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**The Nutrition Labeling and
 Education Act of 1990:
 Time For Some Fine Tuning**

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The Food Label has not Kept Pace

- I. NLEA is nearly 20 years old
- II. Ingredient label is 70 years old
- III. Rules for *health-related* claims are “patchwork quilt” of inconsistent requirements (health claims, qualified health claims, S/F claims)

**Medical/Public Health Organizations
 Call for Reform**

- American Medical Association
- American Cancer Society
- American Heart Association
- American Diabetes Association
- American Public Health Association
- American College of Preventive Medicine
- Association of Schools of Public Health
- Society for Nutrition Education
- CU, CFA, ARA, AAFCS, NASN, ASBP

I. Nutrition Labeling

- NLEA 1990 – Focus was *not* on obesity

Nutrition Facts	
Serving Size 3 oz (85g) Servings Per Container 1	
Amount Per Serving	% Daily Values*
Calories 180	Calories from Fat 90
Total Fat 10g	15%
Saturated Fat 40g	20%
Trans Fat 0.5g	
Cholesterol 70mg	23%
Sodium 60mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 20g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 15%

*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 50g	80g	100g
Saturated Fat	Less than 10g	20g	25g
Cholesterol	Less than 300mg	300mg	300mg
Sodium	Less than 2,400mg	2,400mg	2,400mg
Total Carbohydrate	300g	375g	375g
Dietary Fiber	25g	30g	30g

Calories per gram:
 Fat 9 • Carbohydrate 4 • Protein 4

Improving Nutrition Labeling

- Standardize front label nutrition symbols
- Make calorie disclosure larger
- Establish DV for added sugars
- Establish realistic serving sizes
- Improve format of Nutrition Facts label
 - Delete “footnote”
 - Make calorie per-serving disclosure larger
 - Delete “calories from fat”

Improving Nutrition Labeling

- % Daily Values - Most Americans cannot interpret them correctly
- “Nutrition Facts” label is not “kid friendly”
- FDA - public meetings on use of front label symbols

Front Label Symbols



Putting Nutrition Information on the Fronts of Food Packages

- Keystone program is insufficient – only covers “better for you foods.” Comparative testing has not been done – more research needed
- The EU has formally proposed listing nutrient content and GDAs for 6 nutrients on the fronts of food packages
- The UK FSA has gone one step further and developed a set of “traffic light” symbols for use on the fronts of food labels

Front of Pack Nutrition Labeling Using Symbols

Trademarked Image: Waitrose Mini Chicken Pie with quick nutrition facts on front of box

Front of Pack Nutrition Labeling Using Symbols

Trademarked Image: Waitrose Moussaka with quick nutrition facts on front of box

So Simple – A 5 year old can tell the difference

Trademarked Image: quick nutrition facts on front of box

- IOM has received funding for research on which type of system would work best in the U.S.

Added Sugars

- Establish DV for added sugars (40 mg based on Food Pyramid)
- Apply added sugars criteria to rules for health and nutrition claims
- FDA put CSPI petition out for public comment (2000)

Trademarked Image:
Frosted Flakes
Cereal Box

Frosted
Flakes Quick
Nutrition
Fact

Trademarked Image: Full
nutrition facts for Frosted
Flakes

Misleading Representations About Sugar Consumption



- IOM wrote HHS -- report's recommendations have been "widely misinterpreted" (2003) - Persons whose intake of added sugars is 25% or more of total calories are more likely to have poorer intakes of essential nutrients
- IOM says it *does not* suggest that added sugar intakes of 25% facilitate weight control
- US Dietary Guidelines suggest lower levels

Serving sizes

- FDA issued ANPR on serving sizes and calorie declarations (2005)
- Nutrition information for single servings should be listed for entire package

Trademarked Image: Nutrition
Facts for Health
ChoiceMinestrone Soup

II. Ingredient Labeling - Format

Current	Proposed
	

Ingredient Labeling – Content Claims

- Fruits and vegetables
- Made with whole wheat

Trademarked Image: Gerber Graduates juice treats for preschoolers (front of box)

Trademarked Image: Gerber Graduates juice treats for preschoolers (back of box)

Trademarked Image: Gerber Graduates juice treats for preschoolers nutrition facts

Trademarked Image: Thomas Hearty Grains Nutrition Facts

Ingredient Labeling

- Percentage ingredient labeling (QUID) required in at least 18 countries including Australia, NZ, EU
- 2007 Codex Standard calls for expansion of percentage ingredient labeling

US - % fruit ?	UK - 5% Apple
<p>Trademarked Image: NutriGrain Twists- Strawberry & Cream nutrition facts</p>	<p>Trademarked Image: NutriGrain Apple nutrition facts</p>

Trademarked Image: Birds Eye Oven Bake Lightly Battered Fish nutrition facts

55% Fish

Trademarked Image: Coles Lite Fish Fillets Nutrition Informaion

70% Fish

Ingredient Labeling - Caffeine Content

- Health Authorities recommend that many consumers limit caffeine consumption (200mg) – Not possible to “count” caffeine consumption per day unless amount is disclosed
- Energy drink market has led to horsepower race in some product lines
- Caffeine is the only psychoactive drug permitted in foods and content should be labeled

III. Nutrition and Health Claims

- Require that all *health-related* claims be reviewed by the FDA prior to marketing to ensure they are scientifically valid
- Eliminate Qualified Health Claims
- Set same standards for health claims and S/F claims because consumers interpret them in the same manner

Trademarked Image:
CocoaVia Blueberry &
Almond Chocolate Bars (front
of box)

Trademarked Image: CocoaVia
Blueberry & Almond Chocolate
Bars(back of box)

Other Claim Issues - "0" Trans Fat

- Is misleading if product is not also low in saturated fat
- FDA policy on the issue needs revisiting
- "0" trans fat is not a simple factual statement of nutrient content

Trademarked Image: Nestle
Drumstick Classic Vanilla
Fudge (front of box)

Trademarked Image: Mrs. Smith's
Classic Apple Pie (front of box and
Nutrition Facts)

Other Claims Issues – "Natural"

- High Fructose Corn Syrup
- Common definition of natural - "Minimally processed – no artificial ingredients"
- HFCS does not meet the definition

Ingredients:
Water, high fructose corn syrup, kiwi juice and strawberry juice from concentrate, citric acid, gum acacia, natural kiwi and strawberry flavors with other natural flavors, vegetable juice concentrate (for color), ester gum.

Nutrition Info:
Serving Size: 8 fl. oz. (240ml)
Servings per Container: About 2
Calories: 110
Total Fat: 0 g
% Daily Value (Fat): 0%
Sodium: 10 mg
% Daily Value (Sodium): 0%
Total Carb: 28 g
% Daily Value (Total Carb): 9%
Sugars: 26 g
Protein: 0 g
% Daily Value (Protein): 0%

Percent Daily Values are based on a 2,000 calorie diet.
Nutritional information is for 16 oz. product size.

Trademarked
Image:
Snapple

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