

# NUTRITION LABEL UPDATE SURVIVAL GUIDE



## WHAT'S CHANGING

1. SERVING SIZES
2. CALORIES
3. TOTAL FAT
4. SODIUM & DIETARY FIBER
5. ADDED SUGARS
6. VITAMIN D, CALCIUM, IRON & POTASSIUM DECLARATIONS
7. PERCENT DAILY VALUE

Nutrition Facts	
1 servings per container	
Serving size 1 cup (35g)	
Amount per serving	
<b>Calories</b>	<b>100</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	0%
Total Carbohydrate 16g	0%
Dietary Fiber 0g	0%
Total Sugars 14g	
Includes 10g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

\* 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.

## Q's with A's

### 1. WHY THE @#% ARE THEY CHANGING THE NUTRITION FACTS LABEL?

The current label is more than 20 years old, and like most 20 year olds, it's completely useless.

### 2. SERIOUSLY? WHAT ARE THE CHANGES? IT BASICALLY LOOKS THE SAME!

I know, right. But the FDA insists that the changes include modifying the list of required nutrients, updating serving size requirements, and providing a "refreshed design". Hey, just be glad they aren't designing the rest of your package ;)

### 3. UGH! WHEN DO I HAVE TO HAVE THIS DONE THIS BY?

Well, if you're a manufacturer of single-ingredient sugars such as honey and maple syrup and certain cranberry products, good news! You have until July 1, 2021 to make the changes. If not, time definitely isn't on your side, but you're not totally screwed. Changes must be made by January 1, 2020, for manufacturers with \$10 million or more in annual food sales. Manufacturers with less than \$10 million in annual food sales have an extra year to comply - until January 1, 2021.

### 4. WHY MUST "ADDED SUGARS" NOW BE INCLUDED?

The FDA has released many long and boring paragraphs explaining this decision. In summary - we're all too fat and have no self-control. The new label is supposed to help consumers make more educated food choices. Now eat a carrot and hit the gym before they make this any worse.

### 5. MUST ADDED SUGARS BE DECLARED ON PACKAGES AND CONTAINERS OF SINGLE-INGREDIENT SUGARS AND SYRUPS?

Again with the "added sugars". Short answer, no. Long answer, you still must be sure to add the percent daily value and the informational footnote with all its nonsense.

### 6. WHY IS TRANS FAT STILL ON THE LABEL IF THE FDA IS PHASING IT OUT?

It's been a tough few years for Trans Fat. To cut it a break, it will only be reduced from foods, not eliminated, so the FDA will continue to require it on the label.

### 7. WHY ARE VITAMIN D AND POTASSIUM BEING ADDED TO THE NUTRITION FACTS LABEL AND VITAMINS A AND C ARE NO LONGER REQUIRED?

No offense to Vitamins A & C - they had a great run - but Vitamin D and Potassium made us a better offer. Apparently we aren't getting of Vitamin D or Potassium, so the FDA is trying to help Americans out by adding it to packages.

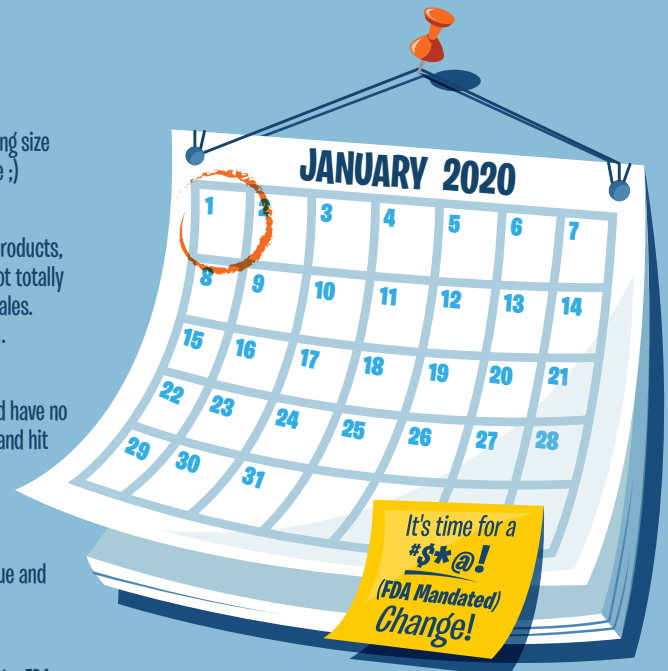
### 8. WILL THE NEW LABEL LOOK DIFFERENT?

Duh. It's new. (See the chart above).

### 9. WILL THE NEW REQUIREMENTS APPLY TO IMPORTED FOOD?

Yes, foods imported to the United States will need to meet the final requirements\*.

\*Requirements may vary depending on who is the President and which country(s) they are pissed off at/taking bribes from at that time.



## We're here to help

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