Updates on the FDA Nutrition Innovation Strategy

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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

* 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

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

Cooperative Programs (Fed / State)
- Shellfish (NSSP)
- Milk Safety (NCIMS)
- Retail Food (Food Code)
Food Safety, Nutrition and Health
“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

https://www.fda.gov/food/food-labeling-nutrition/fda-nutrition-innovation-strategy
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

- 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

Sources of Total Sodium Intake:

- Inherent to food: 14%
- Added outside home: 71%
- Added in home food prep: 6%
- Added at table: 5%
- Dietary supplements and home tap water: <1%
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
NEW LABEL / WHAT’S DIFFERENT

Servings: larger, bolder type

New: added sugars

Change in nutrients required

Serving sizes updated

Calories: larger type

Updated daily values

Actual amounts declared

New footnote

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.
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

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)
New Resources: Menu Labeling
Updated Consumer Website

Calories on the Menu

Information for Consumers

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
New Resources: Menu Labeling
Social Media Toolkit

Menu Labeling Social Media Toolkit for Consumer Outreach

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

Nutrition Education Resources & Materials
Calculating the Stars
New and Improved Nutrition Facts Label
How to Understand and Use the Nutrition Facts Label
Guide to Older Adults on Using the Nutrition Facts Label

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Content current as of: 04/15/2019
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

Aiming to eat healthier? Look for the calories.

www.fda.gov/caloriesonthemenu
Other Nutrition Education Resources

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
Conceptual Framework
FDA & Nutrition

- Robust Science
- FDA Tools
- Increase Consumer Understanding
- Safe and Nutritious Food Supply
- Behavior Change

Public Health Outcome