FDA Nutrition Initiatives

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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
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.
Number of Deaths and Percentage of Disability-Adjusted Life-Years Related to the 17 Leading Risk Factors in the United States, 2016

Source:
Dietary Guidelines and Food Safety

• Many of the foods we encourage Americans to consume for the prevention of chronic diseases are high-risk foods from a food safety point of view
  – E.g., vegetables/fruits/nuts, herbs/spices
  – Many ready-to-eat, large proportion imported
  – Dairy/cheese

• FDA augments its usual inspection and compliance work by doing innovative regulatory science to PREVENT outbreaks and SOLVE them earlier
Using State-of-the-Art Science to Solve Foodborne Outbreaks Quickly

- Whole genome sequencing helps with outbreak investigations

- The faster that public health officials can identify the food or ingredient that caused the illness and where it came from, the faster the harmful ingredient can be removed from the food supply -- and the more illnesses and deaths that can be averted
Food Safety, Nutrition and Health
Public Health Outcome

- Reduce risk factors for and the incidence of nutrition-related chronic disease.
- Support HealthyPeople goals to improve nutrition and reduce prevalence of nutrition-related chronic disease.
“Improvements in diet and nutrition offer us one of our greatest opportunities to have a profound and generational impact on human health....The public health gains of such efforts would almost certainly dwarf any single medical innovation or intervention we could discover.”

Scott Gottlieb, M.D.
National Food Policy Conference
March 29, 2018
FDA’s Nutrition Innovation Strategy

Goal: Reduce the burden of chronic disease through improved nutrition
• Empower consumers with information
• Facilitate industry innovation toward healthier foods that consumers are seeking

Key Elements
• Modernizing claims
• Modernizing Standards of Identity
• Reducing sodium
• Implementing Menu Labeling and the Nutrition Facts label
• Consumer Education

https://www.fda.gov/food/labelingnutrition/ucm602651.htm
Modernizing Claims

• Claims on food and beverage products act as quick signals for consumers about the nutritional benefits of those products, and they can encourage the industry to reformulate products to improve their healthy qualities.

• The nutrient content claim “healthy” is one claim that is ready for a change to be more consistent with current science.

• Along with updating the definition of the claim “healthy” we are exploring ways to depict “healthy” on the package so consumers can easily find it.

• FDA is also interested in exploring claims for products that offer food groups for which American diets typically fall short of recommendations.
  • Examples include whole grains, low-fat dairy, fruits and vegetables, and healthy oils.
“Healthy”

• Updating the nutrient content claim “Healthy”
  – Current definition is not reflective of current science
  – Updated criteria will likely focus on current Dietary Guidelines for Americans which focus on a food group based approach
  – FDA has signaled that we plan to publish a proposed rule this year.

• FDA is exploring and conducting consumer research around depicting “Healthy” through an icon on the front of package.
  – Icon may help consumers can easily find “healthy” on the label
Modernizing Standards of Identity

- Standards of identity (SOIs) establish requirements related to the content and production of certain food products.

- FDA will take a fresh look at existing SOIs in light of marketing trends and the latest nutritional science.

- The goal is to maintain the basic nature and nutritional integrity of products while allowing industry flexibility for innovation to produce more healthful foods.
Voluntary Sodium Reduction: Why are Targets Needed?

- Most sodium comes from that added to processed and restaurant foods.
- It is difficult to meet recommended sodium intake with current food supply.
- Overall sodium content of the food supply remains high, despite industry efforts.
- Variability in sodium across similar foods in the food supply shows that reductions are possible.

![Sources of Total Sodium Intake](image)

Harnack et al., Circulation 2017
Overview of FDA Approach

• Draft, voluntary guidance on sodium reduction targets published in 2016
  • Gradual approach
  • Targets for 150 categories of food
  • Applies to food manufacturers, restaurants and food service operations

• Current activities
  – Planning to finalize short-term sodium reduction targets
  – May 2019: Issued draft guidance for alternative name for potassium chloride in food labeling; comment period open until September 17 2019
Implementing the Nutrition Facts Label

- Compliance Date: Jan 1, 2020 for manufacturers with annual food sales at or above $10 million. Jan 1, 2021 for all others

- FDA issued many guidance documents on issues such as dietary fiber, and serving size declarations to help manufacturers comply with the new requirements

- Many manufacturers have already started using the new labels

- FDA has announced the launch of a major educational campaign surrounding the new nutrition information consumers will be seeing in the marketplace
NEW LABEL / WHAT’S DIFFERENT

Servings: larger, bolder type

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

% Daily Value*
Total Fat 8g 10%
  Saturated Fat 1g 5%
  Trans Fat 0g
Cholesterol 0mg 0%
Sodium 160mg 7%
Total Carbohydrate 37g 13%
  Dietary Fiber 4g 14%
  Total Sugars 12g
  Includes 10g Added Sugars 20%
Protein 3g

Vitamin D 2mcg 10%
Calcium 260mg 20%
Iron 8mg 45%
Potassium 235mg 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.

Serving sizes updated
Calories: larger type
Updated daily values
Actual amounts declared
New footnote

New: added sugars
Change in nutrients required
What’s considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

**CURRENT SERVING SIZE**

- 4 SERVINGS
- 1 PINT
- 200 CALORIES

**NEW SERVING SIZE**

- 3 SERVINGS
- 1 PINT
- 270 CALORIES
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]
Implementing the Nutrition Facts Label: Guidance Documents for Industry

- Nutrition and Supplement Facts Labels Questions and Answers Related to the Compliance Date, Added Sugars, and Declaration of Quantitative Amounts of Vitamins and Minerals
- *Draft*: Serving Sizes of Foods That Can Reasonably Be Consumed At One Eating Occasion, Reference Amounts Customarily Consumed, Serving Size-Related Issues, Dual-Column Labeling, and Miscellaneous Topics
- The Declaration of Certain Isolated or Synthetic Non-Digestible Carbohydrates as Dietary Fiber on Nutrition and Supplement Facts Labels
- Scientific Evaluation of the Evidence on the Beneficial Physiological Effects of Isolated or Synthetic Non-Digestible carbohydrates Submitted as a Citizen Petition
- Declaration of Added Sugars on Honey, Maple Syrup, and Certain Cranberry Products
- Reference Amounts Customarily Consumed: List of Products for Each Product Category
- Small Entity Compliance Guide for Serving Size Final Rule
- FDA’s Policy on Declaring Small Amounts of Nutrients and Dietary Ingredients on Nutrition Labels

https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm513734.htm
Consumer Education Campaign

• FDA is working on a consumer nutrition education campaign to raise awareness and understanding of Menu labeling and the updated Nutrition Facts label.

• 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)
Other Nutrition Education Resources

www.fda.gov/nutritioneducation

Including:

- New Nutrition Facts label materials
- **Read the Label** – Resources for tweens, parents and health educators
- **Science and Our Food Supply** – Free curricula for Middle and High School Teachers
- **Nutrition Facts Label Continuing Medical Education Program** – Resources for healthcare professionals

And more!

For educational materials on the Nutrition Facts label and other nutrition topics and to subscribe to the **CFSAN News for Educators eNewsletter**
The New and Improved Nutrition Facts Label - Key Changes

The U.S. Food and Drug Administration has finalized a new 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 a fresh new design and reflects current scientific information, including the link between diet and chronic diseases.

1. Servings

The number of “servings per container” and the “Serving Size” declaration have increased and are now in larger and/or bolder type. Serving sizes have been updated to reflect what people actually eat and drink today. For example, the serving size for ice cream was previously 1/2 cup and now is 2/3 cup.

There are also new requirements for certain size packages, such as those that are between one and two servings or are larger than a single serving but could be consumed in one or multiple sittings.

2. Calories

“Calories” is now larger and bolder.

3. Fats

“Calories from Fat” has been removed because research shows the type of fat consumed is more important than the amount.

4. Added Sugars

“Added Sugars” in grams and as a percent Daily Value (%DV) is now required on the label. Added sugars includes sugars that are either added during the processing of foods, or are packaged as such (e.g., a bag of table sugar), and also includes sugars from syrups and honey, and

Transitioning to the New Label

Manufacturers still have time to begin using the new and improved Nutrition Facts label, so you will see both label versions for a while. However, the new label is already starting to appear on products nationwide.

For more information about the new Nutrition Facts label, visit:
www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm

January 2016
Read the Label
Resources for children, families, and community leaders

Updated with the New Nutrition Facts label:
• Infographic
• Tips for Kids
• Tips for Parents
• Family Activity
• Word Search Activity
• Community Educator’s Outreach Manual
• Leaders Guide
• Training Guide
Implementing Menu Labeling

• **May 7, 2018**: Menu labeling compliance date; FDA released final guidance that provides flexibility on how covered establishments can provide calorie information in ways that meet various business models.

• The new measures, for the first time, create a national and uniform standard for the disclosure of calorie information on menus at chain restaurants and other retail establishments
What is Required

- Disclose calorie information on menus and menu boards for standard menu items
- Disclose calorie information on signs adjacent to foods on display and self-service foods that are standard menu items
- Post a succinct statement concerning suggested daily caloric intake
- Provide written nutrition information for standard menu items upon consumer request
- Post on menus and menu boards statement that written information is available upon request
Menu Labeling – Additional Nutrition Information

• A statement is required on menus and menu boards declaring “additional nutrition information available upon request.”

• The following written nutrition information is required to be available to consumers upon their request:
  - Total calories
  - Sodium
  - Total fat
  - Total carbohydrates
  - Saturated fat
  - Fiber
  - Trans fat
  - Sugars
  - Cholesterol
  - Protein

• The statement regarding the availability of the additional written nutrition information must be posted prominently and in a clear and conspicuous manner.
New Resources: Menu Labeling
Updated Consumer Website

Calories on the Menu

www.fda.gov/caloriesonthemenu
# New Education Resources: Menu Labeling

Source: McKinnon et al. 2019 JAND In press

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## Reported Knowledge of Typical Daily Calorie Requirements: Relationship to Demographic Characteristics in US Adults

Robin A. McKinnon, PhD, MPA; Taylor Ochoa, MPH; Marina S. Ferguson, MS; Olivia E. Jones, MPH; Maya E. Winstead, PhD, MPH, RDN; Beverly Wolpert, PhD, MS

### ABSTRACT

**Background**

US obesity rates are at historically high levels, increasing the risk of negative health and economic outcomes at individual and population levels. Findings from earlier studies indicate that many consumers lack clear understanding of calorie needs, potentially affecting their ability to manage caloric intake.

**Objective**

Our aim was to determine the knowledge of typical daily calorie needs of US adults by demographic and other characteristics, using a nationally representative sample.

**Design**

Data were analyzed from 6,207 respondents to the 2007-2008 and 2009-2010 National Health and Nutrition Examination Survey and its supplemental data, the Flexible Consumer Behavior Survey, to assess reported knowledge of typical daily calorie requirements and associations with demographic and other characteristics of interest.

**Statistical analyses**

Logistic regression for complex sample surveys was used to estimate associations between self-reported daily calorie needs and demographic and other characteristics.

**Results**

Most respondents accurately reported typical daily calorie needs for a person of their sex, age group, and physical activity level; however, distinct differences emerged between demographic groups. Women, non-Hispanic whites, and those with higher education and income levels were more likely to estimate typical daily calorie needs accurately, with more than four times more likely than women to indicate a lack of knowledge of daily calorie needs.

**Conclusions**

Knowledge of typical daily calorie requirements is a foundational concept of nutrition literacy. Educational efforts to increase awareness, knowledge, and use of calorie information for certain groups may be helpful to reduce misconceptions and ultimately improve public health in the United States.

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### Table 1

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**Source:** McKinnon et al. 2019 JAND In press

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www.fda.gov/caloriesonthemenu
2,000 calories a day is used as a guide for general nutrition advice, but calorie needs may vary.

Do you know how many calories you need?
Menu Labeling – Awareness

3 STEPS for Making Eating Out Choices that are Healthy and Delicious

2. Look for calorie and other nutrition information

Bacon & Cheddar Baked Potato
Cal 450

Sour Cream & Chive Baked Potato
Cal 380

Open 10:30 am til 2:00 am

FRIES
SMALL. ........................................... $1.59 / Cal. 310
MEDIUM ........................................ $1.99 / Cal. 410
LARGE ........................................... $2.39 / Cal. 520

DRINKS
COLA
ICED TEA

2,000 calories a day is used for general nutrition advice.

Grabbing a bite?
Calories are now on the menu.

www.fda.gov/caloriesonthemenu
Aiming to eat healthier? Look for the calories.
Menu Labeling –
Make the Best Choice for You

3 STEPS
For Making Eating Out Choices that are Healthy and Delicious

-3-
Make the best choice for YOU

570 CALORIES
Fried Chicken Sandwich

380 CALORIES
Grilled Chicken Sandwich

Eating healthy comes down to personal choices. Knowing your calorie needs and looking at calorie and nutrition information before you order can help you make the best choices for you and your family.

440 CALORIES
Biscuit Sandwich with Egg, Bacon, and Cheese

230 CALORIES
English Muffin with Egg White, Ham, and Cheese

Know Your Options When Eating Out
Try Simple Swaps
Compare nutrition information before you order, then make the choice that’s right for you.

www.fda.gov/caloriesonthemenu
Pink Lemonade
20 fl oz

Sparkling Water w/ Lemon
20 fl oz

Know Your Options When Eating Out
Try Simple Swaps

Compare nutrition information before you order, then make the choice that's right for you.
Know Your Options When Eating Out

Try Simple Swaps

Compare nutrition information before you order, then make the choice that’s right for you.
430 CALORIES
Buffalo Chicken Sub
6-inch

860 CALORIES
Buffalo Chicken Sub
12-inch

430 CALORIES
Buffalo Chicken Sub
6-inch

Know Your Options When Eating Out

Try Simple Swaps

Calorie information can help you decide if you want to share with a friend or save some for later.
New Resources: Menu Labeling
Social Media Toolkit

www.fda.gov/caloriesonthemenu
Menu Labeling
Education exhibiting materials

**Calories on the Menu**
Information for Consumers

Eating Out and Eating Healthy – Just Get Easier
In today’s busy world, Americans eat and drink about one-third of their calories from foods prepared away from home. In general, these foods provide more calories, sodium, and saturated fat than meals prepared at home. For the average adult, eating one meal away from home each week translates to roughly 2 extra pounds per year. Over the course of 5 years, that’s 10 extra pounds.

Calorie labeling on menus can help you make informed and healthy decisions about meals and snacks. As of May 7, 2018, calories have been listed on many menus and menu boards of restaurants and other food establishments that are part of a chain of 20 or more locations. This will help you know your options and make it easier to eat healthy when eating out.

Here are 3 steps for making dining out choices that are healthy and delicious:

1. **Find Out Your Calorie Needs**
   Knowing your calorie needs is important in managing your daily food and beverage choices. You can use 2,000 calories a day as a guide, but your calorie needs may vary based on your age, sex, and physical activity level. To find your specific calorie needs, see the Estimated Calorie Needs table at [www.choosemyplate.gov](http://www.choosemyplate.gov).

2. **Look for Calorie and Nutrition Information**
   You may have noticed calorie information on some menus or menu boards. Or maybe you’ve seen nutrition information on restaurant websites or on phone apps. This information can help you make informed and healthy food and snack choices.

   Where will I see the calories?
   Calories are listed next to the name or price of the food or beverage on menus and menu boards, including drive-through windows, and may be at the following types of chains:
   - Casual restaurants
   - Chain restaurants
   - Chain coffee shops
   - Boutiques
   - Ice cream shops
   - Self-service food locations, such as buffets and salad bars
   - Movie Theaters
   - Amusement parks
   - Convenience store chains
   - Where will I NOT see calorie information?
   - Foods sold at deli counters and typically intended for further preparation
   - Foods purchased in bulk in grocery stores, such as loaves of bread from the bakery section
   - Bottles of liquor displayed behind a bar
   - Food in transportation vehicles, such as food trucks, airplanes, and trains
   - Food on menus in elementary, middle, and high schools that are part of the U.S. Department of Agriculture’s National School Lunch Program

For more information, visit [www.fda.gov/dietaryinformation](http://www.fda.gov/dietaryinformation).
Staying Connected with FDA

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- FDA Constituent Updates  
Conclusion

• Consumers want healthier options.
• America’s food industry is ripe for innovation.
• Food producers want to develop healthy options and make claims about these attributes.
• FDA supports these innovations.
• Science-based regulations and transparent labels will make it easier for consumers to understand the impact that day-to-day food choices have on their long-term health. They also make it practical for producers to compete on these features.