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

Ilene Ringel Heller iheller@cspinet.org

www.cspinet.org



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



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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



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)

Trademaked
Image:
Frosted Flakes Frosted
Cereal Box Flakes Quick
Nutrition
Fact

Trademarked Image: Full nutrition facts for Frosted Flakes

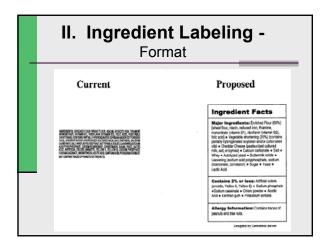
Misleading Representations About Sugar Consumption

- 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



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 - % fr	uit ? UK - 5% Apple
Trademarke Image: NutriGrain Twists- Strawberry &Cream nu	Irademarked Image: NutriGrain Apple nutrition facts

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

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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.

Trademarked

Trademarked

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%

Snapple

% Daily Value (Protein): 0%
Percent Daily Values are based on a 2,000 calorie diet.
Nutritional information is for 16 oz. product size.

Ilene Ringel Heller iheller@cspinet.org www.cspinet.org CENTER FOR Science IN THE Public Interest