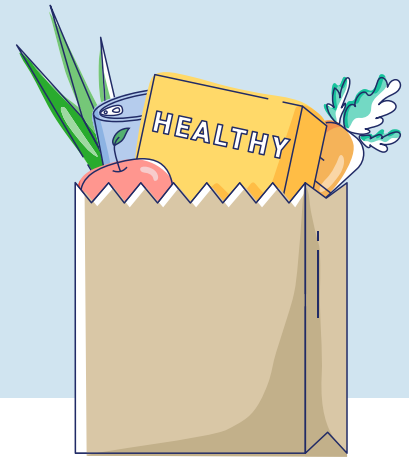


# THE UPDATED HEALTHY CLAIM

## and what it means for **YOU**.




### What is the “healthy” claim?

The “healthy” claim, which has updated criteria, can be found on some food packages and can help consumers identify healthier food choices at a quick glance. “Healthy” can be used on a variety of foods that don’t have too much saturated fat, added sugars, and sodium.


### What are the criteria for the updated claim?

To use the “healthy” claim, food products must:


**HAVE**  
a certain amount of one or more of the following:



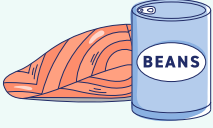
Vegetables



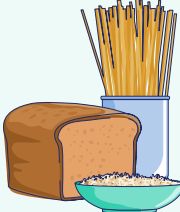
Fruits



Dairy



Protein Foods



Whole Grains

**NOT HAVE TOO MUCH:**

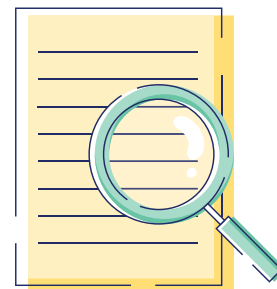
<b>Nutrition Facts</b>	
4 servings per container	
<b>Serving size 1 1/2 cup (208g)</b>	
Amount per serving	
<b>Calories</b>	<b>240</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 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 update the “healthy” claim?

Nutrition science continues to grow and evolve as more research is done. FDA updated the “healthy” definition based on current nutrition science and Federal guidance, including the [Dietary Guidelines for Americans](#) and the scientific evidence supporting the updated [Nutrition Facts label](#). The updated definition better accounts for how nutrients in different food groups may work together to improve health.



## What has changed?

The old definition stated that any food must:

- Not have too much total fat, saturated fat, sodium, and cholesterol; and
- Have enough (at least 10% of the Daily Value) of one or more of the following: vitamin A, vitamin C, calcium, iron, protein, or fiber.

Some of these requirements are no longer recommended for healthy dietary patterns based on the latest nutrition science. For example, we now know that the type of fat in the diet is more important than the total fat.

Companies that choose to use the “healthy” claim can use the new standards starting on February 25, 2025 and need to follow the updated definition by February 25, 2028.

## Why is this important to me?

In the United States:

**75%**

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

**77%**

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

**63%**

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

**90%**

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



The “healthy” claim 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](http://www.fda.gov/healthy).**

