



Nutrition and Labeling Regulation: Outlook

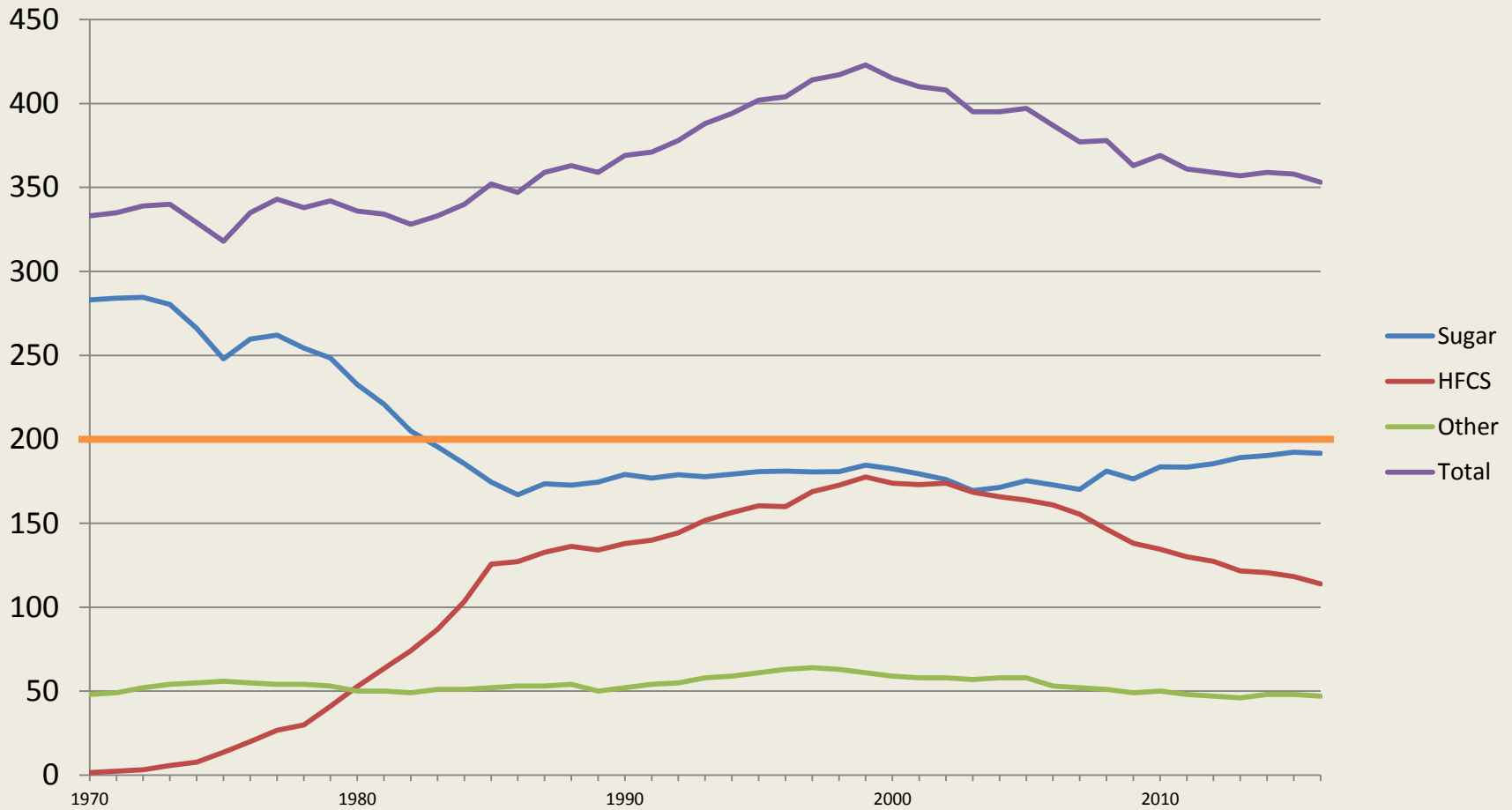
Randy Green
Watson Green LLC

Added Sugars

- How much do we consume?
- Is consumption rising or falling?
- What regulations will apply to added sugars?



U.S. Per Capita Sweetener Consumption in Calories Since 1970



Takeaways



- Consumption down from peak but above recommendations
- Concern about added sugars rose as per capita use fell, tracking declines in HFCS use
- Excess over recommendations means public pressure likely to continue

Nutrition Facts Label

- Delayed till 1/1/20
- FDA: no change in label content
- Added sugars DV here to stay

NEW LABEL / WHAT'S DIFFERENT

Servings: larger, bolder type

Serving sizes updated

Calories: larger type

Updated daily values

New: added sugars

Change in nutrients required

Actual amounts declared

New footnote

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.

2020 Dietary Guidelines

- Mandated to include B-24 guidance
- Process already behind schedule
- NASEM report may influence evidentiary standards



SNAP

- 9% of benefits for soft drinks (\$5.7 B)
- 2% for candy (\$1.3 B)
- SNAP participants' purchases highly similar to non-SNAP households
- Maine soft drinks, candy request denied
- Flashpoint in farm bill?



FDA Roadmap

Healthy Innovation, Safer Families: FDA's 2018 Strategic Policy Roadmap

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January 11, 2018

I am delighted to share FDA's 2018 Strategic Policy Roadmap, the product of a close collaboration among the Agency's centers. This document provides an overview of some of the key priorities we will pursue together to advance FDA's public health mission.

[Read the 2018 Strategic Policy Roadmap](#)

Many of these efforts are already underway, and will be further advanced in 2018, while other policies outlined in this document will be initiated during the coming months.



- “Healthy” claims
- Standards of identity
- Sodium reduction guidance



Watson Green LLC

rgreen@watsongreenllc.com

202-384-1840