

FDA Nutrition Initiatives

Robin A. McKinnon, Ph.D.

Senior Advisor for Nutrition Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration
July 29, 2019



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



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



Source:
The State of US Health, 1990-2016 Burden of Diseases, Injuries, and Risk Factors Among US States *JAMA*. 2018;319(14):1444-1472.
 doi:10.1001/jama.2018.0158

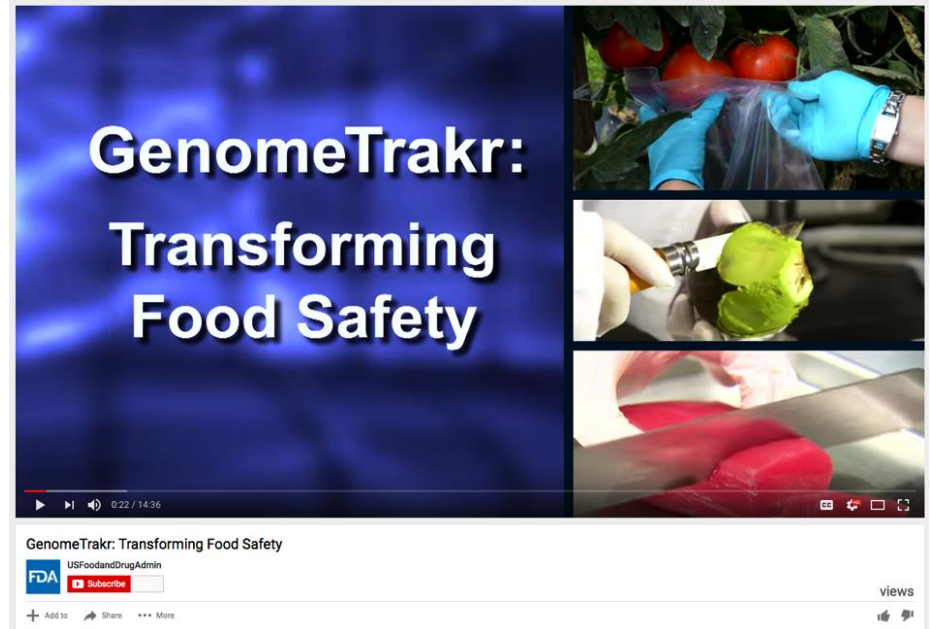
Dietary Guidelines and Food Safety

- 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

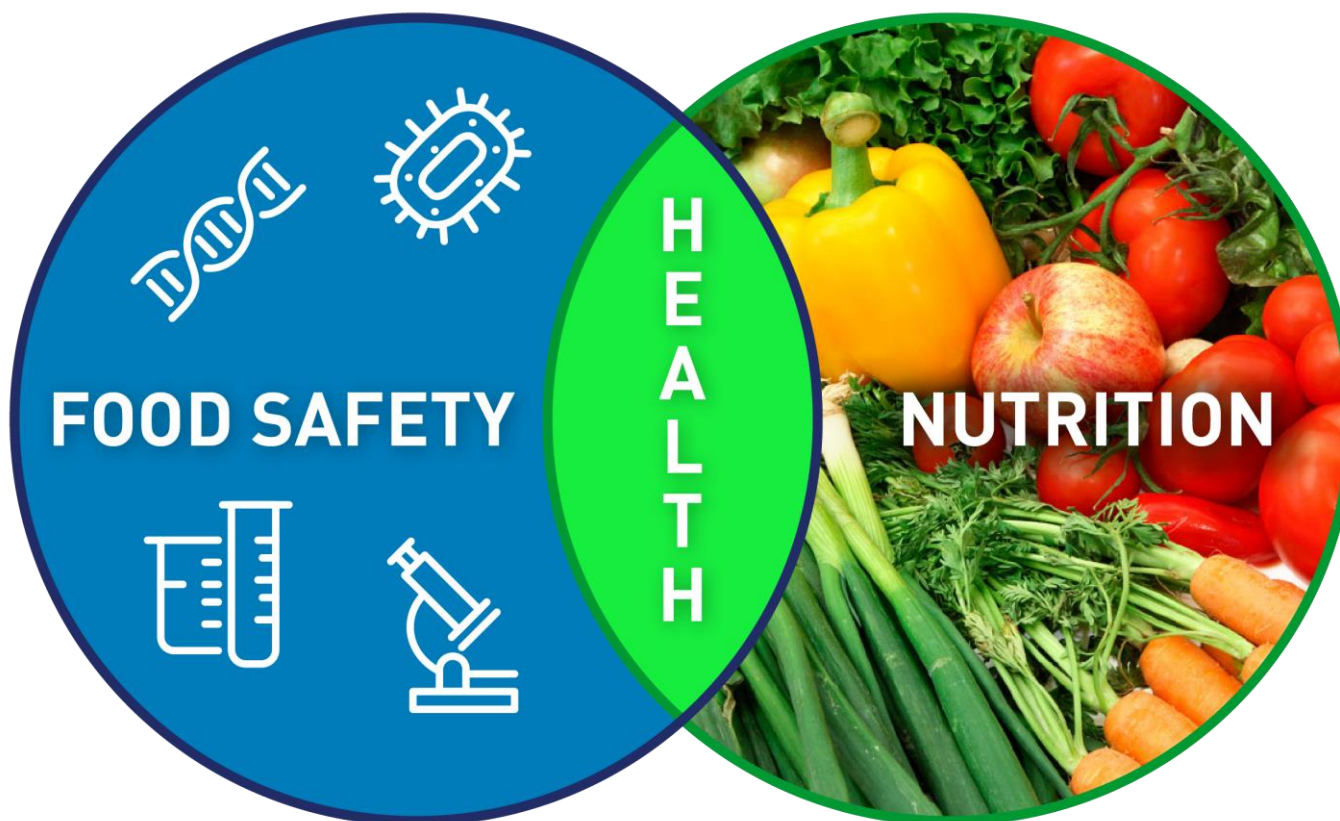
Using State-of-the-Art Science to Solve Foodborne Outbreaks Quickly



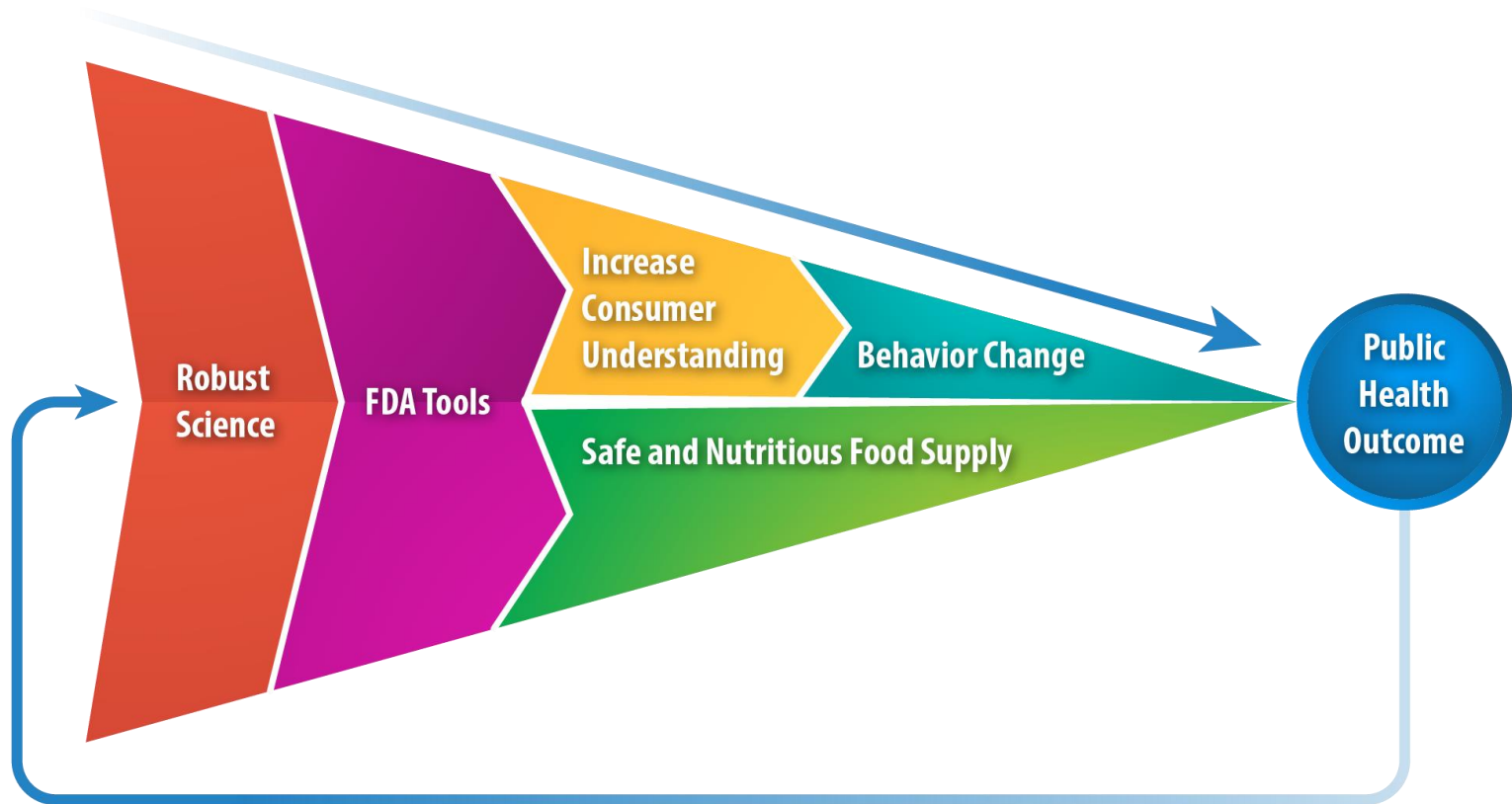
- Whole genome sequencing helps with outbreak investigations
- The faster that public health officials can identify the food or ingredient that caused the illness and where it came from, the faster the harmful ingredient can be removed from the food supply -- and the more illnesses and deaths that can be averted



Food Safety, Nutrition and Health



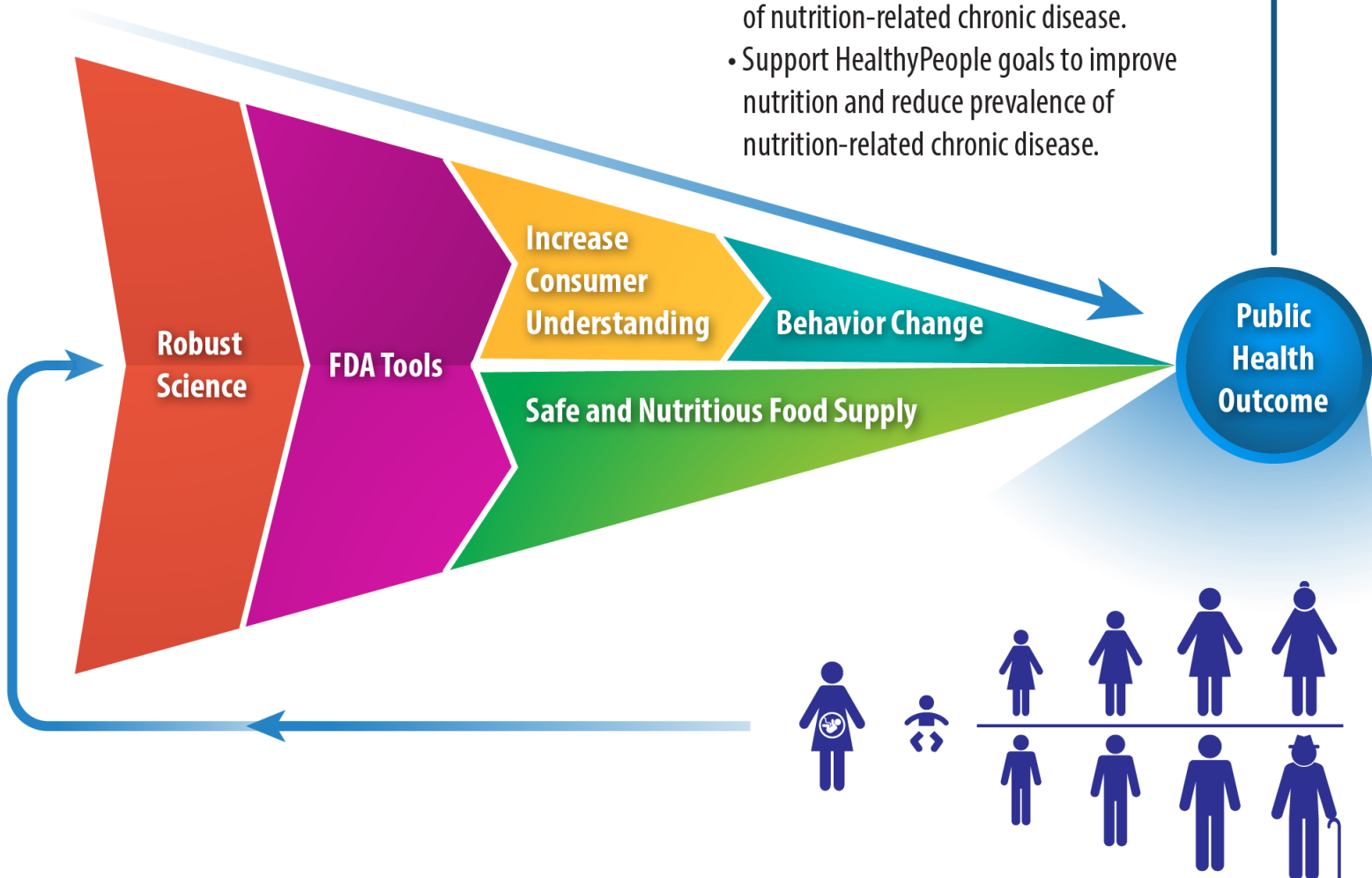
Conceptual Framework FDA & Nutrition

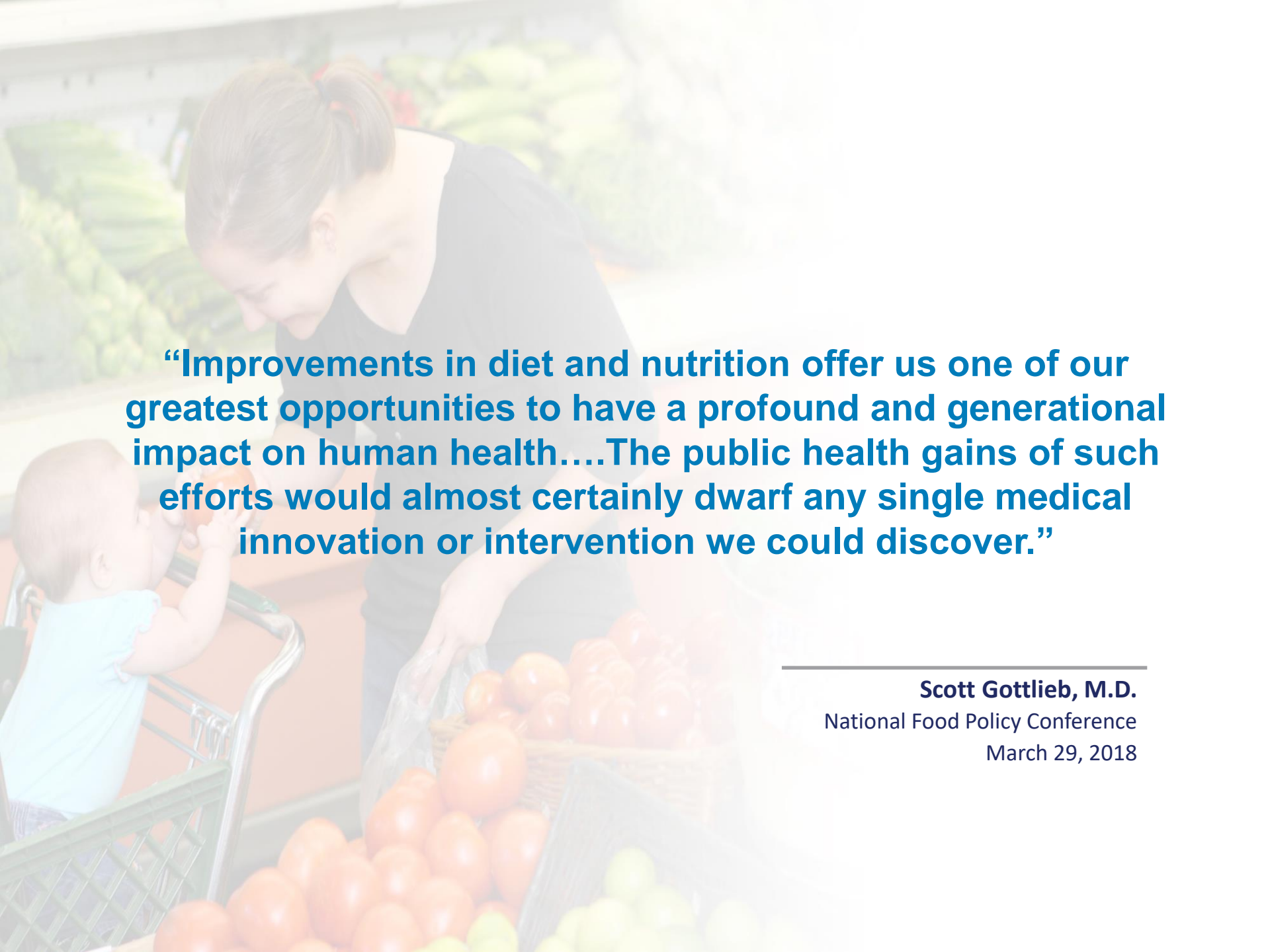




Public Health Outcome

- 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.



A woman with her hair in a ponytail is leaning over a shopping cart in a grocery store. She is holding a tomato. A baby is sitting in the cart, looking at the woman. The cart is filled with fresh produce, including a large basket of red tomatoes and a smaller basket of lemons. The background shows more produce on shelves.

“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

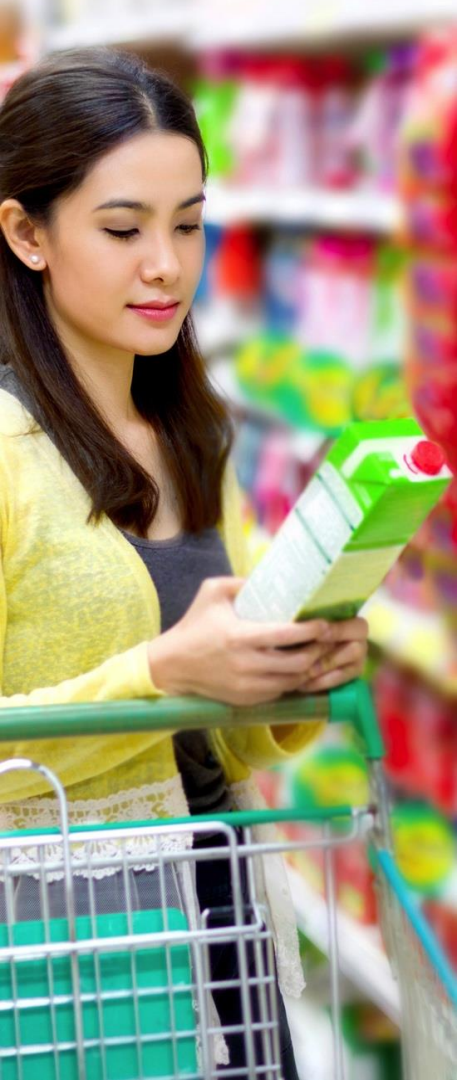
- Modernizing claims
- Modernizing Standards of Identity
- Reducing sodium
- Implementing Menu Labeling and the Nutrition Facts label
- Consumer Education



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

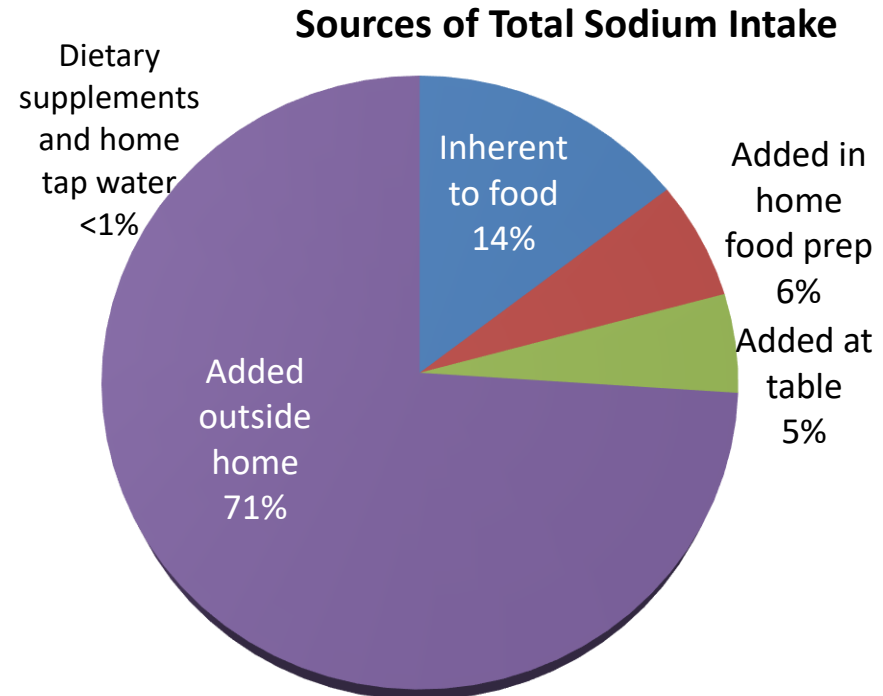


- Standards of identity (SOIs) establish requirements related to the content and production of certain food products.
- FDA will take a fresh look at existing SOIs in light of marketing trends and the latest nutritional science.
- The goal is to maintain the basic nature and nutritional integrity of 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



Harnack et al., Circulation 2017

Overview of FDA Approach

The FDA logo consists of the letters "FDA" in white, bold, sans-serif font, centered within a solid blue square.

- 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

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%
<i>Trans</i> 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 240mg	6%
<small>* 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.</small>	

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%
<i>Trans Fat</i> 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%	
<small>* 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.</small>	

Serving sizes updated

Calories: larger type

Updated daily values

Actual amounts declared

New footnote

New: added sugars

Change in nutrients required

Serving Size Changes

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



NEW SERVING SIZE



Labeling Single-Serving Packages



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]

Nutrition Facts				
2 servings per container				
Serving size		1 cup (255g)		
Calories	Per serving		Per container	
	220		440	
	% DV*		% DV*	
Total Fat	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
<i>Trans</i> Fat	0g		0g	
Cholesterol	15mg	5%	30mg	10%
Sodium	240mg	10%	480mg	21%
Total Carb.	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
Protein	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

* 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.

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

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

FDA

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 screenshot shows the FDA website's "Nutrition Education Resources and Materials" page. The page features a navigation menu with categories like Home, Food, Drugs, Medical Devices, etc. The main content area is titled "Nutrition Education Resources and Materials" and includes a sidebar for "Labeling & Nutrition" with links to "Label Claims", "Front-of-Package Labeling Initiative", "Nutrition Education Resources and Materials", "Nutrition Labeling Information for Restaurants & Retail Establishments", "FDA Nutrition Innovation Strategy", and "Calories on the Menu". The main content area has a "CFSAN Education Resource Library" section, a "New and Improved Nutrition Facts Label" section, and a "Learn about the New Nutrition Facts Label" section with a list of resources. A video player for "Making Healthy Choices Using the Nutrition Facts Label" is also visible.

Nutrition Education Resources and Materials

Labeling & Nutrition

- Label Claims
- Front-of-Package Labeling Initiative
- Nutrition Education Resources and Materials
- Nutrition Labeling Information for Restaurants & Retail Establishments
- FDA Nutrition Innovation Strategy
- Calories on the Menu

CFSAN Education Resource Library

FDA's Center for Food Safety and Applied Nutrition (CFSAN) has a wealth of nutrition education materials. Consumers, educators, teachers, dietitians, and health professionals are invited to explore CFSAN's Education Resource Library – a catalog of downloadable and printable materials and videos on nutrition (including labeling and dietary supplements), food safety, and cosmetics.

New and Improved Nutrition Facts Label

Changes to the Nutrition Facts Label

On May 20, 2016, the FDA announced the new Nutrition Facts label for packaged foods to reflect new scientific information, including the link between diet and chronic diseases such as obesity and heart disease. The new label will make it easier for consumers to make more informed food choices. Manufacturers still have time to begin using the new and improved Nutrition Facts label, so you will see both label versions for a while. Manufacturers with \$10 million or more in annual food sales have until 2020 before the new label is required, and manufacturers with less than \$10 million in annual food sales will have until 2021.

Industry Members - visit our [For Industry](#) page for additional resources!

Learn about the New Nutrition Facts Label

- Nutrition Facts Label Reboot: A Tale of Two Labels** - Read about why FDA is updating the Nutrition Facts Label.
- New and Improved Nutrition Facts Label** - Learn about the changes coming to the new Nutrition Facts label.
- The New Nutrition Facts Label - Key Changes** (PDF: 184KB) - See the changes to the Nutrition Facts label at a glance.
- Nutrition Facts Label and MyPlate Tips for Eating Healthier** (PDF: 719.5KB) - Learn the steps to eating healthier with these tools. Also available in an [illustrated version](#) (PDF: 823.7KB)
- Nutrition Facts Label Images for Download** - Download examples of the Nutrition Facts label.
- Read the Label Youth Outreach Resources** - Use these hands-on materials to challenge kids to look for and use the Nutrition Facts label.
- Sodium: Look at the Label** - Learn how to make dietary choices to help lower your daily sodium intake.

Making Healthy Choices Using the Nutrition Facts Label

FDA Making Healthy Choices ... Making Use of the Nutrition Facts Label

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

Current Label

Nutrition Facts		
Serving Size 2/3 cup (55g)		
Servings Per Container About 8		
Amount Per Serving		
Calories 230	Calories from Fat 72	
	% Daily Value*	
Total Fat 8g		12%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 160mg		7%
Total Carbohydrate 37g		12%
Dietary Fiber 4g		16%
Sugars 12g		
Protein 3g		
Vitamin A		10%
Vitamin C		8%
Calcium		20%
Iron		45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.		
	Calories:	2,000 2,500
Total Fat	Less than	65g 80g
Sat Fat	Less than	20g 25g
Cholesterol	Less than	300mg 300mg
Sodium	Less than	2,400mg 2,400mg
Total Carbohydrate		300g 375g
Dietary Fiber		25g 30g

New Label

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 200mg		15%
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.		

sugars from concentrated fruit or vegetable juices. Scientific data shows that it is difficult to meet nutrient needs while staying within calorie limits if you consume more than 10 percent of your total daily calories from added sugar.

5. Nutrients

The lists of nutrients that are required or permitted on the label have been updated. Vitamin D and potassium are now required on the label because Americans do not always get the recommended amounts. Vitamins A and C are no longer required since deficiencies of these vitamins are rare today. The actual amount (in milligrams or micrograms) in addition to the %DV must be listed for vitamin D, calcium, iron, and potassium.

The daily values for nutrients have also been updated based on newer scientific evidence. The daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the %DV.

6. Footnote

The footnote at the bottom of the label has changed to better explain the meaning of %DV. The %DV helps you understand the nutrition information in the context of a total daily diet.

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.

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
<i>Trans</i> 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

FDA

Calories on the Menu

[f SHARE](#)
[t TWEET](#)
[in LINKEDIN](#)
[p PIN IT](#)
[e EMAIL](#)
[p PRINT](#)

Information for Consumers

[Print & Share \(PDF: 1.39MB\)](#)

En español (Spanish)



Know Your Options When Eating Out

- [Eating Out and Eating Healthy – Just Got Easier](#)
- [Find Out Your Calorie Needs](#)
- [Look for Calorie and Nutrition Information](#)
- [Make the Best Choice for You](#)

3 STEPS

for Making Eating Out Choices that are Healthy and Delicious

- 1 -

Find out YOUR calorie needs

Knowing your calorie needs is important to 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.

16-30 years old	31-40 years old	41-50 years old	51-65 years old
MODERATE ACTIVITY LEVEL	MODERATE ACTIVITY LEVEL	ACTIVE ACTIVITY LEVEL	SEDENTARY ACTIVITY LEVEL
2,000 CALORIES PER DAY	2,600 CALORIES PER DAY	2,400 CALORIES PER DAY	2,000 CALORIES PER DAY

- 2 -

Look for calorie and other nutrition information

You may have noticed calorie information on some menus or menu boards. Or maybe you have seen nutrition information on restaurant websites or on phone apps. This information can help you make informed and healthful meal and snack choices.

Bacon & Cheddar Baked Potato	\$2.49
Cal. 470	
Sour Cream & Chive Baked Potato	\$1.99
Cal. 300	

- 3 -

Make the best choice for YOU

570 CALORIES		380 CALORIES
Fried Chicken Sandwich		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.

To learn more, visit www.fda.gov/caloriesonthemenu

www.fda.gov/caloriesonthemenu

New Education Resources: Menu Labeling

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

-1-

Find out YOUR calorie needs

Knowing your calorie needs is important to 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.

Age Group	Activity Level	Calories per Day
46-50	Moderate	2,000
36-40	Moderate	2,600
21-25	Active	2,400
61-65	Sedentary	2,000

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

Robin A. McKinnon, PhD, MPA; Taiye Oladipo, MPH; Martine S. Ferguson, MS; Olivia E. Jones, MPH; Maya E. Maroto, EdD, MPH, RDN; Beverly Wolpert, PhD, MS

ARTICLE INFORMATION

Article history:
Submitted 22 April 2018
Accepted 26 April 2019

Key Words:

Calories
Nutrition
Policy
Obesity
Menu labeling

Supplementary materials:

Tables 3 and 4 are available at www.jandonline.org

2212-2672/Published by Elsevier Inc. on behalf of the Academy of Nutrition and Dietetics.
<https://doi.org/10.1016/j.jand.2019.04.024>

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 a 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 6,267 respondents to the 2007-2008 and 2009-2010 National Health and Nutrition Examination Survey and its supplemental data source, 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 performed Logistic regression for complex sample surveys was used to estimate associations between self-reported daily calorie needs for men and women aged 21 years and older and participant 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 income and education levels were more likely to estimate typical daily calorie needs accurately; men were almost 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 refine interventions and ultimately improve public health in the United States.

J Acad Nutr Diet. 2019; ■■■

US OBESITY RATES ARE AT HISTORICALLY HIGH levels,¹⁻³ increasing the risk of negative health and economic outcomes at individual and population

consumed in one or more sittings—with between two and three times the serving size—must provide dual-column labeling, that is, information for both a single serving of the

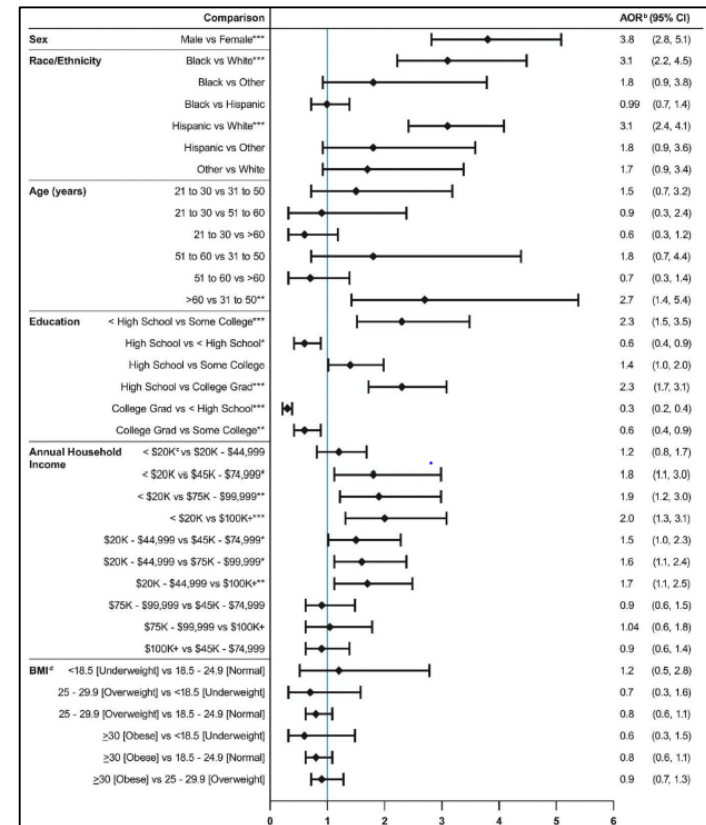


Figure. Main explanatory factors for lack of knowledge^a of typical daily energy requirements of adults aged 21 years and older; National US population estimates (n=6,267; National Health and Nutrition Examination Survey 2007-2010). ^aLack of knowledge

Source: McKinnon et al. 2019 JAND In press

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

You may have noticed calorie information on some menus or menu boards. Or maybe you have seen nutrition information on restaurant websites or on phone apps. This information can help you make informed and healthful meal and snack choices.

Bacon & Cheddar
Baked Potato \$2.49
Cal. 470

Sour Cream & Chive
Baked Potato \$1.99
Cal. 300



FRIES

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

Open 10:30 am til 2:00 am

DRINKS

COLA.....

ICED TEA.....

2,000 calories a day is used for gene

Grabbing a bite?
Calories are now on the menu.



www.fda.gov/caloriesonthemenu



Spinach & Tomato Salad
1 cup / 20 Cal.

Carrots
2oz / 15 Cal.

Green peppers
2oz / 5 Cal.

Aiming to eat healthier?
Look for the calories.



FDA

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



Compare nutrition information before you order,
then make the choice that's right for you.



www.fda.gov/caloriesonthemenu

260
CALORIES

Pink Lemonade

20 fl oz



0
CALORIES

Sparkling Water w/ Lemon

20 fl oz



Know Your Options
When Eating Out



Compare nutrition information before you order,
then make the choice that's right for you.



360
CALORIES

Fries

2 Cups



110
CALORIES

Mixed Vegetables

2 Cups



Know Your Options
When Eating Out



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



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

Menu Labeling Social Media Toolkit for Consumer Outreach

Share Tweet LinkedIn Email Print

Nutrition Education Resources & Materials

Calories on the Menu

New and Improved Nutrition
Facts Label

How to Understand and Use
the Nutrition Facts Label

Guide for Older Adults on
Using the Nutrition Facts
Label

Snack Shack Game

Please use the web badges, newsletter text, and social media posts below to promote FDA's menu labeling information to your followers and subscribers.

Note: To use the images shown below, copy and paste or right-click on the image and save to your computer.

Web Badges



Content current as of:
04/09/2019

Regulated Product(s)
Food & Beverages



U.S. FDA @US_FDA · Apr 5

Calories from beverages can quickly add up. With calorie information, you can find lower-calorie options, then make the choice that's right for you. To learn more, visit fda.gov/caloriesonthemenu...

260 CALORIES
Pink Lemonade
20 fl oz

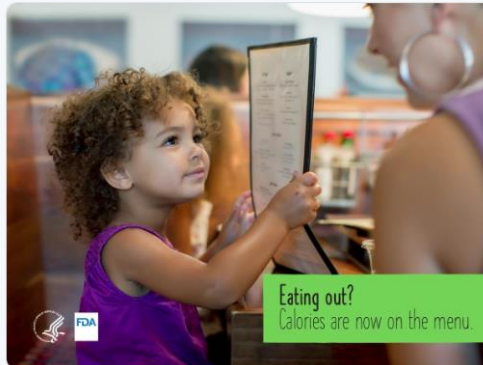
0 CALORIES
Sparkling Water w/ Lemon
20 fl oz

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



U.S. FDA @US_FDA · Mar 29

Many chain restaurants, coffee shops, and movie theaters now have calorie information on their menus. Compare calorie and nutrition information before you order and make the choice that's right for you. To learn more, visit fda.gov/caloriesonthemenu...



www.fda.gov/caloriesonthemenu

Menu Labeling

Education exhibiting materials

3 STEPS

for Making Eating Out Choices that are Healthy and Delicious

-1- Find out YOUR calorie needs

Knowing your calorie needs is important to managing your daily food and beverage choices. You can eat 2,000 calories a day as a guide, but your calorie needs may vary based on your age, sex, and physical activity level.

2,000 CALORIES
2,600 CALORIES
2,900 CALORIES
3,000 CALORIES

-2- Look for calorie and other nutrition information

You may have noticed calorie information on some menus or menu boards. Or maybe you have seen nutrition information at restaurant websites or on phone apps. This information can help you make informed and healthful food and drink choices.

-3- Make the best choice for YOU

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.

570 CALORIES Fried Chicken Sandwich
380 CALORIES Grilled Chicken Sandwich

2,400 CALORIES PER DAY
2,000 CALORIES PER DAY

To learn more, visit www.fda.gov/caloriesonthemenu

Calories on the Menu

Information for Consumers

Eating Out and Eating Healthy – Just Got 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 consumed at home. For the average adult, eating one meal away from home each week translates to roughly 2 extra pounds each year. Over the course of 5 years, that's 10 extra pounds.

Calorie labeling on menus can help you make informed and healthful decisions about meals and snacks. So, beginning 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 to 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 out your specific calorie needs, use the Estimated Calorie Needs table at www.fda.gov/caloriesonthemenu.

21-25
Males
ACTIVE
ACTIVITY LEVEL



2,400
CALORIES
PER DAY

61-65
Males
SEDENTARY
ACTIVITY LEVEL



2,000
CALORIES
PER DAY

2. Look for Calorie and Nutrition Information

You may have noticed calorie information on some menus or menu boards. Or maybe you have seen nutrition information on restaurant websites or on phone apps. This information can help you make informed and healthful meal 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-thru windows, and may be at the following types of chains:

- Chain restaurants
- Chain coffee shops
- Bakeries
- Ice cream shops
- Self-service food locations, such as buffets and salad bars
- Movie theaters
- Amusement parks
- Grocery/convenience stores

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 U.S. Department of Agriculture's National School Lunch Program



Estimated Daily Calorie Needs*			
FEMALES**		ACTIVITY LEVEL	
Age	Sedentary ¹	Moderate ²	Active ³
2	1,000	1,000	1,000
3	1,000	1,200	1,400
4	1,200	1,400	1,400
5	1,200	1,400	1,600
6	1,200	1,400	1,600
7	1,200	1,600	1,800
8	1,400	1,600	1,800
9	1,400	1,600	1,800
10	1,400	1,800	2,000
11	1,600	1,800	2,000
12	1,600	2,000	2,200
13	1,600	2,000	2,200
14	1,800	2,000	2,400
15	1,800	2,000	2,400
16-18	1,800	2,000	2,400
19-20	2,000	2,200	2,400
21-25	2,000	2,200	2,400
26-30	1,800	2,000	2,400
31-35	1,800	2,000	2,200
36-40	1,800	2,000	2,200
41-45	1,800	2,000	2,200
46-50	1,800	2,000	2,200
51-55	1,600	1,800	2,200
56-60	1,600	1,800	2,200
61-65	1,600	1,800	2,000
66-75	1,600	1,800	2,000
76 and up	1,600	1,800	2,000

(1) Sedentary means a lifestyle that includes only physical activity of independent living.
 (2) Moderately Active means a lifestyle that includes physical activity equivalent to walking about 1.5 to 3 miles per day at 3 to 4 miles per hour, in addition to the activities of independent living.
 (3) Active means a lifestyle that includes physical activity equivalent to walking more than 3 miles per day at 3 miles per hour, in addition to the activities of independent living.

*Adapted from the 2015-2020 Dietary Guidelines for Americans
 **Estimates for females do not include women who are pregnant or breastfeeding.

For more information, visit
www.fda.gov/caloriesonthemenu



Do You Know How Many Calories You Need?

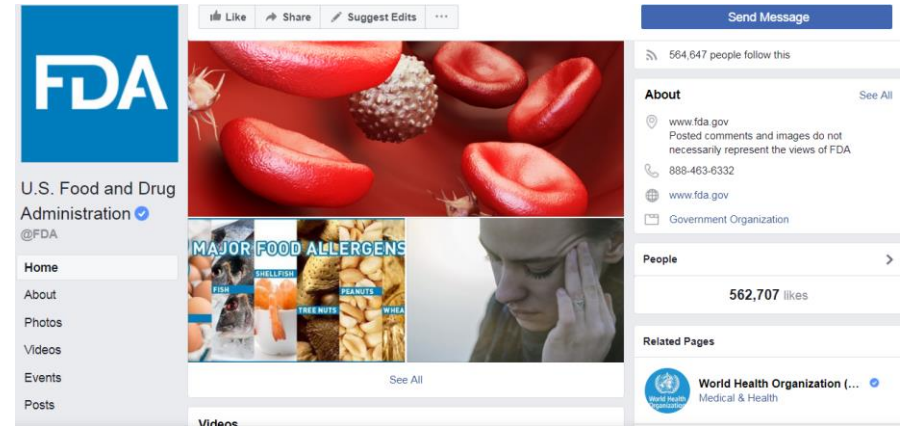
Estimated Daily Calorie Needs*

MALES**		ACTIVITY LEVEL	
Age	Sedentary ¹	Moderate ²	Active ³
2	1,000	1,000	1,000
3	1,000	1,400	1,400
4	1,200	1,400	1,600
5	1,200	1,400	1,600
6	1,200	1,600	1,800
7	1,400	1,600	1,800
8	1,400	1,600	1,800
9	1,600	1,800	2,000
10	1,600	1,800	2,000
11	1,800	2,000	2,200
12	1,800	2,200	2,400
13	2,000	2,200	2,400
14	2,000	2,200	2,600
15	2,200	2,400	2,800
16-18	2,400	2,600	3,000
19-20	2,600	2,800	3,200
21-25	2,400	2,800	3,000
26-30	2,400	2,600	3,000
31-35	2,400	2,600	3,000
36-40	2,400	2,600	3,000
41-45	2,200	2,600	2,800
46-50	2,200	2,600	2,800
51-55	2,200	2,400	2,800
56-60	2,200	2,400	2,800
61-65	2,000	2,400	2,600
66-75	2,000	2,200	2,600
76 and up	2,000	2,200	2,400

Staying Connected with FDA

FDA

- Twitter™
 - @FDAFood
 - @DrMayneFDAFood
- Pinterest™ USFDA
- Facebook™ @FDA



Subscribe to:

- CFSAN News for Educators eNewsletter:
www.fda.gov/nutritioneducation
- FDA Consumer Updates
<https://www.fda.gov/consumers/consumer-updates>
- FDA Constituent Updates
<https://www.fda.gov/food/news-events-cfsan/cfsan-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.

