

Nutrition Labeling Education Consortium

What is the Nutrition Labeling Education Consortium?

The Nutrition Labeling Education Consortium (NLEC or Consortium) is a consumer-focused public-private partnership aimed at coordinating efforts to strengthen public information and education on food, menu, vending and other nutrition labeling in the United States.

Mission

To increase consumer awareness, engagement, understanding and usage of fact-based nutrition labeling — from on-pack labeling including the *Nutrition Facts Panel* and *Facts Up Front*, to menu and vending labeling.

Why Nutrition Labeling Education?

Strengthening consumer awareness, understanding and usage of nutrition labeling on foods and beverages could help to improve the healthfulness of Americans' diets. About two-thirds of Americans look at the Nutrition Facts Panel when deciding to purchase foods or beverages, according to the 2014 Food & Health Survey by the International Food Information Council Foundation (IFICF). The same survey found that about half of Americans at least sometimes use nutrition information to decide what to have when eating out. In

addition, the number of moms aware of the Facts Up Front front-of-package labeling system on many food and beverage packages sold at retail has gradually increased over the last couple of years. About a quarter (24 percent) were aware of the labeling (unaided) and 81 percent aware of the labeling with aided awareness, according to a 2014 Nielsen survey.

The release of menu and vending machine labeling requirements by the Food and Drug Administration (FDA) as well as anticipated final regulations to changes to the Nutrition Facts Panel provide an opportunity for allied interests to work together to strengthen public education efforts on nutrition labeling — and the Consortium will be a hub for multiple sectors to collaborate on these efforts.

Why a Consortium?

NLEC is designed to bring together representatives from the food and beverage industries, health professional organizations, consumer organizations, and others, including potentially government liaisons to coordinate efforts for stronger consumer nutrition labeling education. NLEC is modeled after the successful Dietary Guidelines Alliance – a public-private partnership in existence for 17 years to provide a way to develop communications for the public and professionals on dietary guidelines recommendations.

Nutrition Labeling Education Consortium (NLEC) Founding Members



What Are NLEC's Immediate Priorities?

- Recruit NLEC members from multiple sectors, including medical and health professional groups, consumer organizations and other relevant organizations.
- Establish liaison representatives with federal government agencies as appropriate.
- Convene an inaugural meeting of the Consortium to develop a plan of action and coordinate current and planned fact-based nutrition labeling education efforts.
- Consider recruiting experts in nutrition education and behavioral nutrition to advise the Consortium on efforts to improve nutrition labeling education.
- Explore development of unified public education messages, materials, approaches and activities to strengthen consumer awareness, understanding and usage of nutrition labeling consistent with labeling requirements and regulations and the U.S. Dietary Guidelines for Americans.
- Solicit and secure funding as needed to support these efforts.

Why Join NLEC?

- **Achieve greater impact through collaboration and coordination** – The Consortium can help consumers increase their awareness, understanding and use of nutrition labeling beyond what any individual organization or entity can achieve.

- **Share – and adopt – best practices** — Members of the Consortium can share consumer insights; successful education techniques, approaches and programs; and learn from one another.
- **Explore the potential to develop a unified effort** – The Consortium provides an opportunity for members to pool resources and develop an umbrella or unified effort to reach consumers about nutrition labeling. With one voice, the Consortium's unified messages may be better heard.

Who Can Become Members of the Consortium?

Organizations that support fact-based nutrition labeling education for the public are invited to become members of the Consortium. Member organizations should plan to allow representatives sufficient time to participate in NLEC meetings, activities and events, the majority of which will take place in Washington, D.C.

What Is the Cost to Join NLEC?

At this time, there is no cost to be a member of NLEC. All that is asked is for members to contribute their time to get the Consortium established and running. In future years, NLEC may need to establish a membership structure to help offset operational and administrative costs.

How Do I Join?

Contact Jason Pelzel: jpelzel@foodminds.com

For additional information, contact an NLEC Founding Member:



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