



Guiding Stars®
Nutritious choices made simple®

Just the Facts:

*Why the Nutrition Facts Label Changes &
How to Use it to Make Healthier Choices*



Presented By:

Kitty Broihier, MS, RD, LD

Guiding Stars Scientific Advisor,
NutriComm, Inc.

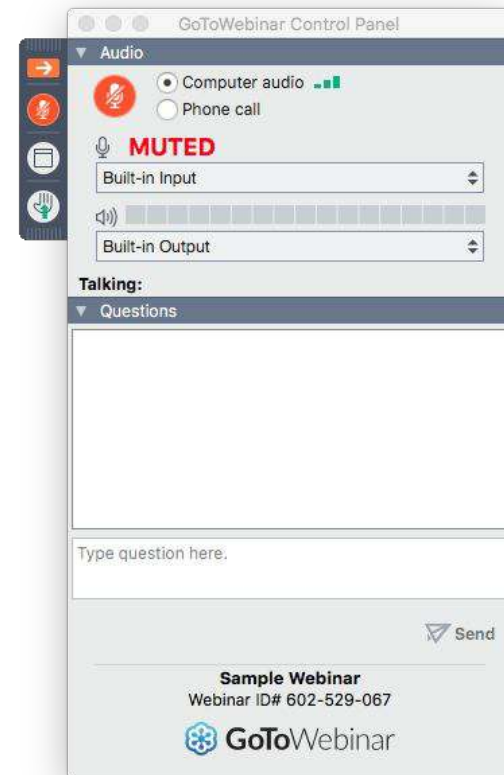
Allison Stowell MS, RD, CDN

Guiding Stars Dietitian



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Presenters



Kitty Broihier, MS, RD, LD

Scientific Advisory Panel

Guiding Stars Licensing Company



Allison J Stowell MS, RD, CDN

Dietitian

Guiding Stars Licensing Company



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Go to **stars.gs/just-the-facts-label**

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Objectives

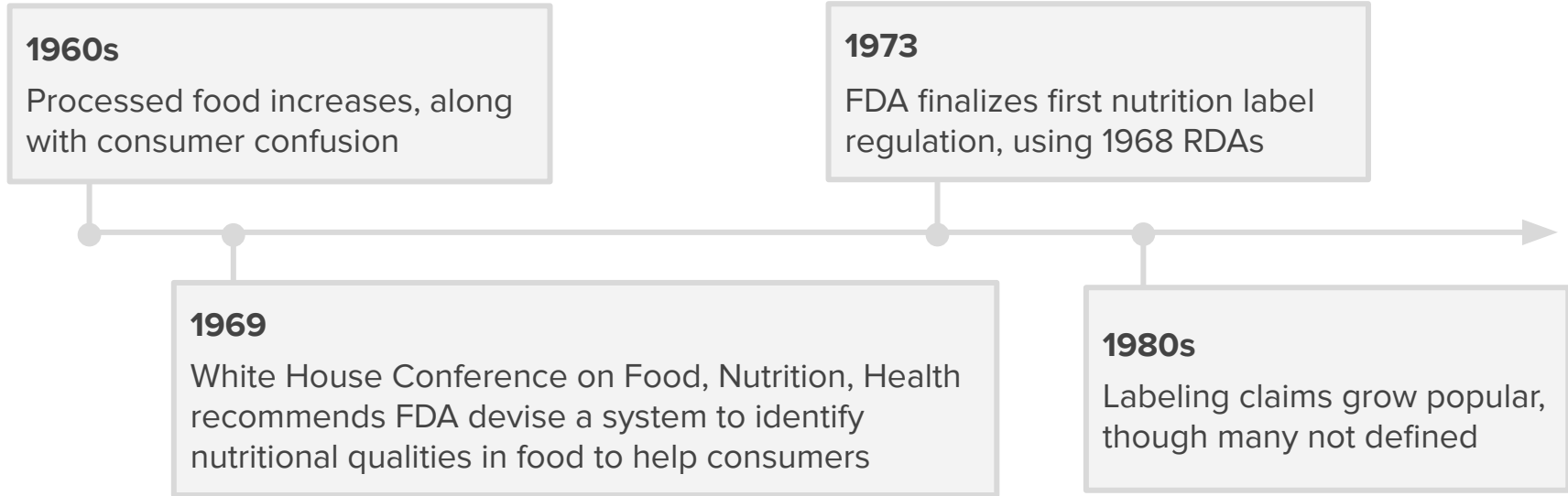
- Discuss the process the FDA engages in with the public prior to updating the Nutrition Facts label
- Explain how research and the shifting needs of our population influence the Nutrition Facts label
- Highlight important changes to the Nutrition Facts label
- Share science and education gained with patients, clients, colleagues, students and others to increase their knowledge and understanding of the connection between the Nutrition Facts label and public health.

Nutrition Facts	
16 servings per container	
Serving size	1 Tbsp. (21g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Total Sugars 17g	34%[†]
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
<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>	
<small>[†] One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars.</small>	



History of Nutrition Facts Label

Early on most foods were single ingredients, some special dietary foods had calorie/sodium info but they were exceptions



[History of Nutrition Labeling, NIH](#)



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History of Nutrition Facts Label

1990

Nutrition Labeling and Education Act, requiring mandatory and standardized nutrition labels, DRVs created, some defined nutrient content claims allowed

2006

Trans fat labeling added to Nutrition Facts

1993

Servings sizes established, FDA finalizes labeling rules

1994

First Nutrition Facts label appears on products

2010

White House Task Force on Childhood Obesity called for increased label clarity

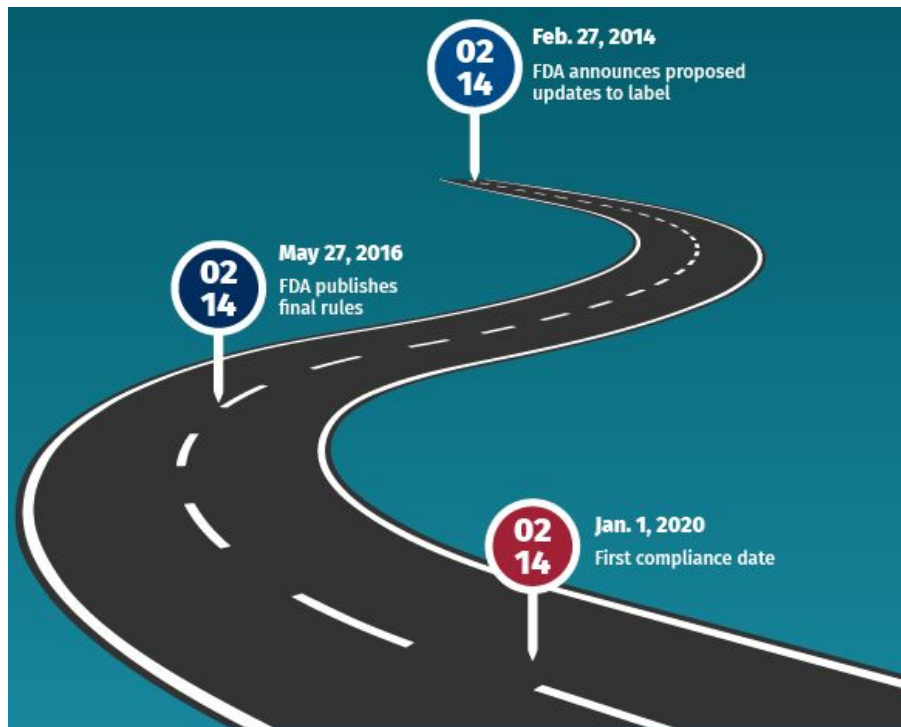
[Nutrition Facts Label History, IFIC](#)



The road to a new label...

2014: FDA first announces a new label

2020: We have a new label



[ESHA Research: Timeline of FDA Nutrition Facts Label](#)



Do Consumers Use It?

59% of consumers “always” read labels before buying a packaged food

69% use the nutrition facts Label

67% use the ingredient list

45% are using the label to identify foods they *want*

31% are using it to make sure a food doesn’t contain ingredients they are seeking to avoid

28% of consumers report that finding healthy foods is “easy”



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What's New?

Original Label

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% 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 12g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet.
Your daily value may be higher or lower depending on
your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New Label

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.



Deeper Dive into the New Label

Serving Size and Serving per Package

- Makes eating the correct number of calories easier for consumers
- Highlights the commonly consumed portion by most
- Less math = more clarity

[FDA.gov](https://www.fda.gov)

FOOD SERVING SIZES GET A REALITY CHECK

Serving Size Changes
What's considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

CURRENT SERVING SIZE | **NEW SERVING SIZE**

Packaging Affects Servings
Package size affects how much people eat and drink. So now, for example, both 12 and 20 ounce bottles will equal 1 serving, since people typically drink both sizes in one sitting.

1 SERVING PER BOTTLE FOR EITHER BOTTLE SIZE



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Deeper Dive into the New Label

Daily Value & %DV

5% DV or less of a nutrient = **LOW**

20% DV or more of a nutrient = **HIGH**

FDA.gov

	% Daily Value*
Total Fat 9g	12%
Saturated Fat 4.5g	23%
<i>Trans</i> Fat 0g	
Cholesterol 35mg	12%
Sodium 850mg	37%
Total Carbohydrate 34g	12%
Dietary Fiber 4g	14%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 15g	
Vitamin D 0mcg	0%
Calcium 320mg	25%
Iron 1.6mg	8%
Potassium 510mg	10%



Deeper Dive into the New Label

Added sugar:

- Daily value for added sugar: 50g/day (12.5 tsp)
- 10% of daily calories based on a 2,000 kcal diet
- Fruit juice concentrate
- Sugars created during processing

[FDA.gov](https://www.fda.gov)

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Protein 30g	



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Single-ingredient Sugar Sources

Deeper Dive into the New Label

Nutrition Facts

16 servings per container
Serving Size 1 tbsp (21g)

Amount Per Serving
Calories 60

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Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Total Sugars 17g	34%[†]

Protein 0g

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[National Honey Board](#)



Deeper Dive into the New Label

Dietary Fiber:

- DV increased from 25g to 28g; impacts the % DV on food labels
- New dietary fiber definition:

“non-digestible soluble and insoluble carbohydrates (with 3 or more monomeric units) and lignin that are intrinsic and intact in plants; isolated or synthetic non-digestible carbohydrates (with 3 or more monomeric units) determined by the FDA to have physiological effects that are beneficial to human health”.

[FDA Q&A on Dietary Fiber](#)



Deeper Dive into the New Label

Dietary fiber: intrinsic/intact fibers, plus approved synthetic fibers and isolated fibers

Approved isolated or synthetic fibers to date (FDA proposes inclusion of additional fibers):

- Psyllium husk
- Cellulose
- Guar gum
- Pectin
- Locust bean gum
- Hydroxypropylmethylcellulose
- Beta-glucan soluble fiber



Deeper Dive into the New Label

Sodium:

- DV decreased from 2400mg to 2300mg; impacts the % DV





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Deeper Dive into the New Label

Changes to micronutrients listed

- Vitamin A and Vitamin C are gone
- Iron and Calcium stay
- Vitamin D and Potassium are now required
- Other nutrients may be listed voluntarily by the manufacturer

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Deeper Dive into the New Label

Potassium & Vitamin D

“nutrient of public health concern” DGA 2015

Now mandatory on the nutrition facts label

Potassium DV= 4700mg (increase from 3500mg)

Vitamin D DV= 20mcg (formerly 400IU)

Esha.com

Vitamin D 0mcg	0%
Calcium 320mg	25%
Iron 1.6mg	8%
Potassium 510mg	10%



What Consumers Want

Online Consumer :

- 36.8% of US consumers bought groceries online in 2019 (up from 23.1% in 2018)
- An increase of approx 35 million *more* consumers between 2018 and 2019
- Front of pack labeling matters

In Store Consumer:

- Seeks “better for you” packaged foods
- Buys meal kits sold at retail
- Wants grab and go options
- Chooses “free from” foods

<https://coresight.com/research/us-online-grocery-survey-2019/>

<https://www.foodnavigator-usa.com/Article/2018/11/30/Mintel-s-top-food-trends-for-2019-From-healthy-aging-to-convenient-food-hacks>



Consumers Looking for More Help

- Consumers say they want more help in choosing healthy foods (1)
- 54% of survey respondents agree that a symbol indicating healthfulness of a food product would be helpful (1)
- Front of Package Labels can help shift consumer behavior to more healthful choices (decrease energy intake, increase vegetable intake)

1. [IFIC & AHA Survey, Food Labeling Survey, Jan 2019](#)
2. [Meta-Analysis of Food labeling Effects on Consumer Diet Behaviors, Feb 2019](#)



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The formula **credits** a product's score for:

Vitamins
Minerals
Dietary Fiber
Whole Grains
Omega-3s



The formula **debits** a product's score for:

Saturated Fat
Trans Fat
Added Sodium
Added Sugar
Artificial Colors

The resulting score represents a ***weighted total***



Guiding Stars

One Guiding Star indicates good nutritional value



Good

Two Guiding Stars indicate better nutritional value



Better

Three Guiding Stars indicate the best nutritional value



Best



Guiding Stars Algorithm Reflects Nutrition Facts Changes

Algorithm is dynamic and aims to reflect current scientific consensus

In keeping with Nutrition Facts label revision, the GS algorithm has changed with regard to:

- Fiber
- Sodium
- Added sugar

Some products' star values have changed as a result of these updates



Resources

[Health Educator's Nutrition Toolkit \(Nutrition Facts\) from FDA](#)

[FDA: What's New in Supplements](#)

[FDA: New Nutrition Facts Label "What's in it for You" Campaign](#)

[International Food Information Council "The Nutrition Facts Label: It's History, Purpose and Updates" \(March 2020\)](#)

[Guiding Stars Webinar: The Added Sugar Debate](#)

[FDA: Statement on Single Ingredient Sugars & Syrups](#)

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Q&A



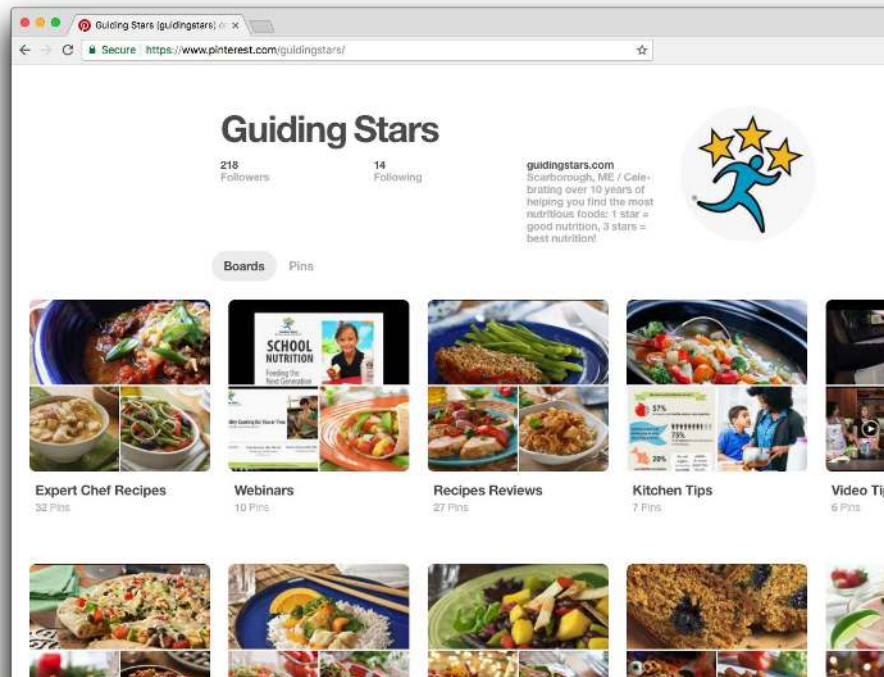


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