

# Nutrition Facts Label Upgrade

On May 20, 2016, the FDA announced the new nutrition Facts label for packaging foods to reflect new scientific information, including the link between diet and chronic diseases such as obesity and heart. The new label will make it easier for consumers to make better informed food choices. FDA published the final rules in the Federal Register on May 27, 2016

## Nutrition Facts Label Redesign

- Increasing the type size for “Calories,” “servings per container,” and the “Serving size” declaration, and bolding the number of calories and the “Serving size” declaration to highlight this information.
- Manufacturers must declare the actual amount, in addition to percent Daily Value of vitamin D, calcium, iron and potassium. They can voluntarily declare the gram amount for other vitamins and minerals.
- The footnote is changing to better explain what percent Daily Value means. It will read: “\*The % Daily Value 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.”

## Nutrition Science Updates

- Added sugars,” in grams and as percent Daily Value, will be included on the label. 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.
- The list of nutrients that are required or permitted to be declared is being updated. Vitamin D and potassium will be required on the label. Calcium and iron will continue to be required. Vitamins A and C will no longer be required but can be included on a voluntary basis.
- While continuing to require “Total Fat,” “Saturated Fat,” and “*Trans Fat*” on the label, “Calories from Fat” is being removed because research shows the type of fat is more important than the amount.
- Daily values for nutrients like sodium, dietary fiber and vitamin D are being updated based on newer scientific evidence from the Institute of Medicine and other reports. Daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the percent Daily Value (% DV) that manufacturers include on the label. The %DV helps consumers understand the nutrition information in the context of a total daily die

### 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	
<b>Calories 230</b>	
% 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.

Serving sizes updated

Calories: larger type

Updated daily values

Actual amounts declared

New footnote

### SIDE-BY-SIDE COMPARISON

Original Label

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
Calories 230	
% 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 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
*Percent Daily Values are based on a diet of other people's secrets. Your daily values may be higher or lower depending on your calorie needs.	
Total Fat	Less than 5g 8g
Saturated Fat	Less than 2g 5g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	30g 37g
Dietary Fiber	2g 3g

New Label

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
<b>Calories 230</b>	
% 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%
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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.	

\*Source Content: All Text and Images are from FDA Article “FDA – Changes to the Nutrition Facts Label”

## Updated Serving Sizes

- Serving sizes must be based on amounts of foods and beverages that people are actually eating, not what they should be eating.
- How much people eat and drink has changed since the previous serving size requirements were published in 1993.
- For example, the reference amount used to set a serving of ice cream was previously 1/2 cup but is changing to 2/3 cup.
- The reference amount used to set a serving of soda is changing from 8 ounces to 12 ounces.
- Package size affects what people eat. So for packages that are between one and two servings, such as a 20 ounce soda or a 15-ounce can of soup, the calories and other nutrients will be required to be labeled as one serving because people typically consume it in one sitting.



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

## Dual Column Nutrition Facts Label

- For certain products that are larger than a single serving but that could be consumed in one sitting or multiple sittings, manufacturers will have to provide “dual column” labels to indicate the amount of calories and nutrients on both a “per serving” and “per package”/“per unit” basis.
- Examples would be a 24-ounce bottle of soda or a pint of ice cream. With dual-column labels available, people will be able to easily understand how many calories and nutrients they are getting if they eat or drink the entire package/unit at one time.