

Nutrition Keys



The GMA-FMI Front-of-Pack Nutrition Labeling Initiative

**Presented by
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Grocery Manufacturers
Association**

**Oldways Supermarket
Dietitian Leadership
Symposium
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GMA & FMI: Who We Are



*Based in Washington, D.C., the **Grocery Manufacturers Association** is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe. The food, beverage and consumer packaged goods industry in the United States generates sales of \$2.1 trillion annually, employs 14 million workers and contributes \$1 trillion in added value to the economy every year.*

***Food Marketing Institute (FMI)** conducts programs in public affairs, food safety, research, education and industry relations on behalf of its 1,500 member companies - food retailers and wholesalers - in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores and 14,000 pharmacies. Their combined annual sales volume of \$680 billion represents three-quarters of all retail food store sales in the United States.*

Policy Issue: Front-of-Pack Labeling



- “Front of Pack” labeling commonly refers to nutrition and health information found in voluntary claims on the primary display panel of a product
 - Nutrient Content Claims
 - Structure Function Claims
 - Health Claims
 - Dietary Guidance
- Voluntary claims are put on pack to inform consumers about things like food groups, healthy diets, overall nutrient content, or “Better for You” choices

Policy Issue: Front-of-Pack Labeling

- Wide variety of icons are in use in the marketplace on front-of-pack and at point-of-sale.



Each 3/4 cup (30g) serving provides these percentages of the GDA based on a 2,000 calorie diet.

Calories	Total Fat	Sodium	Sugars	Vitamin A	Vitamin C
110	0g	140mg	11g	500 IU	6mg
6%	0%	6%	*	10%	10%



- The use of symbols, logos, and icons to communicate nutritional information on the front of pack has seen substantial growth since about 2004.

Policy Issue: Front-of-Pack Labeling



- All labeling must be truthful and non-misleading
- In response to a congressional directive, the CDC and the FDA asked the IOM to undertake a two phase review of “front-of-pack” nutrition rating systems and symbols
 - Phase I report focusing on the elements of the nutrition rating criteria and science underlying the front-of-pack systems was released in October 2010
 - Phase II report focusing on consumer understanding and use of front-of-pack systems and symbols is expected to be released in late 2011
- FDA, in coordination with FSIS, is currently studying approaches to nutrition symbols and may develop guidance or regulations surrounding their content and use on both front-of-pack and at point-of-sale

“...move
faster and
[go]
farther,
because
the truth
is we don’t
have a
moment
to
waste...”



First Lady Michelle Obama
GMA Science Forum, April 2010



Nutrition Keys is a nutrient-based approach that summarizes important nutrition information from the Nutrition Facts Panel in a clear, simple and easy-to-use format on the front of food and beverage packages

PER SERVING



Nutrition Keys

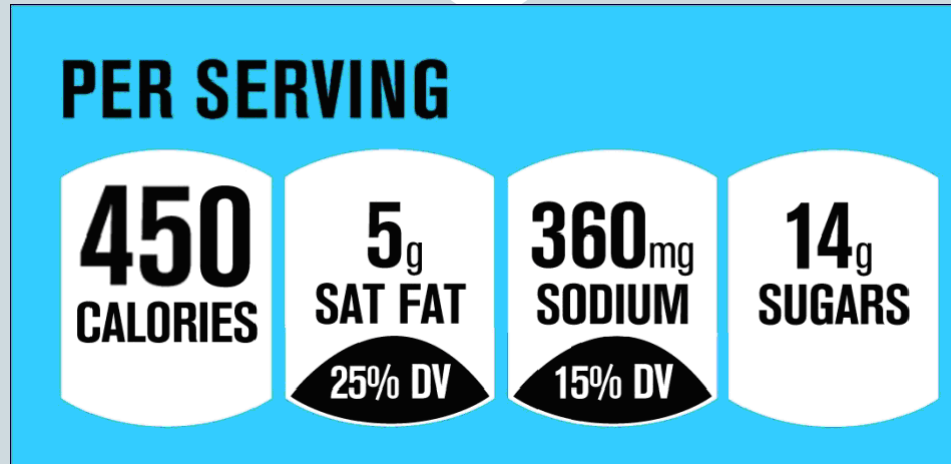
Nutrition Keys: Basic Icons



Basic Icons

- Under the *Nutrition Keys* program, participating food and beverage companies will place an icon on the front of their products that displays calories, saturated fat, sodium and sugar per serving.
- The icon will also tell consumers how each serving of a product contributes to their overall diet based on recommended daily nutrition intake expressed as percent daily value.

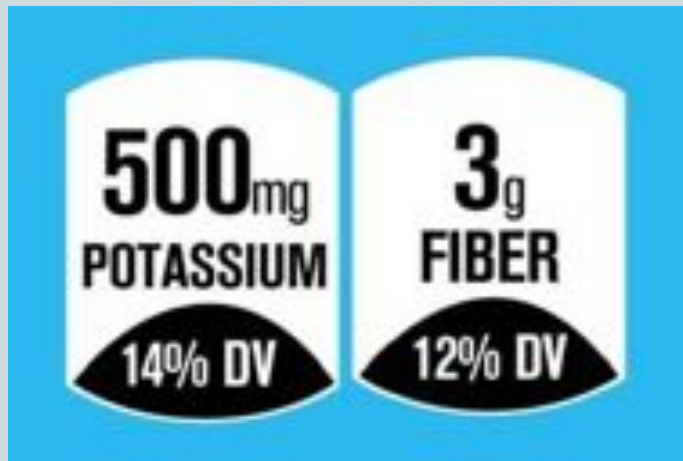
Nutrition Keys: Basic Icons



- The Basic Icons are a standard set of four icons presented together.
 - Consistent with the order of presentation of these elements on the Nutrition Facts Panel
- A statement providing the information on specific serving size on which the Nutrition Keys icons are based is required.
 - Must be the same as appears on the Nutrition Facts Panel

Nutrition Keys: Optional Icons

Optional Nutrients to Encourage



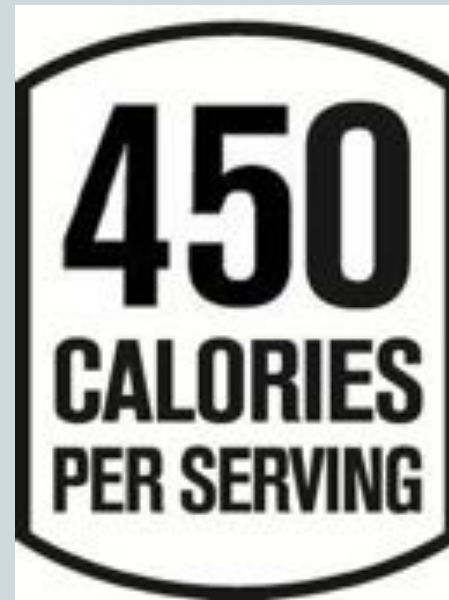
- Alignment with 2010 Dietary Guidelines
 - Foods and Nutrients to Increase
 - Building Healthy Eating Patterns
- As an option, certain labels could include up to 2 “nutrients to encourage” – nutrients needed to build a “nutrient-dense” diet.
 - All are shortfall nutrients or are required to be on the nutrition facts panel
 - Potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium, iron
- Product must have more than 10% DV per serving of the nutrient and meet the FDA requirements for a “good source” nutrient content claim.

Nutrition Keys: Calories Only Icon



Calories Only

- On small food packages, one icon may be used, representing calories in a serving of the food. This is an option for food manufacturers, recognizing that small food packages may not have enough space to accommodate the four basic icons.
- This labeling system will complement the Clear on Calories labeling system developed by the American Beverage Association.





Based on inventory and seasonality, the icon's presence in the marketplace will continue to grow throughout 2011 and into 2012.



Nutrition Keys in the Marketplace

2010 Dietary Guidelines for Americans



- **In their totality, the recommendations of the 2010 Dietary Guidelines are meant to encourage Americans to eat fewer calories and make wiser food choices**

The key recommendations in the Dietary Guidelines for Americans, 2010 include:

- Balancing calories to manage weight
- Foods and food components to reduce
- Foods and nutrients to increase
- Building healthy eating patterns

Dietary Guidelines and *Nutrition Keys*

Balance
Calories

Foods and nutrients
to reduce

Foods and
nutrients to
increase

PER SERVING

450
CALORIES

5g
SAT FAT
25% DV

360mg
SODIUM
15% DV

14g
SUGARS

500mg
POTASSIUM
14% DV

3g
FIBER
12% DV

Build healthy eating patterns

Alignment with Federal Regulations



- No new regulations or changes to existing regulations are needed to implement *Nutrition Keys*
- The *Nutrition Keys* adhere to current FDA and USDA-FSIS guidelines and regulations for nutrient content claims ensuring that consumers receive consistent and reliable information
 - Nutrients to encourage are an implied “good source” claim and must have 10 percent or more of the Daily Value per serving
 - *Nutrition Keys* conforms to the type size and style limitations for nutrition content claims
- All nutrients declared in *Nutrition Keys* are either mandatory or voluntary nutrition labeling elements

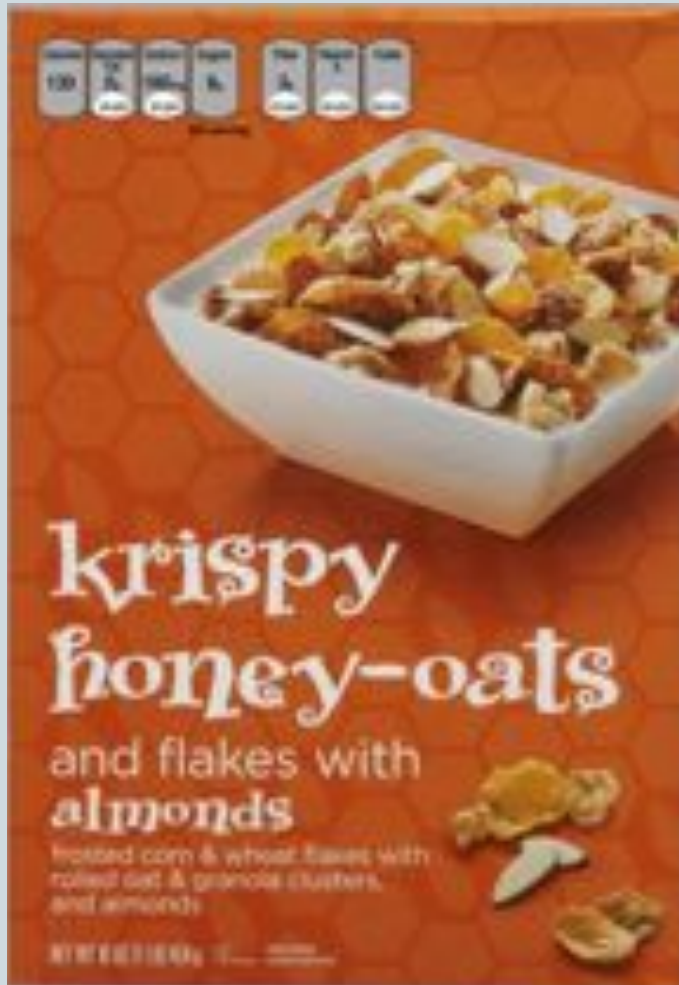
IFIC Foundation Consumer Research Supported by a Grant from GMA



Methodology

- Nationally representative interactive online survey of nearly 7,400 primary grocery shoppers, tested three front-of-pack (FOP) systems against a control with no FOP nutrition information:
 - Calories only
 - Calories plus 3 nutrients to limit (saturated fat, sodium, total sugars)
 - Calories plus 3 nutrients to limit plus up to 3 nutrients to encourage (protein, iron, vitamin A, vitamin C, fiber, or folate)
- All systems, including the control, included access to the Nutrition Facts Panel (NFP), although consumers were not compelled to utilize this information

Examples of Product Visuals Used in the Consumer Research



Examples of Product Visuals Used in the Consumer Research



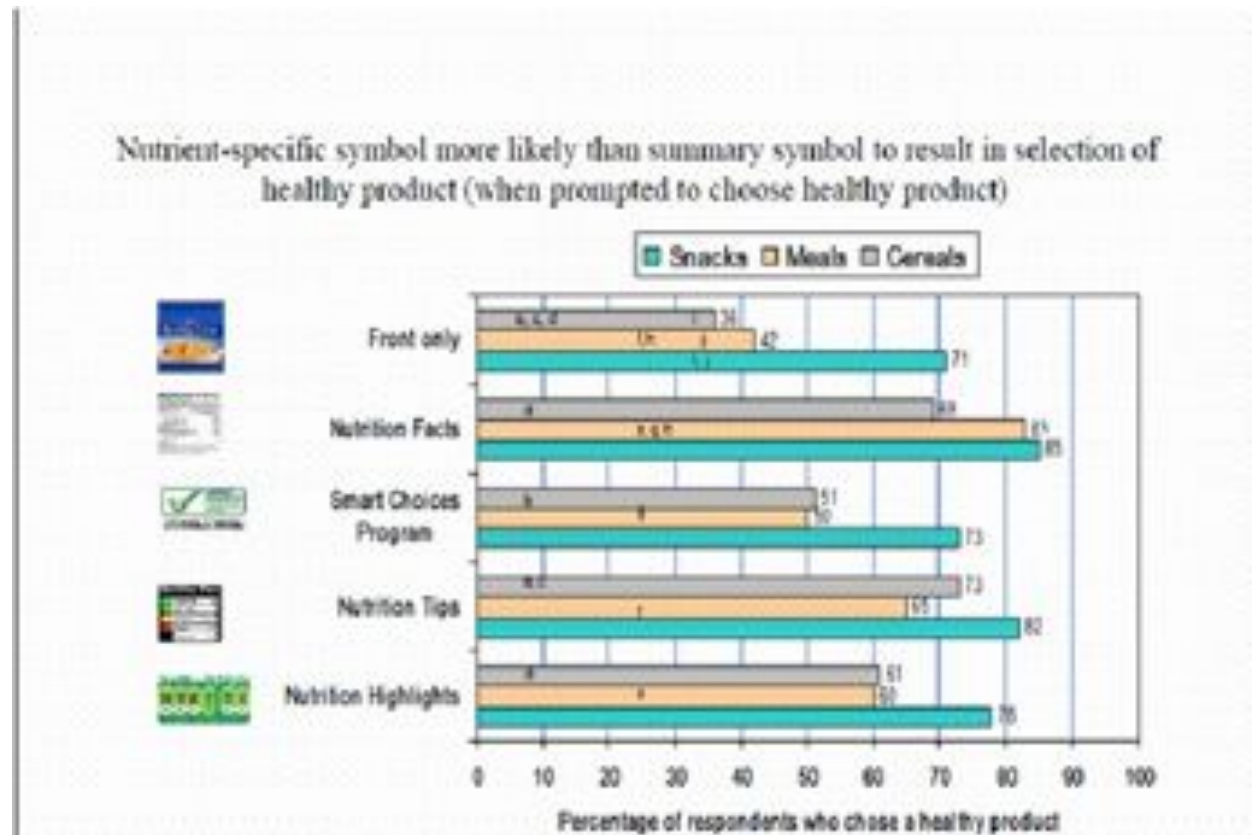
IFIC Consumer Research: Key Findings



- The FOP icons tested in this study generally enabled shoppers to demonstrate **comprehension**, express **ease of understanding**, and demonstrate **interpretation** of nutrition information on the products tested.
- In general, increasing the amount of nutrition information on the front of the package served to strengthen consumers' comprehension and comfort level with such material.
- Among those who evaluated FOP labeling systems (not those who saw NFP only), consumers who were provided with calories + nutrients to limit + nutrients to encourage versus calories only were more likely to agree that the **FOP nutrition information aided with decision-making and understanding**.
- Higher levels of formal **education** were positively associated with expressed **ease of understanding** and **comprehension** (especially for categories with more “complex” NFP).

FDA Consumer Research

- Nutrition Facts Panel outperforms all other systems
- Nutrition Tips and Nutrition Highlights perform similarly
- Nutrition Tips and Nutrition Highlights were found to be equally helpful



Food and Drug Administration Front-of-Pack Consumer Research
Chung-Tung Jordan Lin and Alan Levy, CFSAN/FDA
Presented at Institute of Medicine, Food and Nutrition Board on October 26, 2010

\$50 Million Consumer Education Campaign



- *Nutrition Keys* participating companies have agreed to fund a \$50 million consumer education campaign to drive consumer awareness, understanding and use of the icon
- Targeted to mom and mom's information needs
- Utilize multiple media platforms as well as extensive in-store marketing and public relations initiatives
- Begin in the fall of 2011 and expand as the use of the *Nutrition Keys* icon increases in the marketplace

Nutrition Keys In-Store Promotion



In store dietitian instruction



Store banners and end of aisle kiosks



Aisle flags pointing out products carrying the icon

The *Nutrition Keys* program represents the most significant modernization of food labels since the Nutrition Labeling and Education Act of 1990



“Food and beverage companies have a strong track record of providing consumers with the products, tools and information they need to achieve and maintain a healthy lifestyle, and *Nutrition Keys* represents a significant milestone in our ongoing effort to help consumers construct a healthy diet.”

-PAMELA G. BAILEY, CEO GMA

“Today’s sophisticated consumer wants more information about their food than ever before. *Nutrition Keys*, combined with the many innovative nutrition education tools and programs in retail stores, is helping us meet that challenge and exceed consumer expectations.”

-LESLIE SARASIN, CEO FMI

Questions & Discussion



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