

GENERAL AGREEMENT ON

TARIFFS AND TRADE

RESTRICTED

TBT/Notif.90.217

1 August 1990

Special Distribution

Committee on Technical Barriers to Trade

NOTIFICATION

The following notification is being circulated in accordance with Article 10.4.

1. Party to Agreement notifying: <u>UNITED STATES</u>
2. Agency responsible: Food and Drug Administration (306)
3. Notified under Article 2.5.2 [X], 2.6.1 [], 7.3.2 [], 7.4.1 [], Other:
4. Products covered (HS or CCCN where applicable, otherwise national tariff heading): Food labelling
5. Title: Food Labelling; Definitions of the Terms Cholesterol Free, Low Cholesterol, and Reduced Cholesterol (18 pages)
6. Description of content: The Food and Drug Administration (FDA) is issuing a tentative final rule that sets forth amendments to its food labelling regulations that define, and provide for the proper use of, the terms "cholesterol free", "low cholesterol", and "reduced cholesterol" in the labelling of foods and that provide for the use of other truthful and non-misleading statements about cholesterol content on food labelling. This tentative final rule will permit meaningful declarations about the cholesterol content of foods while preventing misleading claims about this food component. The agency is soliciting comments on the levels of fat and saturated fatty acids in food that, if exceeded, would make the use of the terms "cholesterol free" or "low cholesterol" in food labelling misleading. The tentative final rule also sets forth amendments to the agency's regulations regarding the label declaration of the cholesterol and fatty acid content of foods and sets forth related agency policies.
7. Objective and rationale: Consumer health
8. Relevant documents: 55 FR 29456, 19 July 1990; 21 CFR Part 101. Will appear in the Federal Register when adopted.

9. Proposed dates of adoption and entry into force: The agency is proposing that any rule that may be issued based on this tentative rule become effective one year following publication.

10. Final date for comments: 20 August 1990

11. Texts available from: National enquiry point or address of other body: