



Front-of-Package Nutrition Labeling

Reagan-Udall Foundation for the FDA
Virtual Public Meeting
November 16, 2023

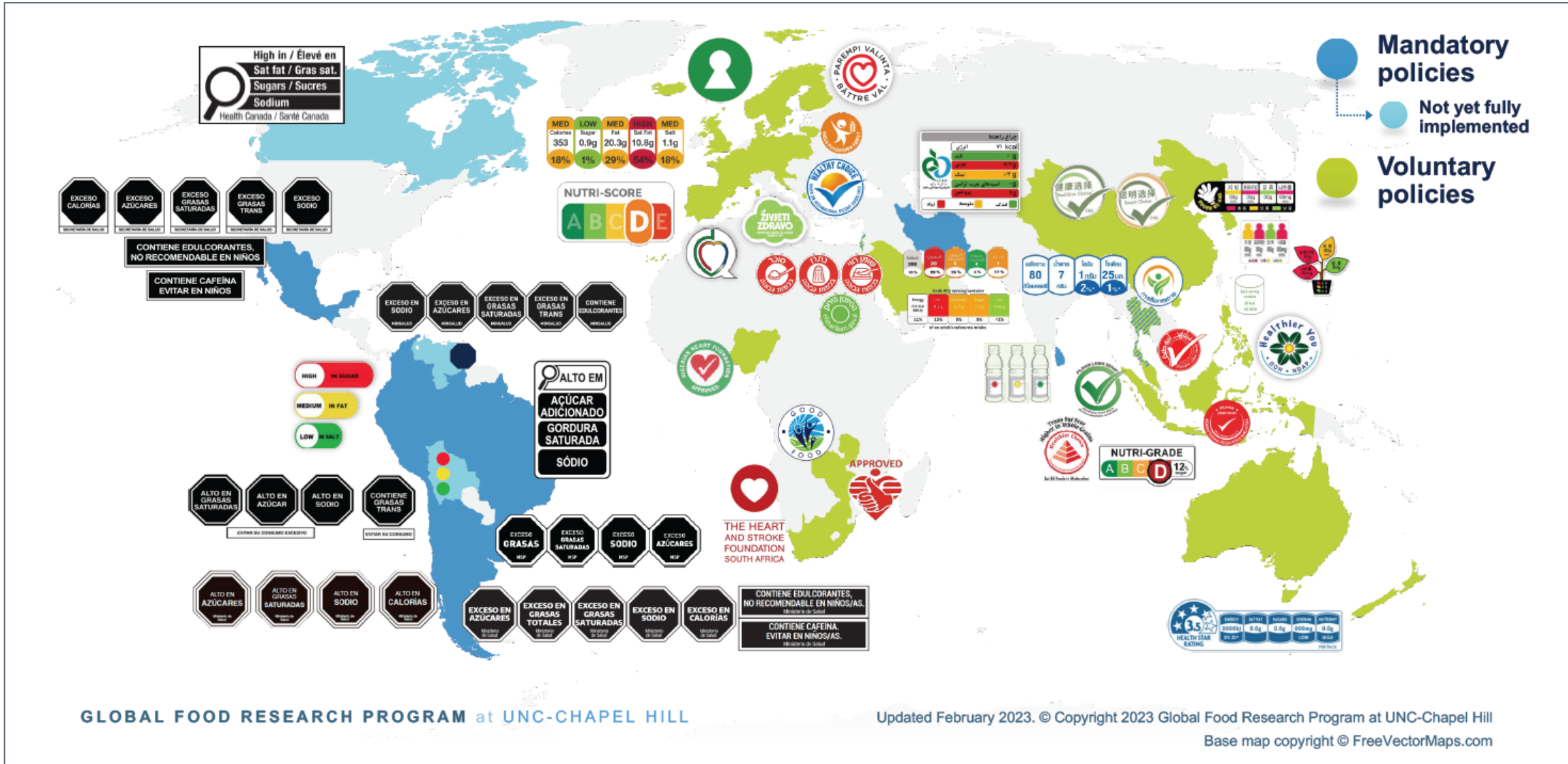


Introduction & Background

- White House National Strategy on Hunger, Nutrition, and Health
- Wide adoption of front-of package (FOP) schemes around the world
- Institute of Medicine reports
- FDA research activities
 - Literature review
 - 2022 Focus group research
 - 2023 Experimental study
 - 2023 Focus group research
- Engagement & Next Steps



Front-of-Package Nutrition Labeling



GLOBAL FOOD RESEARCH PROGRAM at UNC-CHAPEL HILL

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Front-of-Package Nutrition Labeling

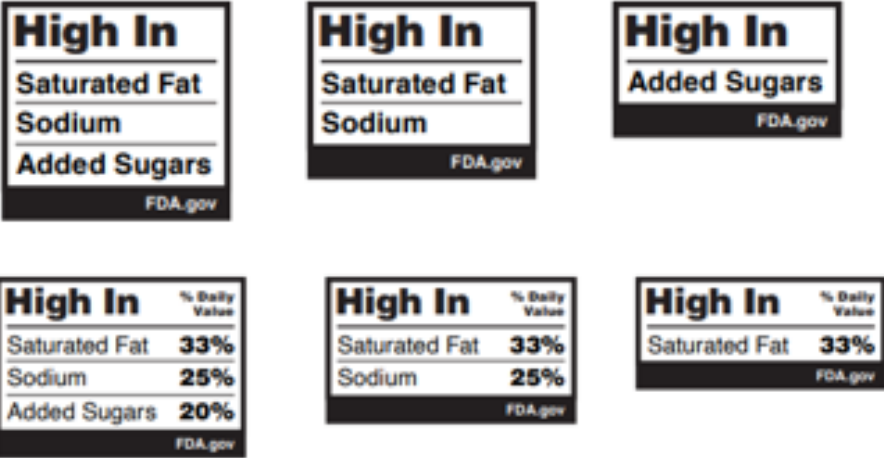
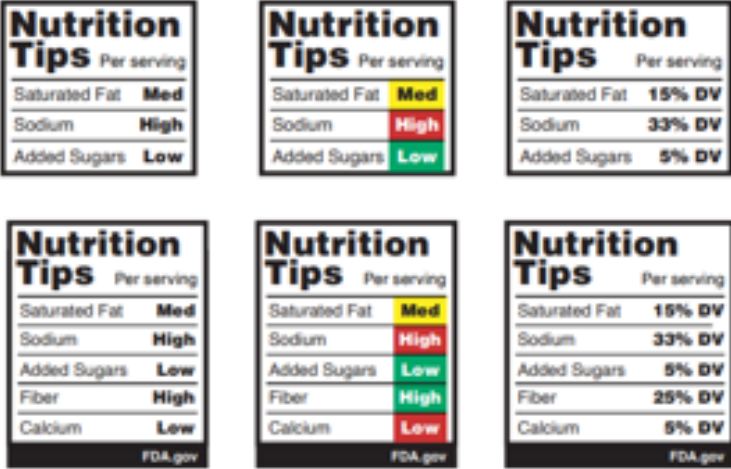
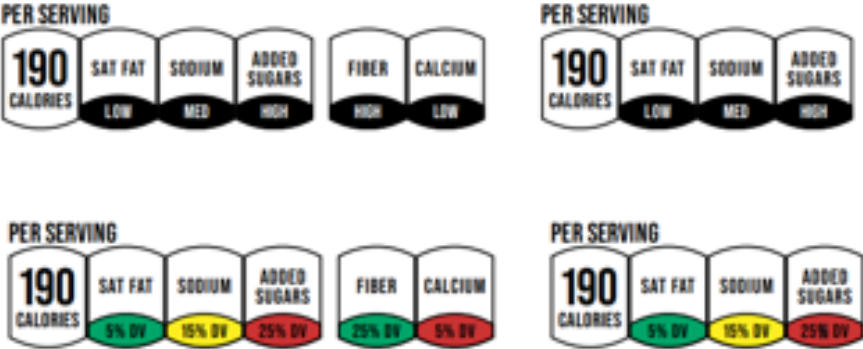
FDA Research Activities

- Literature review
- 2022 Focus group research
- 2023 Experimental study
- 2023 Focus group research

<https://www.fda.gov/food/food-labeling-nutrition/front-package-nutrition-labeling>



2022 Focus Group Research: Selected Schemes



Themes From 2022 Focus Groups

- Mixed findings on how much information participants preferred to be provided in FOP schemes.
- Strong finding that participants believed that the products bearing schemes reflecting “High-In” were not healthy
- Participants were confused by the use of red, yellow, and green when schemes contained both nutrients to limit and nutrients to get enough of; for example, participants could not easily reconcile using red to convey high sodium and red to convey low fiber
- Mixed reactions to the inclusion of FDA.gov on the schemes

2023 Experimental Study

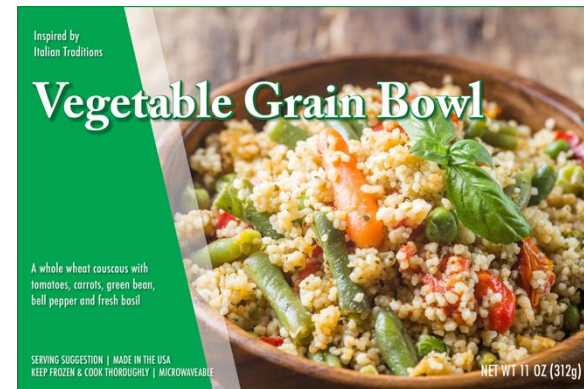


Purpose

- Assess participants' ability to use schemes to evaluate the healthfulness of a food product

Methods

- 15-minute online questionnaire
- Web panel, U.S. Adults (18+)
- Number of participants = 9,200
- *Part 1 Design: Repeated Measure*
 - Identify "healthiest" and "least healthy" nutrient profile within a scheme
- *Part 2 Design: Single Product Evaluation*



Note: this slide includes updated images from the 11/16/23 presentation for the mock cereal and soup products to reflect the images used in the 2023 experimental study

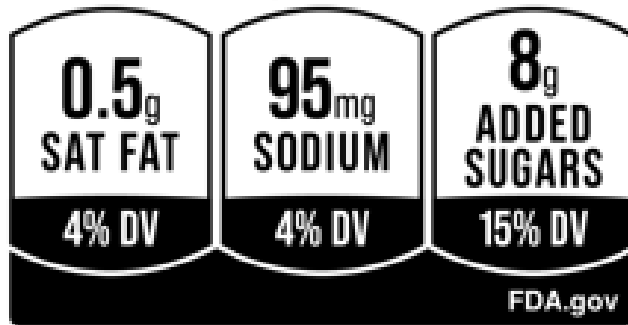
2023 Experimental Study

FOP Schemes Tested



Healthiest

PER SERVING



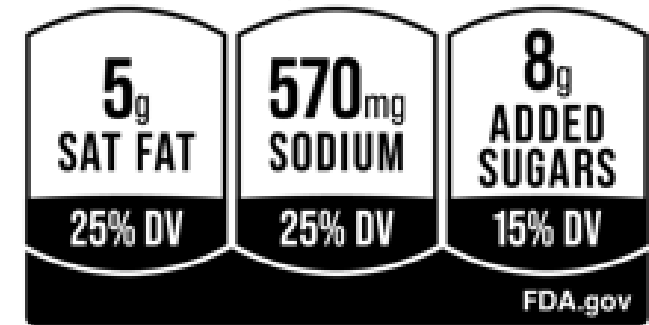
Middle

PER SERVING



Least Healthy

PER SERVING



2023 Experimental Study

FOP Schemes Tested

Healthiest

Nutrition Info 
Per serving
Saturated Fat Low
Sodium Low
Added Sugars Med
FDA.gov

Nutrition Info
Per serving
Saturated Fat Low
Sodium Low
Added Sugars Med
FDA.gov

Nutrition Info
Per serving
Saturated Fat Low
Sodium Low
Added Sugars Med
FDA.gov

Middle

Nutrition Info 
Per serving
Saturated Fat Low
Sodium Med
Added Sugars Med
FDA.gov

Nutrition Info
Per serving
Saturated Fat Low
Sodium Med
Added Sugars Med
FDA.gov

Nutrition Info
Per serving
Saturated Fat Low
Sodium Med
Added Sugars Med
FDA.gov

Least Healthy

Nutrition Info 
Per serving
Saturated Fat High
Sodium High
Added Sugars Med
FDA.gov

Nutrition Info
Per serving
Saturated Fat High
Sodium High
Added Sugars Med
FDA.gov

Nutrition Info
Per serving
Saturated Fat High
Sodium High
Added Sugars Med
FDA.gov

2023 Experimental Study

FOP Schemes Tested

Healthiest

Nutrition Info		
Per serving	% Daily Value	
Saturated Fat	4%	Low
Sodium	4%	Low
Added Sugars	15%	Med

FDA.gov

Nutrition Info		
Per serving	% Daily Value	
Saturated Fat	4%	Low
Sodium	4%	Low
Added Sugars	15%	Med

FDA.gov

Middle

Nutrition Info		
Per serving	% Daily Value	
Saturated Fat	4%	Low
Sodium	15%	Med
Added Sugars	15%	Med

FDA.gov

Nutrition Info		
Per serving	% Daily Value	
Saturated Fat	4%	Low
Sodium	15%	Med
Added Sugars	15%	Med

FDA.gov

Least Healthy

Nutrition Info		
Per serving	% Daily Value	
Saturated Fat	25%	High
Sodium	25%	High
Added Sugars	15%	Med

FDA.gov

Nutrition Info		
Per serving	% Daily Value	
Saturated Fat	25%	High
Sodium	25%	High
Added Sugars	15%	Med

FDA.gov

2023 Experimental Study

FOP Schemes Tested



Healthiest

High In
Added Sugars
FDA.gov

High In	% Daily Value
Added Sugars	22%

FDA.gov

Middle

High In
Sodium
Added Sugars
FDA.gov

High In	% Daily Value
Sodium	21%
Added Sugars	22%

FDA.gov

Least Healthy

High In
Saturated Fat
Sodium
Added Sugars
FDA.gov

High In	% Daily Value
Saturated Fat	25%
Sodium	25%
Added Sugars	22%

FDA.gov

2023 Focus Group Research Schemes and Mock Products



Themes - Overall

Findings from scientific literature and the consumer research we have conducted to date indicate that:

- An FOP scheme can help consumers identify healthy foods.
- Consumers prefer simple, interpretive FOP labeling schemes
- FOP labels appear helpful for those with lower nutrition knowledge and busy shoppers
- FOP complements the Nutrition Facts label

Engagement & Next Steps





U.S. FOOD & DRUG
ADMINISTRATION

The main logo for the U.S. Food & Drug Administration, featuring a blue square with "FDA" in white, followed by the text "U.S. FOOD & DRUG" in a large, bold, blue font, and "ADMINISTRATION" in a smaller, blue font below it.