Final Rules to Update the Nutrition Facts Label

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Why Update the Nutrition Facts Label?

- Scientific information on diet and health has improved, including link between diet composition and risk of chronic diseases and public health.
- Amount of foods consumed have changed and FDA's Reference Amounts Customarily Consumed, used to set serving sizes, need adjustment.
- Priorities for dietary guidance have changed, with focus shifting to calories and serving sizes as two important elements in making healthier food choices

Regulatory Process

- Two proposed rules issued in March 2014
- Supplemental proposed rule issued in July 2015
- Two final rules published on May 27, 2016
  - Revision of the Nutrition and Supplement Facts Label
  - Revision of Serving Size Requirements

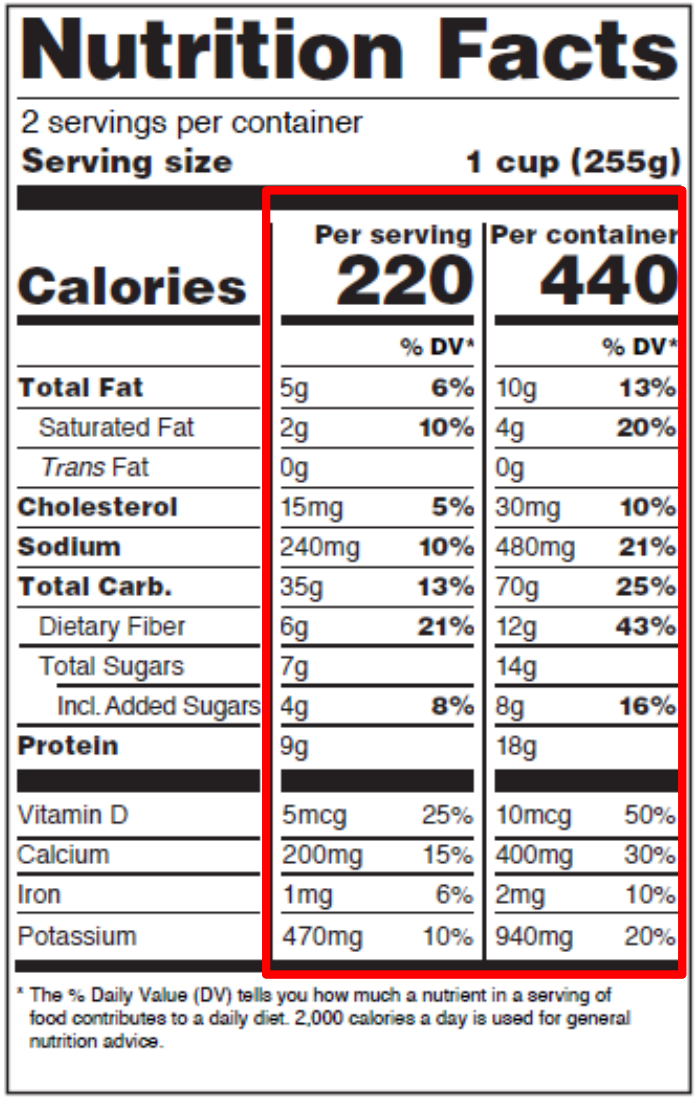
Key Information Considered

- Scientific evidence, including consensus reports
- Public comments to advance notices of proposed rulemaking
- Citizen petitions (e.g., manufacturers, advocacy groups, individuals)
- Data from National Health and Nutrition Examination Survey (NHANES)
- Findings from consumer studies

NEW LABEL / WHAT'S DIFFERENT

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
  - A 3oz (90g) 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)**

	Per serving		Per container	
Calories	**220**		**440**	
		% DV*		**% DV***
Total Fat	5g	**6%**	10g	**13%**
Saturated Fat	2g	**10%**	4g	**20%**
Trans 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.