

# UNDERSTANDING THE NEW NUTRITION FACTS LABEL



In May 2016, the FDA announced a new Nutrition Facts label for packaged foods. The changes reflect updated scientific information and will be easier for the consumer to understand.

**COMPLIANCE DATE: JANUARY 1, 2020**

## IMPORTANT LABELING CHANGES

Compare the new format to the original label. What's different?

### ORIGINAL

#### Nutrition Facts

Serving Size 1/2 cup (105g)  
Servings Per Container 4

##### Amount Per Serving

Calories 200    Calories From Fat 120

% Daily Value \*

<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 8g	<b>40%</b>
Trans Fat 0g	
<b>Cholesterol</b> 50mg	<b>17%</b>
<b>Sodium</b> 70mg	<b>3%</b>
<b>Total Carbohydrates</b> 30g	<b>10%</b>
Dietary Fiber 2g	<b>8%</b>
Sugar 27g	
<b>Protein</b> 5g	
Vitamin A	8%
Vitamin C	0%
Calcium	10%
Iron	15%

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

#### Nutrition Facts

3 servings per container  
**Serving size 2/3 cup (140g)**

##### Amount per serving

**Calories 270**

% Daily Value \*

<b>Total Fat</b> 17g	<b>22%</b>
Saturated Fat 11g	<b>55%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 94mg	<b>4%</b>
<b>Total Carbohydrates</b> 40g	<b>13%</b>
Dietary Fiber 3g	<b>10%</b>
Total Sugars 36g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 7g	
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.

## CHANGE IN REQUIRED NUTRIENTS

Some nutrients, such as potassium and vitamin D, are now required on the label because they can be too low in people's diets.

Actual amount of certain nutrients now must be listed in addition to the percent daily value.

## DAILY VALUE FOOTNOTE REWRITTEN

To give a clearer explanation of how the percent DV relates to a total daily diet.

## SERVING SIZE ADJUSTED

What is considered to be a single serving is different today than it was 20 years ago when the original Nutrition Facts label was created. The new serving sizes are more realistic to match how much people typically consume in one sitting.

ORIGINAL SERVING SIZE  
200 CALORIES



NEW SERVING SIZE  
270 CALORIES



## PACKAGING AFFECTS SERVINGS

Package sizes will be more realistic to reflect how much people typically eat and drink in one sitting.



For example, since people can drink a 12 or 20-ounce bottle in one sitting, they will now both be displayed as 1 serving on the Nutrition Facts label.



## LARGER & BOLDER TYPE FOR THE SERVING SIZE, NUMBER OF SERVINGS, & CALORIES

All are important elements in making healthy food choices.

## CALORIES FROM FAT HAS BEEN REMOVED FROM LABEL

Research shows that the type of fat consumed is more important than the amount.

## DAILY VALUES UPDATED

Daily Values for certain nutrients have been updated based on newer scientific information.



### INCREASED

TOTAL FAT  
POTASSIUM  
PHOSPHORUS  
MAGNESIUM  
MANGANESE  
DIETARY FIBER  
CALCIUM  
VITAMIN C, D, & K



### DECREASED

SODIUM  
TOTAL CARBOHYDRATES  
THIAMIN  
RIBOFLAVIN  
NIACIN  
BIOTIN  
PANTOTHENIC ACID  
ZINC  
SELENIUM  
COPPER  
CHROMIUM  
MOLYBDENUM  
CHLORIDE  
VITAMIN A, E, B6, & B12



### NO CHANGE

SATURATED FAT  
CHOLESTEROL  
PROTEIN  
IRON  
IODINE



### ADDED

ADDED SUGARS  
CHOLINE

## A CHANGE IN LISTING OF SUGARS

Sugars are now listed as Total Sugars and a new line is included for Added Sugars. Added Sugars include sugars that have been added during food processing. This information can be used when considering the overall nutrient density of the food.



Information derived from the Food and Drug Administration. Accessed December 2016. Please visit <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm> for more information.

