	
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Serving sizes  
updated

Calories:  
larger type

Daily Values  
Updated

New:  
added sugars

Change  
in some  
nutrients  
required

Actual  
amounts  
declared

New  
footnote

# 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”
- Bolded the “Calories” and the “Serving size” declaration

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
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# 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 Sciences, Engineering and Medicine (formerly known as the Institute of Medicine)

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<hr/>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<hr/>	
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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:

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>• syrups</li><li>• brown sugar</li><li>• high fructose corn syrup</li><li>• invert sugar</li></ul> | <ul style="list-style-type: none"><li>• maltose</li><li>• trehalose</li><li>• honey</li><li>• molasses</li></ul> | <ul style="list-style-type: none"><li>• sucrose</li><li>• lactose</li><li>• maltose sugar</li><li>• concentrated fruit juice*</li></ul> |
|--|--|---|

\*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).

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
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Trans Fat 0g	
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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.	



# 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

<b>Nutrition Facts</b>	
8 servings per container	
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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.

# 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

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
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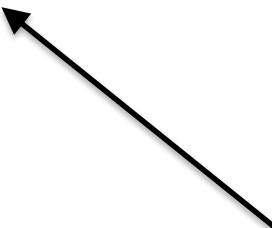
\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# Updated Footnote

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

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<hr/>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<hr/>	
	<b>% Daily Value*</b>
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
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# 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

**ORIGINAL SERVING SIZE  
FOR ICE CREAM: 1/2 CUP**



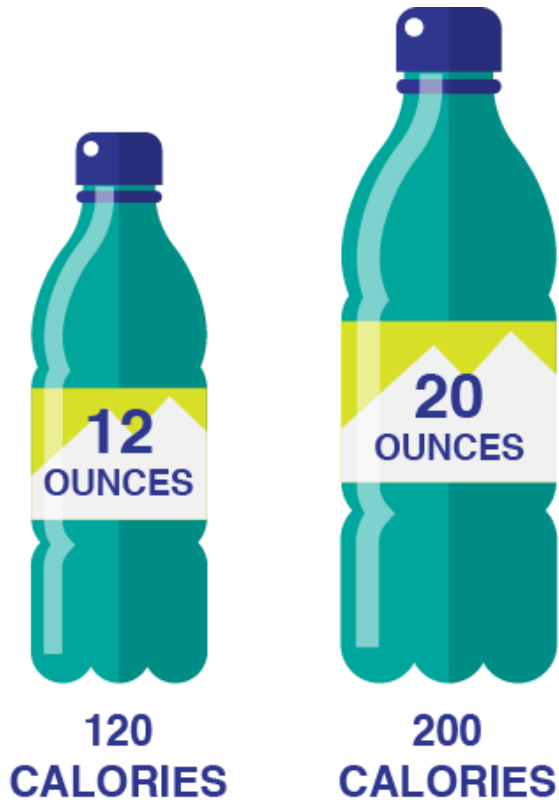
**200  
CALORIES**

**NEW SERVING SIZE  
FOR ICE CREAM: 2/3 CUP**



**270  
CALORIES**

# Labeling Single-Serving Packages



**1 SERVING PER BOTTLE FOR EITHER BOTTLE SIZE**

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]

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



# Overview

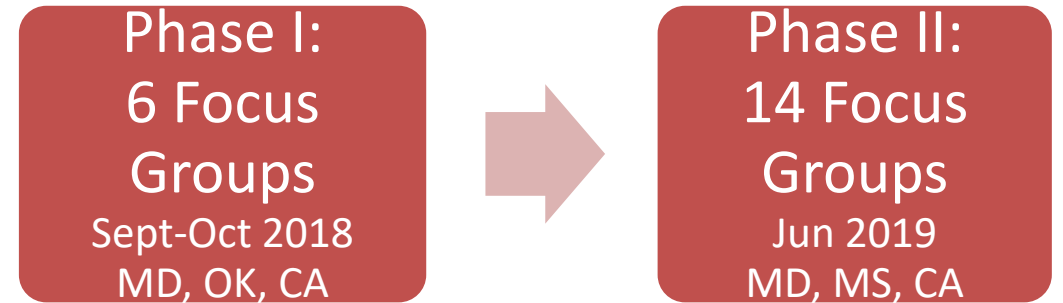
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# Focus Group Research



## Key Takeaways

- Emphasize that the Nutrition Facts label is new
  - Show the new Nutrition Facts label in the ad
  - Highlight the changes to the Nutrition Facts label
- Tailor messaging to reach different sub-audiences
- Maintain a “light” tone



- Primary shoppers:
  - 35-50 years old
- Segmentations:
  - U.S. Region
  - Education
- Diversity of:
  - Race/Ethnicity
  - Gender
  - Income
  - Frequency of Nutrition Facts label use

# Nutrition Facts Label Consumer Education Campaign



- FDA has launched a **consumer nutrition education campaign** to raise awareness about the updated Nutrition Facts label
- Key Audiences:
  - **Primary shoppers:** Focus on communities at risk for nutrition-related chronic disease
  - **Health educators:** physicians and healthcare professionals, dietitians, teachers and community leaders
- 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)



# #NewNutritionFactsLabel



[www.FDA.gov/NewNutritionFactsLabel](http://www.FDA.gov/NewNutritionFactsLabel)

# Videos



[FDA.gov/NewNutritionFactsLabel](https://www.fda.gov/NewNutritionFactsLabel)



# Fact Sheets

## What's New With the Nutrition Facts Label?

The U.S. Food and Drug Administration (FDA) has updated the Nutrition Facts label on packaged foods and drinks. FDA is requiring changes to the Nutrition Facts label based on updated scientific information, new nutrition research, and input from the public. This is the first major update to the label in over 20 years. The refreshed design and updated information will make it easier for you to make informed food choices that contribute to lifelong healthy eating habits. So, what's changed?

### Original Label

Nutrition Facts	
Serving Size 1.5 cup (35g)	
Servings Per Container 2	
Amount Per Serving	
Calories 200	Calories from Fat 70
<b>% Daily Value*</b>	
Total Fat 1g	2%
Saturated Fat 1g	2%
Total Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 37g	7%
Dietary Fiber 4g	8%
Protein 3g	6%
<b>Vitamin A</b> 10%	
<b>Vitamin C</b> 5%	
<b>Calcium</b> 20%	
<b>Iron</b> 45%	

### New Label

Nutrition Facts	
0 servings per container	
Serving size 1/3 cup (55g)	
Amount per serving	
Calories 230	
<b>% Daily Value*</b>	
Total Fat 1g	2%
Saturated Fat 1g	2%
Total Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 37g	7%
Dietary Fiber 4g	8%
Protein 3g	6%
<b>Vitamin A</b> 10%	
<b>Vitamin C</b> 5%	
<b>Calcium</b> 20%	
<b>Iron</b> 45%	

- The serving size now appears in larger, bold font and some serving sizes have been updated.
- Calories are now displayed in larger, bolder font.
- Daily Values have been updated.
- Added sugars, vitamin D, and potassium are now listed. Manufacturers must declare the amount in addition to percent Daily Value for vitamins and minerals.

The New Nutrition Facts Label  
What's in it for you?



March 2020 - 1

## Folate and Folic Acid on the Nutrition and Supplement Facts Labels

What is folate?  
Folate is a B vitamin that helps your body make healthy new cells.

What foods provide folate?  
Folate is naturally present in many foods, including vegetables (especially asparagus, Brussels sprouts, and dark green leafy vegetables such as spinach and mustard greens), beans and fruit (such as melons, oranges and grapefruit, kiwi, and leafy rice, nuts (such as walnuts), and tuna and beef (such as black-eyed peas and kidney beans).



You also get folate by eating foods fortified with folic acid. Folic acid is a form of folate that can be added to foods during the manufacturing process. Foods that are fortified with folic acid include enriched breads, flour, pasta, rice, and cornmeal; fortified corn masa flour (used to make corn tortillas and tamales); for cereals; and certain fortified breakfast cereals. Folic acid is also found in certain dietary supplements.

How much folate do I need?  
The amount of folate you need depends on your age, but most adults can rely on the Daily Value (DV) to find out how much folate to consume. The Daily Value (DV) is reference amount (in grams, milligrams, or micrograms) of nutrients to consume or not to exceed each day. For folate,



March 2020 - 1

## Added Sugars: Now Listed on the Nutrition Facts Label

Information about added sugars is now required on the Nutrition Facts label. Along with all information on the Nutrition Facts label, the amount of added sugars is important to consider when choosing foods and beverages.

What are Added Sugars and How are they Different from Total Sugars?  
Total sugars include sugars naturally present in many nutritious foods and beverages, such as sugar in milk and fruit as well as any added sugars that may be present in the product. There is no "Daily Value" for total sugars because no recommendation has been made for the total amount to eat in a day.

Added sugars include sugars that are added during the processing of foods (such as sucrose or dextrose). Foods packaged as sweeteners (such as table sugar), sugars from syrups and honey, and sugars from concentrated fruit or vegetable juices. They do not include naturally occurring sugars that are found in milk, fruits, and vegetables. The Daily Value for added sugars is 50 grams per day based on a 2,000-calorie daily diet.

For most Americans, the main sources of added sugars are sugar-sweetened beverages, baked goods, desserts, and sweets.

The Daily Value are reference amounts in grams, milligrams, or micrograms of nutrients to consume or not to exceed each day.



March 2020 - 1

## The Lows and Highs of Percent Daily Value

Percent Daily Value Explained

The percent Daily Value (DV) shows how much a nutrient in a serving of food contributes to a total daily diet. The DV can help you determine if a serving of food is high or low in a nutrient.

The Daily Value are reference amounts (in grams, milligrams, or micrograms) of nutrients to consume or not to exceed each day. The Daily Values have been updated, which may make the percent Daily Value higher or lower on the new Nutrition Facts label.

Nutrition Facts	
Serving Size 1.5 cup (35g)	
Servings Per Container 2	
Amount Per Serving	
Calories 200	
<b>% Daily Value*</b>	
Total Fat 1g	2%
Saturated Fat 1g	2%
Total Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 37g	7%
Dietary Fiber 4g	8%
Protein 3g	6%

Use Percent Daily Value to Make Informed Choices

DV can help you make informed choices about what you eat and drink.

Compare Foods: DV makes it easy for you to make comparisons. Just make sure the serving sizes of each product are the same. Look at the DV of the different nutrients and more often choose foods that contain more of the nutrients you want to get more of and less of nutrients you want to limit.

Manage Dietary Trade-Offs: You don't have to give up a favorite food to have a healthy diet. For most Americans, the main sources of added sugars are sugar-sweetened beverages, baked goods, desserts, and sweets.



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## Get the Facts on Serving Size

Start With Serving Information

First, look at the serving size and the number of servings per container, which are at the top of the label. The serving size is shown as a common household measure that is representative of the food (such as a cup, tablespoon, piece, slice, or pie), followed by the metric amount in grams (g).

The nutrition information listed on the Nutrition Facts label is usually based on one serving of the food. However, some containers may also have information displayed per package.

Understand Serving Sizes

Some serving sizes have changed on the new Nutrition Facts label. By law, serving sizes must be based on the amount of food people typically consume, rather than how much they should consume. Serving sizes have been updated to reflect the amount people typically eat and drink today. For example, based on the review of relevant information such as nationwide surveys of the amounts of foods Americans eat, the serving size for whole milk has changed from 8 ounces to 12 ounces.

Here are a few other things about serving sizes to keep in mind:

- The serving size is not a recommendation of how much to eat or drink.
- One package of food may contain more than one serving.
- Some containers may also have a label with two columns—one column listing the amount of calories and nutrients in one serving and the other column listing the information for the entire package. Packages with "dual-column" labels tell you how many calories and nutrients you're getting if you eat or drink the entire package at one time.



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Sample Label for Frozen Lasagna

Nutrition Facts	
Serving Size 1.5 cup (35g)	
Servings Per Container 2	
Amount Per Serving	
Calories 280	
<b>% Daily Value*</b>	
Total Fat 1g	2%
Saturated Fat 1g	2%
Total Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 37g	7%
Dietary Fiber 4g	8%
Protein 3g	6%

## The New and Improved Nutrition Facts Label - Key Changes

The U.S. Food and Drug Administration has updated a 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 been redesigned and reflects current scientific information, including the link between diet and chronic diseases.

Original Label	New Label
<b>Nutrition Facts</b>	<b>Nutrition Facts</b>
Serving Size 1.5 cup (35g)	0 servings per container
Servings Per Container 2	Serving size 1/3 cup (55g)
Amount Per Serving	Amount per serving
Calories 200	Calories 230
<b>% Daily Value*</b>	
Total Fat 1g	Total Fat 1g
Saturated Fat 1g	Saturated Fat 1g
Total Cholesterol 0mg	Total Cholesterol 0mg
Sodium 100mg	Sodium 100mg
Total Carbohydrate 37g	Total Carbohydrate 37g
Dietary Fiber 4g	Dietary Fiber 4g
Protein 3g	Protein 3g
<b>Vitamin A</b> 10%	
<b>Vitamin C</b> 5%	
<b>Calcium</b> 20%	
<b>Iron</b> 45%	
<b>Potassium</b> 20 mg	
<b>Added Sugars</b> 10g	

- Revised the number of "servings per container" and the "serving size" definition has been increased and are now larger and bolder font. Serving sizes have been updated to better reflect the amount people typically eat and drink. For example, the serving size for frozen lasagna changed from 1.5 cups to 1/3 cup and now is 1/3 cup.
- There are also new requirements for certain size packages, such as those that are between one and two packages or one larger than a single serving but could be consumed in one or multiple sittings.
- Calories "Calories" is now larger and bolder.
- The "Calories from Fat" has been removed because research shows the type of fat consumed is more important than the amount.
- Added Sugars: "Added Sugars" is grams and as a percent Daily Value (DV) are now required on the label. Added sugars include sugars that are added during the processing of foods (such as sucrose or dextrose), fructose (such as high fructose corn syrup), 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.
- Nutrients: The lists of nutrients that are required or permitted on the label have been updated. Vitamins C 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 because deficiencies of these vitamins are now today. The total amount of vitamins



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## Using the Nutrition Facts Label and MyPlate to Make Healthier Choices

The Nutrition Facts label's refreshed design and updated information will make it easier for you to make informed food choices that contribute to lifelong healthy eating habits. Using the Nutrition Facts label together with MyPlate can help you to make healthier now and in the future. After all, what you eat and drink over time matters.



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## Calories: What's in a Number?

New Nutrition Facts Label

Nutrition Facts	
Serving Size 1.5 cup (35g)	
Servings Per Container 2	
Amount Per Serving	
Calories 230	
<b>% Daily Value*</b>	
Total Fat 1g	2%
Saturated Fat 1g	2%
Total Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 37g	7%
Dietary Fiber 4g	8%
Protein 3g	6%

What Are Calories?

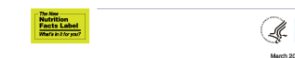
Calories refers to the total number of calories, or "energy" you get from all sources (macronutrients, fat, protein, and alcohol) in a serving of a food or beverage.

Calories Go Big

Calories are now displayed in larger and bolder font on the new Nutrition Facts label to make the information easier to find and use.

Make Calories Work For You

To achieve or maintain a healthy body weight, balance the number of calories you eat and drink with the number of calories you burn through physical activity level. Eating too many calories per day is linked to overweight and obesity. Find out how many calories you need at [www.choosemyplate.gov/nutritionfactslabel](http://www.choosemyplate.gov/nutritionfactslabel).



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## Daily Value and Percent Daily Value: Changes on the New Nutrition and Supplement Facts Labels

The Nutrition and Supplement Facts labels on packaged foods and dietary supplements have been updated to make it easier for you to make informed choices. Read on to find out what's new with the Daily Value and % Daily Value. For a complete list of the Daily Values for all nutrients, check out the Reference Guide table.

Daily Value vs. % Daily Value

First, let's look at how Daily Value (DV) and Percent Daily Value (NDV) work together. DVs are the recommended amounts of nutrients to consume or not to exceed each day. The NDV shows how much a nutrient in a single serving of an individual packaged food or dietary supplement contributes to your daily diet. For example, if the DV for a certain nutrient is 300 milligrams (mg) and a package food or supplement has 3 mg in one serving, the NDV for that nutrient in a serving of the product would be 1%. If you ate one serving of the product, you would have met 1% of your need for that nutrient in a day and could consume other foods or supplements to get the other 99%.

Daily Value Updates May Affect % Daily Value

The DVs for many nutrients have been updated based on new nutrition research. So, the NDV may be different on some of the foods, beverages or supplements. As a result, you may need to consume more or less of certain foods or supplements in order to meet the DV or the recommended amounts.



March 2020 - 1

# Social Media Toolkit

FDA U.S. Food and Drug Administration

Check out the new Nutrition Facts label with a refreshed look that features bold calories, new nutrient listings, and updated serving size information. Look for it wherever you shop.



[WWW.FDA.GOV/NEWNUTRITIONFACTSLABEL](http://WWW.FDA.GOV/NEWNUTRITIONFACTSLABEL)

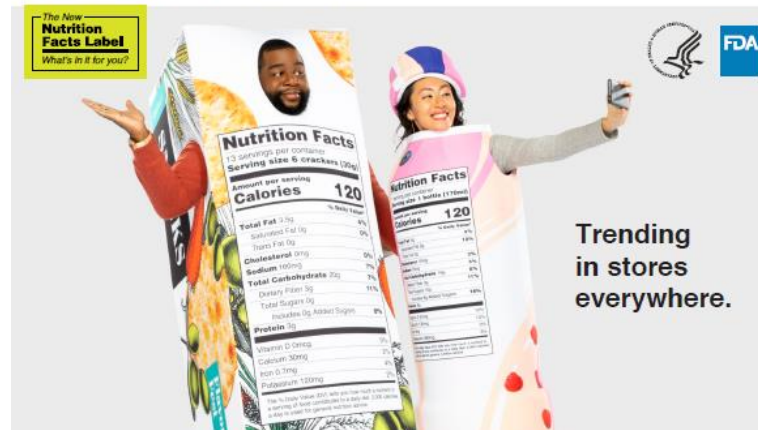
The new Nutrition Facts label.

What's in it for you?

Like Comment Share

FDA U.S. Food and Drug Administration

Bold calories. New nutrient listings. Updated serving size information. The new Nutrition Facts label has been refreshed to make it easier for you to make informed food choices.



[WWW.FDA.GOV/NEWNUTRITIONFACTSLABEL](http://WWW.FDA.GOV/NEWNUTRITIONFACTSLABEL)

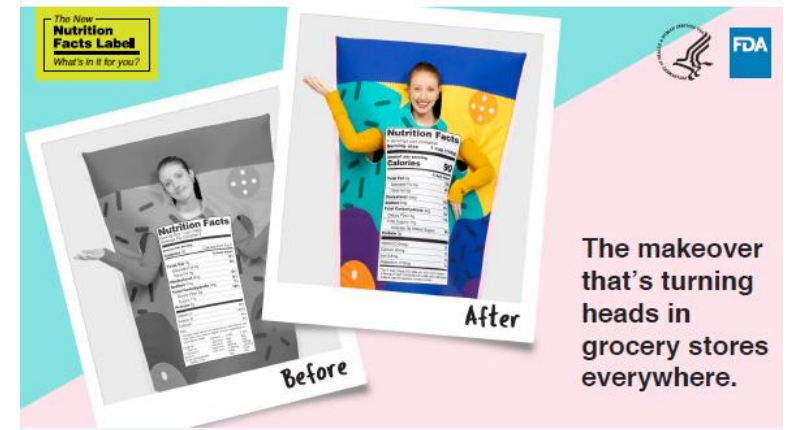
The new Nutrition Facts label.

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What's in it for you?

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# Whyville Snack Shack Game

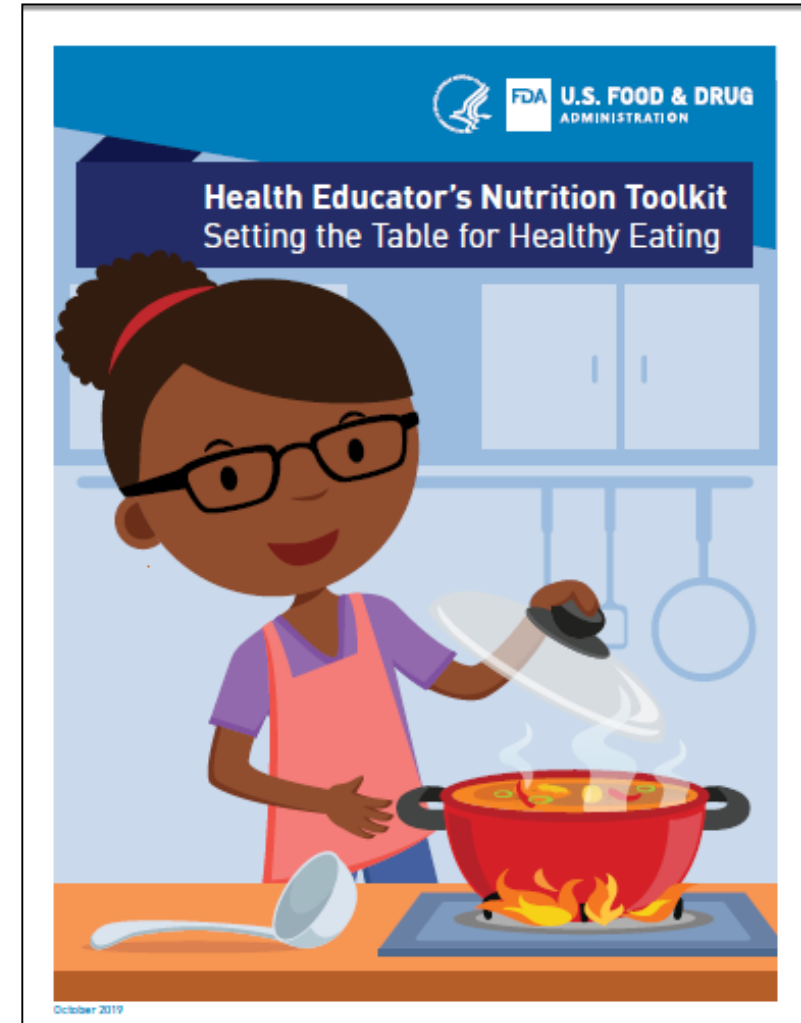
- Online destination for tweens and teens
- Provides hands-on experience in understanding and using the Nutrition Facts label
- Interactive games:
  - **Label Lingo** - Answer challenge questions about the Nutrition Facts label on different snacks
  - **Snack Sort** - Use the label to compare and choose foods and drinks from a kitchen pantry



# The Health Educator's Nutrition Toolkit

The toolkit includes:

- An introductory guide
- Four handouts (includes one wallet card)
- A PowerPoint presentation, including notes
- Pre- and post- tests for use with the presentation
- An infographic
- Sample social media messages



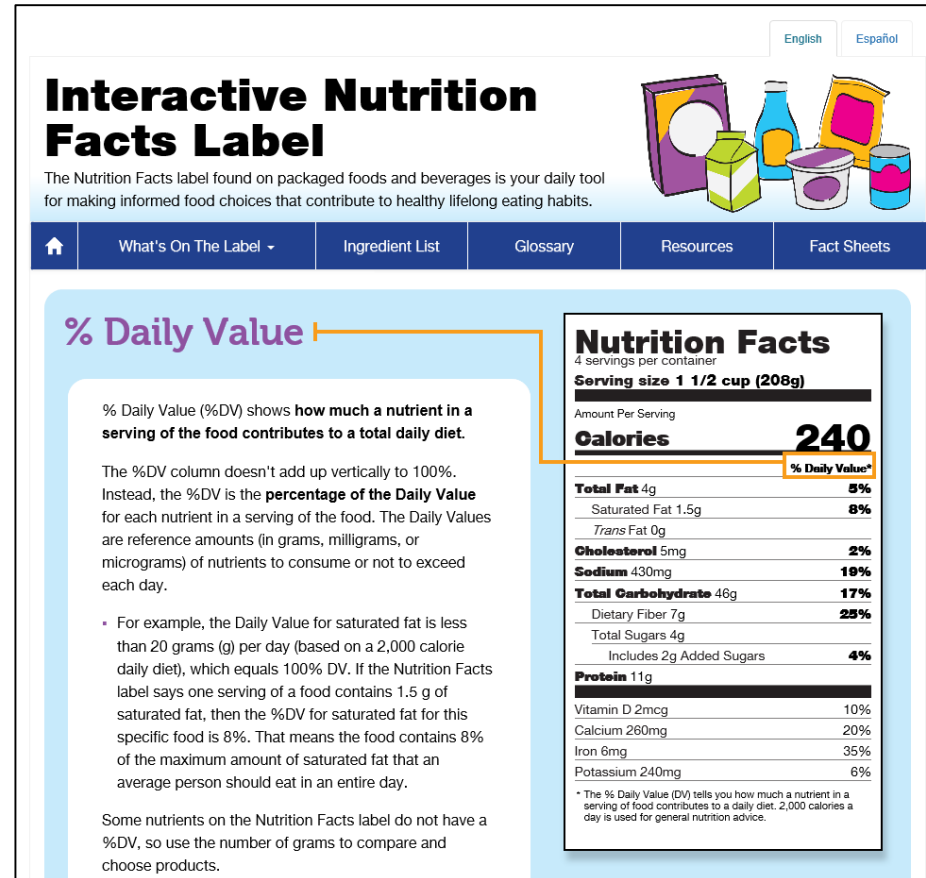
# Read the Label Youth Outreach Materials

- Materials designed for kids (ages 9-13)
- Resources for:
  - Kids: video, infographic, “cool tips,” word search
  - Parents: infographic, tips, family activities
  - Health educators and community outreach: outreach manual, leader’s guide, presentation, and talking points



# Interactive Nutrition Facts Label Online

- Detailed look at the Nutrition Facts label
- English and Spanish
- Includes 5 sections:
  - What's on the Label
  - Ingredient list
  - Nutrition glossary
  - Resources
  - Fact Sheets



**Interactive Nutrition Facts Label**

The Nutrition Facts label found on packaged foods and beverages is your daily tool for making informed food choices that contribute to healthy lifelong eating habits.

English Español

Home What's On The Label Ingredient List Glossary Resources Fact Sheets

### % Daily Value

% Daily Value (%DV) shows **how much a nutrient in a serving of the food contributes to a total daily diet**. Instead, the %DV is the **percentage of the Daily Value** for each nutrient in a serving of the food. The Daily Values are reference amounts (in grams, milligrams, or micrograms) of nutrients to consume or not to exceed each day.

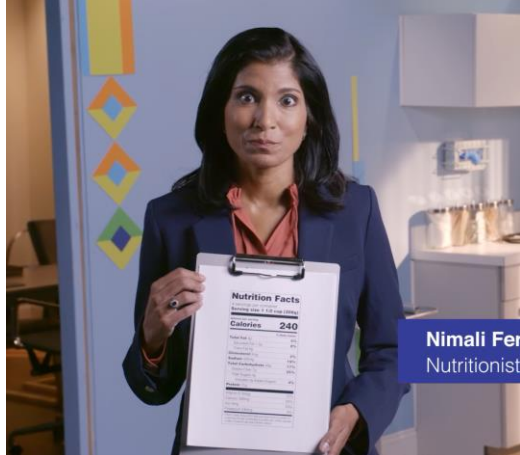
- For example, the Daily Value for saturated fat is less than 20 grams (g) per day (based on a 2,000 calorie daily diet), which equals 100% DV. If the Nutrition Facts label says one serving of a food contains 1.5 g of saturated fat, then the %DV for saturated fat for this specific food is 8%. That means the food contains 8% of the maximum amount of saturated fat that an average person should eat in an entire day.

Some nutrients on the Nutrition Facts label do not have a %DV, so use the number of grams to compare and choose products.

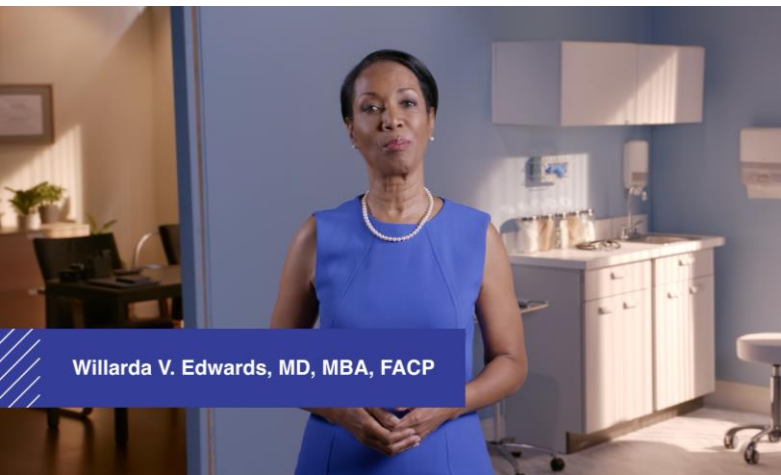
Nutrition Facts	
4 servings per container	
<b>Serving size 1 1/2 cup (208g)</b>	
Amount Per Serving	
<b>Calories</b>	<b>240</b>
	<small>% Daily Value*</small>
<b>Total Fat</b> 4g	<b>8%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	35%
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.





Nimali Fernando  
Nutritionist



Willarda V. Edwards, MD, MBA, FACP



# Continuing Medical Education Programs - Free!

- Developed in collaboration with the **American Medical Association (AMA)** to help physicians and other healthcare professionals:
  - Counsel patients about using the Nutrition Facts label to make healthy food choices that can reduce the risk of developing some health conditions
- Developed in collaboration with the **American Academy of Pediatrics (AAP)** to help pediatricians and other pediatric healthcare professionals:
  - Counsel parents and caregivers about using the label to make informed food choices that support the growth, development, and lifelong healthy dietary practices of their children

# The New Nutrition Facts Label

What's in it for you?

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The U.S. Food and Drug Administration (FDA) has updated the Nutrition Facts label on packaged foods and drinks. FDA is requiring changes to the Nutrition Facts label based on updated scientific information, new nutrition research, and input from the public. This is the first major update to the label in over 20 years. The refreshed design and updated information will make it easier for you to make informed food choices that contribute to lifelong healthy eating habits.

Learn about **What's New with the Nutrition Facts Label**, including details on calories, serving sizes, added sugars, and more.

## Education Campaign

"The New Nutrition Facts Label: What's in it for You?" education campaign was developed by FDA to raise awareness about the changes to the Nutrition Facts label, increase its use, and help consumers, health care professionals, and educators learn how to use it as a tool for maintaining healthy dietary practices.

The education campaign includes outreach through many channels including social media, indoor/outdoor advertising, videos, and consumer-friendly downloadable educational materials.

In 2018, FDA announced the Nutrition Innovation Strategy, which sets a strategic course for taking action to reduce preventable death and disease related to poor nutrition. As part of the agency's strategy, this new campaign supports consumer education as a key element of FDA's ongoing public health efforts.



Nutrition Facts	
2 servings per container	
Serving size 5/8 cup (55g)	
Amount per serving	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
Total Fat 1g	16%
Saturated Fat 1g	2%
Total Fat 1g	2%
Cholesterol 1mg	6%
Sodium 10mg	1%
Total Carbohydrate 27g	12%
Dietary Fiber 4g	14%
Total Sugars 10g	20%
Includes 10g Added Sugars	
Protein 2g	
Vitamin D 2mg	10%
Calcium 20mg	20%
Iron 2mg	40%
Potassium 20mg	4%

PDF (344KB)

# Nutrition Education Resources & Materials

Resources on the importance of good nutrition

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Nutrition Education Resources & Materials

The New Nutrition Facts Label



## New and Improved Nutrition Facts Label

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Industry members, read more about the changes to the Nutrition Facts label requirements.



## More on the New Nutrition Facts Label

How to Understand and Use the Nutrition Facts Label

Learn how to use this information more effectively and easily.

Interactive Nutrition Facts Label

An interactive way to learn about the label is now available. Visit the Nutrition Facts label Online and discover a wealth of information.



## For Educators

Health Educator's Nutrition Toolkit

Teach your audience how to use the new Nutrition Facts label and make informed choices.



"Behind the Label" with FDA Information

[www.FDA.gov/NewNutritionFactsLabel](http://www.FDA.gov/NewNutritionFactsLabel)

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Nutrition Facts	
8 servings per container	
Serving size 5/8 cup (55g)	
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
Total Fat 1g	16%
Saturated Fat 1g	2%
Total Fat 1g	2%
Cholesterol 10mg	6%
Sodium 10mg	1%
Total Carbohydrate 27g	12%
Dietary Fiber 4g	14%
Total Sugars 10g	20%
Includes 10g Added Sugars	
Protein 2g	
Vitamin D 2mg	10%
Calcium 200mg	20%
Iron 10mg	40%
Potassium 200mg	40%

PDF (344KB)

[www.FDA.gov/NewNutritionFactsLabel](http://www.FDA.gov/NewNutritionFactsLabel)

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Nutrition Education Resources & Materials

The New Nutrition Facts Label



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"Behind the Label" with FDA Information

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**FDA** U.S. Food and Drug Administration  
April 29 at 1:14 PM · 🌐

#COVID19 impacts many of our daily routines, including how we shop for & prepare food. As we adjust, it is important to think about how to eat healthfully. FDA's updates to the Nutrition Facts Label can help you learn more about the foods you're eating.

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
<b>Calories 230</b>	
	% Daily Value*
<b>Total Fat</b> 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 160mg	7%
<b>Total Carbohydrate</b> 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
<b>Protein</b> 3g	10%

FDA.GOV  
**Using the Nutrition Facts Label During the Coronavirus Pandemic**

👍❤️ 92      17 Comments 49 Shares

# Questions and Discussion

**Nutrition**  
Informed decisions  
NUTRITION  
FACTS  
LABEL  
Menu Labeling  
Dietary Fiber  
ADDRESS HEALTH  
DISPARITIES  
Ingredients  
SCIENCE-BASED  
**EMPOWERING  
CONSUMERS**  
Added sugars  
Public Health  
HEALTHY  
CALORIES  
Healthy Icon  
Industry Innovation  
Ingredients  
Reducing Barriers  
Foster  
Meaningful Claims  
HEALTHY  
Modernize

INCENTIVIZE STANDARDS OF IDENTITY  
**Nutrition**  
INFORMED DECISIONS  
NUTRITION  
FACTS LABEL  
Menu Labeling  
Dietary Fiber  
ADDRESS HEALTH  
DISPARITIES  
Ingredients  
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