



Updates on the FDA Nutrition Innovation Strategy

Robin McKinnon, Ph.D.

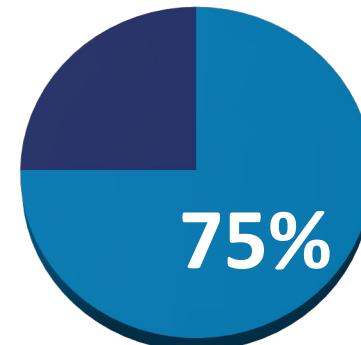
Senior Advisor for Nutrition Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration

Interagency Committee on Human Nutrition Research (ICHNR) Meeting

October 22, 2019

FDA Food Responsibilities

- FDA-regulated products account for about 20¢ of every dollar spent by U.S. consumers
- FDA regulates about 75%* of the U.S. food supply
 - Ensure that consumers are provided with accurate and useful information in food labeling
 - Encourage food product reformulation to create healthier products
- 20% of Gross National Product



of **food supply**
regulated by **FDA**

* USDA has primary food safety oversight of domestic meat and meat products; domestic poultry and poultry products; frozen, dried, and liquid eggs; and catfish.

Regulatory Responsibilities



Pre-market review

- Food and color additives
- Infant formula notifications
- New Dietary Ingredient Notifications
- Labeling claims:
 - Structure-Function notifications
 - Health claim authorizations
 - Nutrient content claim authorizations

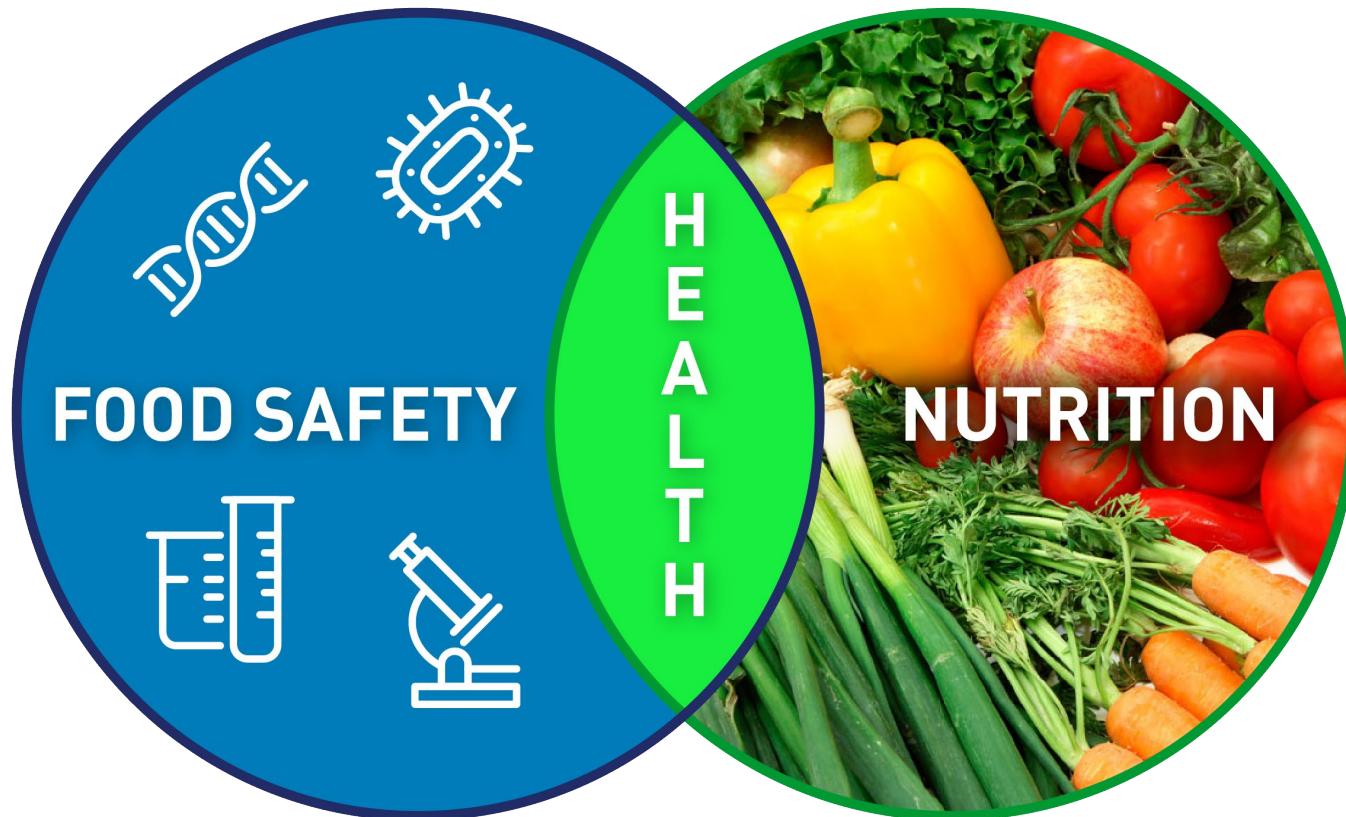
Cooperative Programs (Fed / State)

- Shellfish (NSSP)
- Milk Safety (NCIMS)
- Retail Food (Food Code)

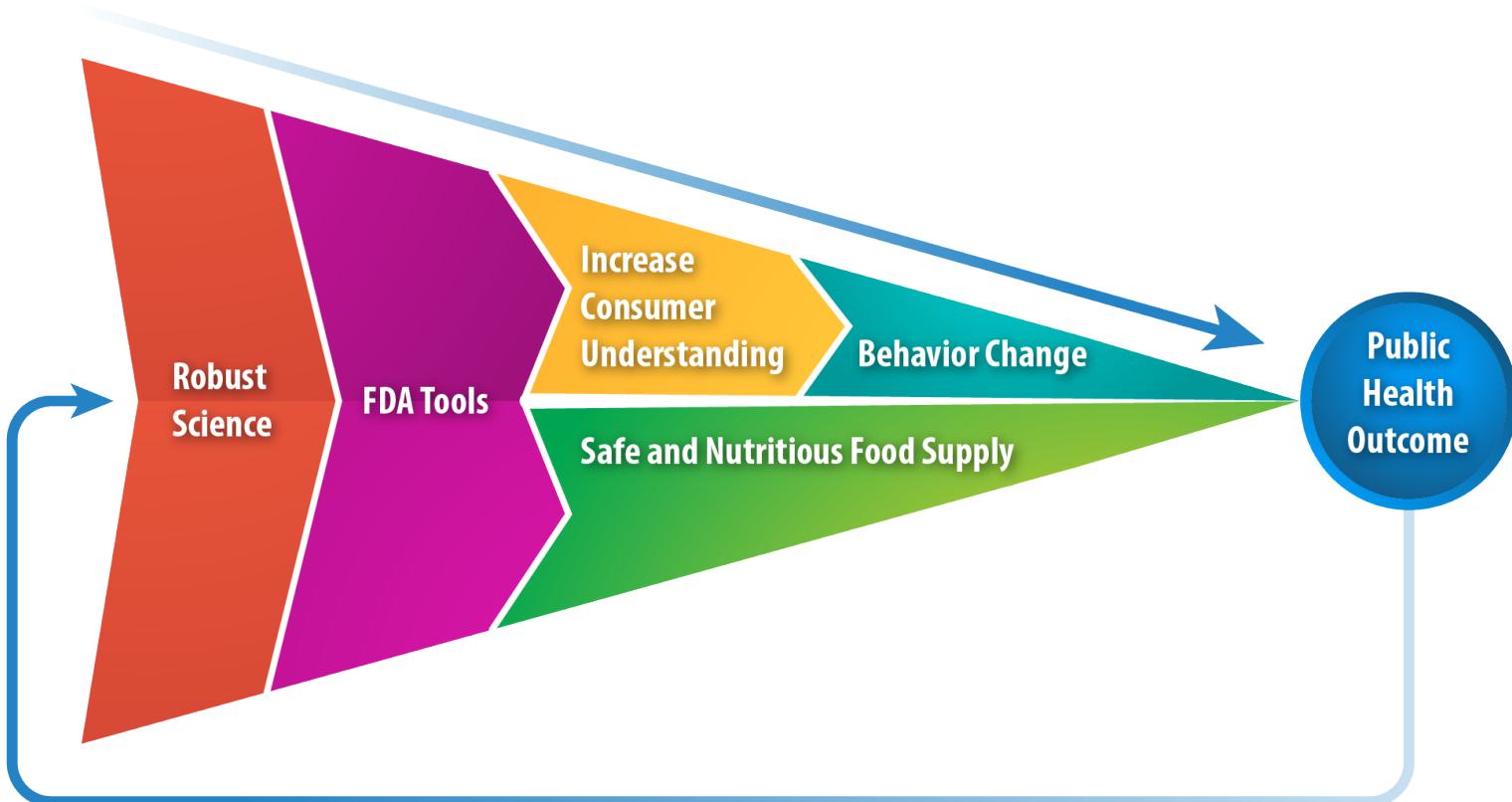
Post-market review

- Manufactured / processed foods
- Non-Grade A dairy (cheese, ice cream, cream cheese)
- Canned foods
- Acid foods
- Acidified foods
- Shell eggs
- Game meat
- Fresh fruits and vegetables
- Processed fruits and vegetables
- Bottled water & beverages
- Food labeling
- Dietary supplements
- Cosmetics

Food Safety, Nutrition and Health



Conceptual Framework FDA & Nutrition



A woman with blonde hair tied back in a ponytail is pushing a shopping cart through a supermarket aisle. She is wearing a dark t-shirt. In the shopping cart, a baby is seated. The aisle is filled with various grocery items, including a large pile of oranges in the foreground.

“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 ingredient labels
- Modernizing standards of identity
- Reducing sodium
- Implementing the Nutrition Facts label and Menu Labeling



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; proposed rule under development
- 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

Modernizing Standards of Identity

FDA

- Standards of identity establish requirements related to the content and production of certain food products
- FDA will take a fresh look at existing standards of identity 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
- FDA issued a request for information to solicit feedback on the labeling of plant-based products using dairy terms in labeling (September 2018)
- FDA held a public meeting on modernizing food standards of identity (September 2019)

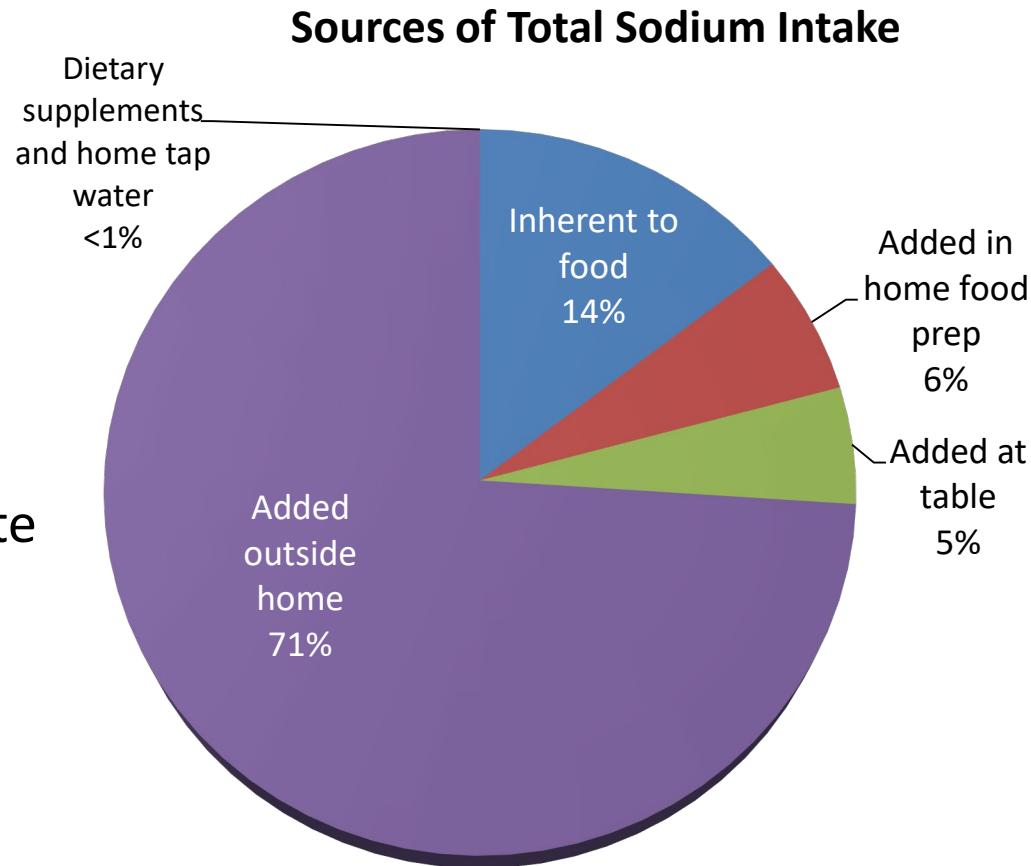


Industrial age ketchup was often made from fermented tomato cores and skins, vinegar for flavor, and dyes to make it red.

- National Archives; Records of FDA

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



- 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

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



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 it will launch 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%
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 240mg	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.	

NEW LABEL / WHAT'S DIFFERENT

Servings:
larger,
bolder type

New:
added sugars

Change
in nutrients
required

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%
<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

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.

Implementing the Nutrition Facts Label: Guidance Documents for Industry



- Converting Units of Measure for Folate, Niacin, and Vitamins A, D, and E on the Nutrition and Supplement Facts Labels
- Declaration of Added Sugars on Honey, Maple Syrup, and Certain Cranberry Products
- The Declaration of Allulose and Calories from Allulose on Nutrition and Supplement Facts Labels
- 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
- 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)

New Resources: Menu Labeling

Updated Consumer Website



Calories on the Menu

[SHARE](#) [TWEET](#) [LINKEDIN](#) [PIN IT](#) [EMAIL](#) [PRINT](#)

Information for Consumers

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

En español (Spanish)

A photograph of a man in a dark suit and tie, seen from behind, looking at a large digital menu board in a restaurant. The menu board displays various food items with their descriptions and calorie counts. Some items listed include Bacon & Chicken Salad, Ham and Swiss Chicken Salad, and various soups and salads.

Item	Full Size	Small	Large	Calories
Bacon & Chicken Salad	\$8.99	580 Cal	\$1.99	180 Cal
Chicken Caesar	\$8.99	710 Cal	\$2.49	300 Cal
Sides				
Sour Cream & Chive Baked Potato	\$0.99	300 Cal	\$2.49	470 Cal
Bacon & Cheddar Baked Potato	\$0.99	300 Cal	\$2.49	470 Cal

Choose any ½ size salad and ADD 1 of these options:

Item	Small	Milkshake	Medium	Large
Chicken Wrap	\$5.99	\$6.99	\$7.99	\$8.99
Mini-Bacon cheese burger	\$5.99	\$6.99	\$7.99	\$8.99
Small Fries	\$2.99	\$3.99	\$4.99	\$5.99

2,000 calories a day is used for general nutrition advice, but you may need more or less depending on your age, sex, and physical activity level. Additional nutrition information available upon request.

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

www.fda.gov/caloriesonthemenu

-1-

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
19–50 years old	Moderate Activity Level	2,000 CALORIES PER DAY
51–60 years old	Moderate Activity Level	2,600 CALORIES PER DAY
61–70 years old	Active Activity Level	2,400 CALORIES PER DAY
71–80 years old	Sedentary Activity Level	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

A photograph of a young girl with curly hair, wearing a purple tank top, pointing at a digital menu board in a restaurant. The menu board shows the same items as the one in the previous section, with their calorie counts displayed.

-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.

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



New Resources: Menu Labeling Social Media Toolkit

Menu Labeling Social Media Toolkit for Consumer Outreach

[f Share](#) [Twitter](#) [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

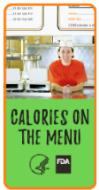
Guide for Older Adults on Using the Nutrition Facts Label

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



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...



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...

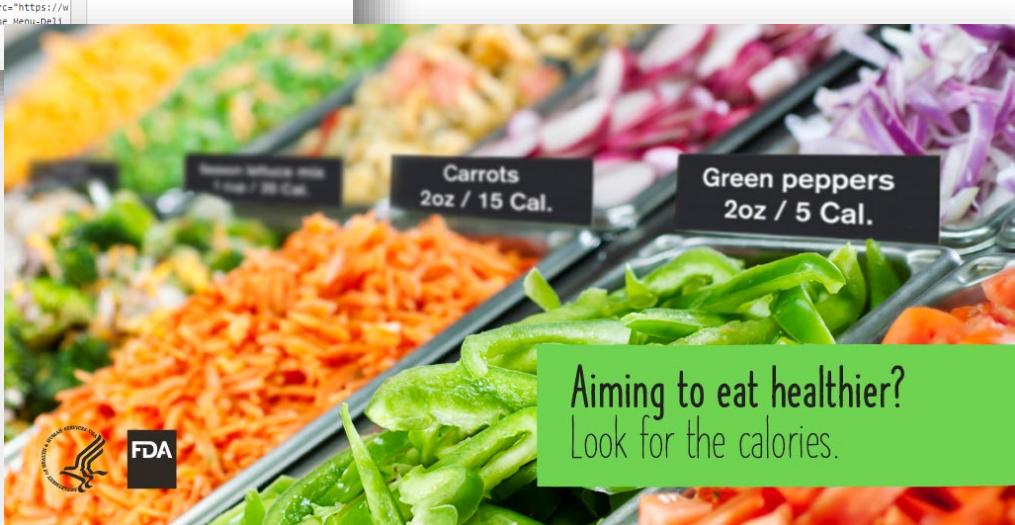
Content current as of:
04/09/2019

Regulated Product(s)
Food & Beverages



SNAP

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



www.fda.gov/caloriesonthemenu

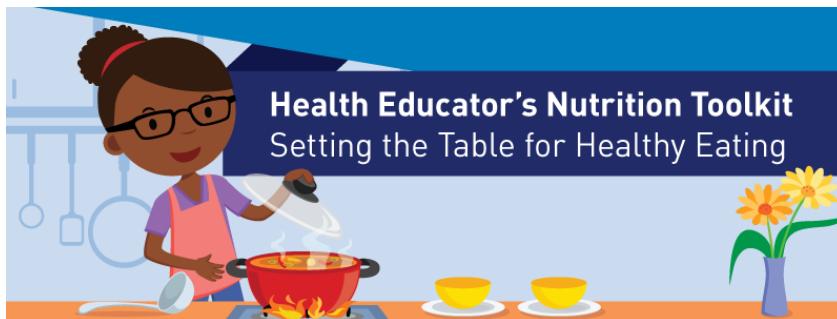
Other Nutrition Education Resources

FDA

www.fda.gov/nutritioneducation

Including:

- New Nutrition Facts label materials
- Health Educator's Nutrition Toolkit
- *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



Eat Healthier With These Tools

The infographic is titled "Eat Healthier With These Tools". It includes a "Nutrition Facts" label for a 2/3 cup serving of food, showing 230 calories and various nutrient values. A "MyPlate" graphic is shown, divided into sections for Fruits, Vegetables, Grains, Protein, and Dairy. Below these are four main sections: "PLANNING", "SHOPPING", "COOKING", and "EATING".

PLANNING: Plan for the week with USDA's MyPlate in mind. Think about how you can cover all of the five food groups. Consider meals you might cook.

SHOPPING: Find the food that's right for you by comparing different items using the Nutrition Facts label. Choose items higher in vitamins, minerals, and fiber and lower in saturated fat, sodium, and added sugar.

COOKING: Use MyPlate to think about how to make your meal as complete as possible. For example, if you are making pasta, add veggies to your dish and cut up fruit for dessert.

Conceptual Framework FDA & Nutrition

