

THE UPDATED HEALTHY CLAIM

and what it means for YOU.



For the updated “healthy” claim, products must...

HAVE

a certain amount of one or more of the following:



Vegetables



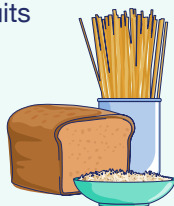
Fruits



Dairy



Protein Foods



Whole Grains

Example of what’s changed

The “healthy” claim, which has updated criteria, now can’t be used on foods that have too much added sugars or foods that don’t have enough of certain food groups. This whole grain breakfast cereal here, must have enough whole grains to use the claim and not have too much added sugars (must be no more than 10% of the Daily Value or 5 grams).

OLD



12g
Sugars

NEW



2.5g
Added Sugars

NOT HAVE TOO MUCH:

Saturated Fat →

Sodium →

Added Sugars →

Nutrition Facts	
4 servings per container	
Serving size 1 1/2 cup (208g)	
Amount per serving	
Calories	240
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 430mg	19%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	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.

Why is the updated “healthy” claim important?

In the United States:

75%

of people don’t eat enough **vegetables, fruits, and dairy.**

63%

of people eat more **added sugars** than is recommended.

77%

of people eat more **saturated fat** than is recommended.

90%

of people eat more **sodium** than is recommended.



The “healthy” claim, which appears on some food packages, can help you find a variety of foods that are the foundation of a healthy dietary pattern. To learn more visit www.fda.gov/healthy.

