

A hand is pushing a metal shopping cart with green handles through a grocery store aisle. The aisle is filled with shelves of products, and the background is blurred. The lighting is bright, typical of a supermarket.

US Nutrition Policy Landscape Potential Impact on Dairy

IDFA's Regulatory Round Up
June 4, 2019
Beth Johnson, Food Directions LLC

Presentation Overview

2020-2025 Dietary Guidelines for America

National School Lunch and Breakfast Programs

- USDA Regulations
- Child Nutrition Reauthorization

FDA's Nutrition Innovation Strategy

- Standards of Identity
- Sodium Targets
- Definition of Healthy

CBD and the Lack of a Regulatory Framework

2020-2025 Dietary Guidelines for Americans

Advisory Committee announced late February

Process kicked off with first meeting in late March

- Five meetings in total
- Six Subcommittees
- Systematic Reviews and Government Databases will be used to draw conclusions; experts and outside evidence sources can be used for context

Points of Interest

- Sustainability is NOT within the scope of these guidelines
- Agencies working to streamline process and increase transparency

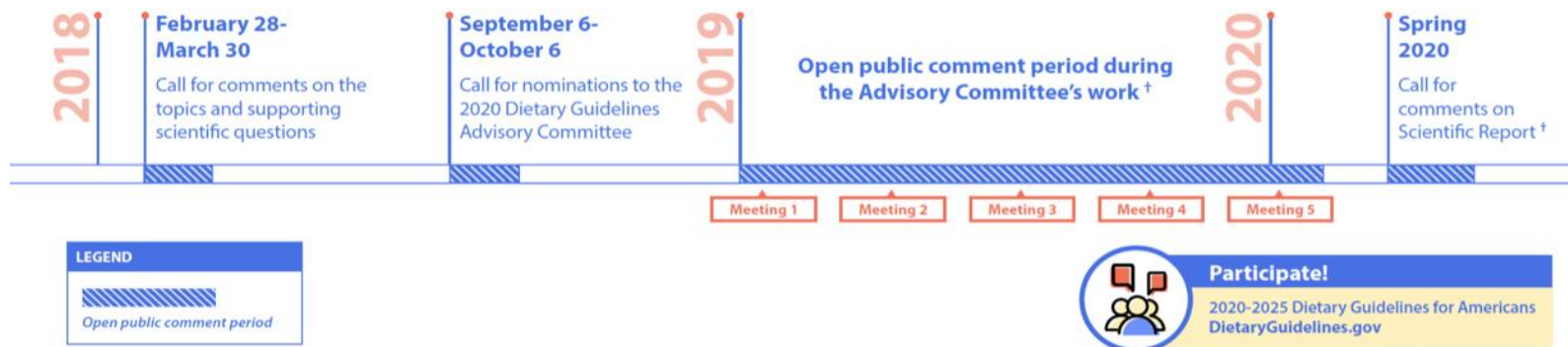


2020-2025 Dietary Guidelines for Americans

Timeline

- Last Meeting March of 2020
- Finalize Work May 2020
- Agencies to Complete Policy Document December 2020

2020 Dietary Guidelines Advisory Committee Timeline*



* Tentative timeline

[†] Will include opportunity for oral comments

National School Lunch and Breakfast Program

USDA Regulations

- One of Secretary Perdue's first actions was flexibility in school meals
 - 1% fat flavored milk
- USDA interest remains in updating the crediting of foods, ensuring protein served at breakfast, and other opportunities to improve healthy food consumption in schools
 - Greek Yogurt



Child Nutrition Reauthorization

- Haven't been reauthorized since 2010
- Renewed interest this year
- Democratic House is pushing back on USDA changes to the school meal standards

FDA's Nutrition Innovation Strategy

Standards of Identity

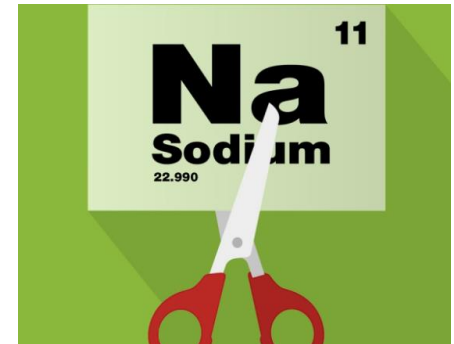
- Milk labeling under review; FDA expected to provide direction by September 2019
- Potential for additional changes, particularly if it would allow sodium to be lowered

Sodium Targets

- Short-term targets expected to be released as soon as Summer 2019
- Industry Cost Analysis shows cost to industry is over \$100 million

Definition of Healthy

- Proposed rule expected Summer 2019
- Expected to focus on nutrients and whole foods, directing consumers toward healthier dietary patterns



CBD – Current Status of Regulation

Proliferation of Use

- Dietary Supplements
- Food and Beverages
 - Ben and Jerry's Ice Cream



Regulatory Status

- 2018 Farm Bill changes certain federal authorities of CBD – mainly taking CBD off the controlled substance list
- FDA set a precedent of regulating CBD as a drug – Epidiolex
- Adding CBD to food or supplements is prohibited
- FDA will continue to focus their enforcement to products with unapproved claims
- Recognized need for a regulatory framework but uncertainty remains how to get there; questions remain on safety/efficacy