



Role of Nutrition Labeling in Addressing Obesity: Prospects and FDA Projects

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What Difference Does Labeling Make?

- Partial Solution
 - Small fraction of \$150B annually = big \$\$\$
- Labeling Changes the Product Choice Set
- Unexploited Opportunities for Better Choices



Labeling for More than Obesity

- Prevent Chronic Diseases
 - Affecting even normal weight people
- Assist Consumers in Maintaining Healthy Dietary Practices



FDA Speaking Up

- Letter to the Smart Choices Program
- “Dear Industry” & 17 Warning Letters

Menu and Vending

- Healthcare Reform Legislation: FDA must propose regulations to require at least calorie labeling on
 - Restaurant menus
 - Menu boards
 - Vending machines
- Additional nutrient information must be available on request

Dietary Guidance Statements

- Regulatory Status for Dietary Guidance on Products
- Whole Foods and Categories of Food
- Require Meaningful Amount of Food
- Recommend Upper Limits of Nutrients to Limit

Front of Package

- Goal
 - To maximize the number of consumers who readily notice, understand, and use the available information to make more nutritious choices for themselves and their families.

Front of Package

- Widely adopted across the food supply;
- In a standardized format consumers can trust;
- Based on nutritional criteria grounded in the Dietary Guidelines for Americans and related to reducing obesity and eating a balanced, healthy diet;
- Designed to enable consumers with a wide range of literacy, educational levels, age, and other characteristics to make comparisons of the relative healthiness of products within and across food categories in the context of routine food shopping.



Front of Package Examples



Guiding Stars®
Nutritious shopping made simple®



Nutrition Tips	
Amount Per Serving	
Calories	240
Total Fat 2g	Low
Saturated Fat 0g	Low
Sugar 12g	High
Sodium 250mg	Med



Other Initiatives

- Calorie Prominence
- Reformatting Nutrition Facts
- Updating Serving Sizes

Consumer Research in Progress

- Experimental Study of Existing FOP Symbols
- Experimental Study of Other Possible FOP Symbols
- Survey on Nutrition and Health Attitudes and Practices of Hispanics

Evaluation

- Assessing Effectiveness of Labeling Initiatives
 - Challenging
 - Time consuming
 - Costly

Opportunities for Input

- Front of Pack and Shelf Tag Nutrition Symbols; Establishment of Docket; Request for Comments and Information
 - <http://www.regulations.gov/search/Regs/home.html#docketDetail?R=FDA-2010-N-0210>
- Comment on Proposed Regulations and Guidances
 - Electronically at [regulations.gov](http://www.regulations.gov)