

# Front-of-Package Labeling: More Than Just Extra Information

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International Sweetener Symposium  
August 6, 2024

# The FDA's Nutrition Facts Label

## Original Label Introduced:1994

### Nutrition Facts

Serving Size 2/3 cup (55g)  
Servings Per Container About 8

#### Amount Per Serving

**Calories** 230      Calories from Fat 72

**% Daily Value\***

**Total Fat** 8g      **12%**

Saturated Fat 1g      **5%**

*Trans* Fat 0g

**Cholesterol** 0mg      **0%**

**Sodium** 160mg      **7%**

**Total Carbohydrate** 37g      **12%**

Dietary Fiber 4g      **16%**

Sugars 1g

**Protein** 3g

Vitamin A      10%

Vitamin C      8%

Calcium      20%

Iron      45%

\* Percent Daily Values are based on a 2,000 calorie diet.  
Your daily value may be higher or lower depending on  
your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

## New Label Introduced:2020

### 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.

- Daily Value of 10% based on Dietary Guidelines for Americans - 50g (adults) and 25g (children <4yrs)

- Serving size for sugar was also increased from 1 tsp (4 grams) to 2 tsp (8 grams)

# “THE” RATIONALE

## for FDA’s added sugars declaration in 2016

We (FDA) are proposing mandatory declaration of added sugars on all foods because of:

- the variability in ingredients used,
- the need for consumers to have a consistent basis on which to compare products,
- the need for consumers to identify the presence or absence of added sugars, and
- when added sugars are present, the need for consumers to identify the amount of added sugars added to the food.
- ***The mandatory declaration of added sugars may also prompt product reformulation of foods high in added sugars like what was seen when trans fat labeling was mandated.***



# White House National Strategy: September 2022

## *Strong Focus on Sugar*

**BIDEN-HARRIS  
ADMINISTRATION  
NATIONAL  
STRATEGY ON  
HUNGER,  
NUTRITION, AND  
HEALTH**

SEPTEMBER 2022



1. Redefine “Healthy”
2. **Explore Front of Package Labeling**
3. Explore further ways to reduce added sugars--  
Potential added sugars targets
4. I.D. potential new added sugars and sodium limits in  
USDA Food Procurement



# Flash back: Chile

- Labeling law passed 2012
- Sugar tax entered into force 2014
- Front-of-pack labeling entered into force 2016

Sugar kills more people than terrorism and car accidents combined... It's the poison of our time."

Food companies are "21st century pedophiles."

-Chilean Senator Guido Girardi

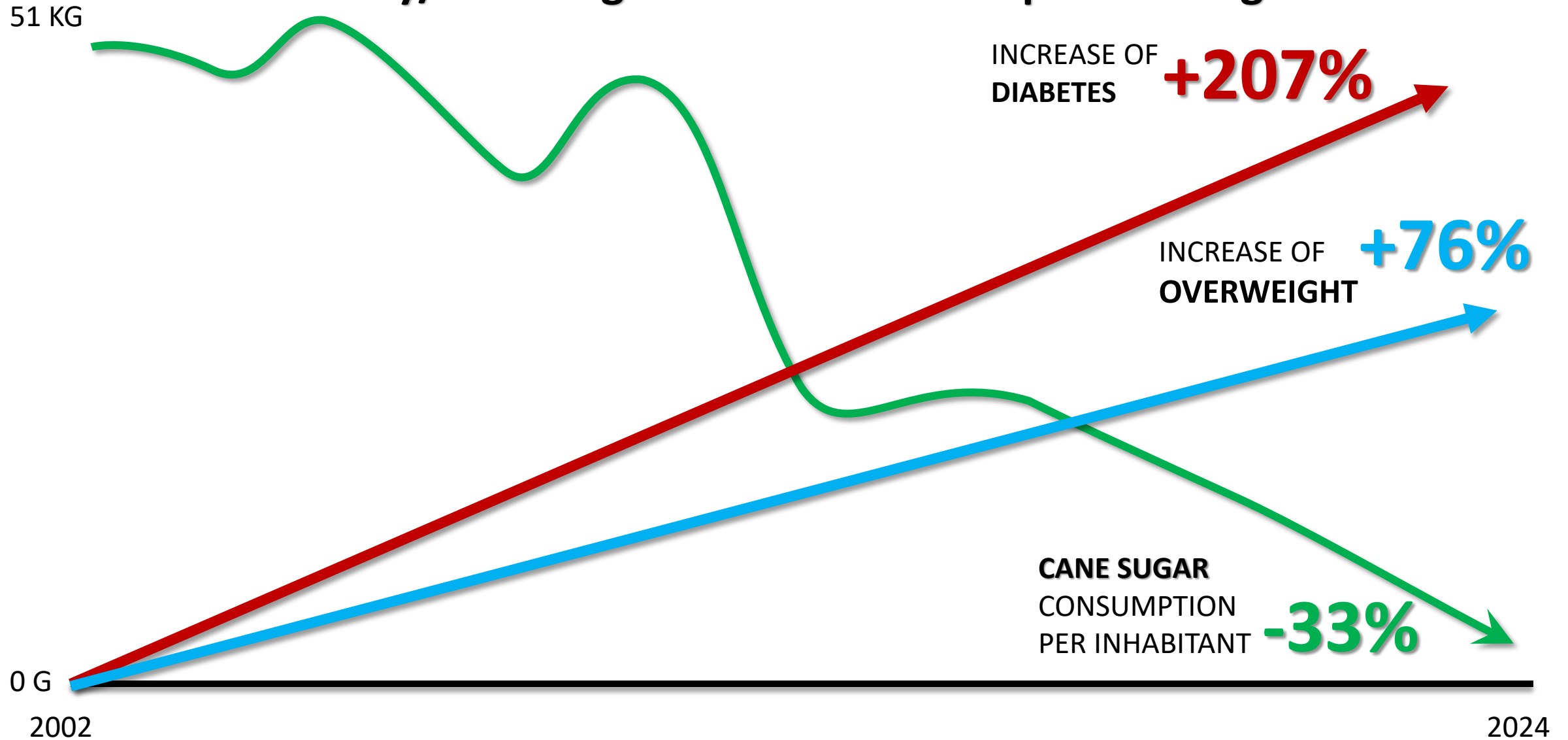


# Front-of-package labels around the world





# In Mexico, sugar consumption has dropped by a third, while obesity/overweight and diabetes keep increasing.



# Mexico: Front-of-Package Labeling



CONTIENE EDULCORANTES,  
NO RECOMENDABLE EN NIÑOS

CONTIENE CAFEÍNA  
EVITAR EN NIÑOS



*Established in 2020*

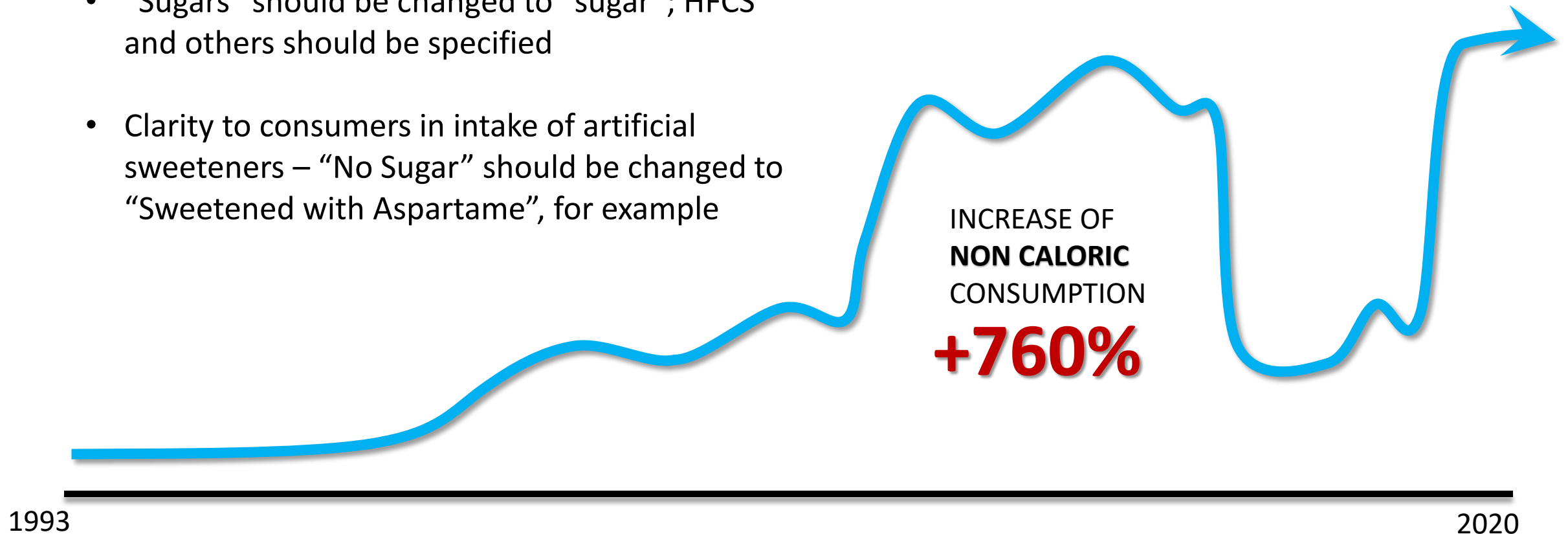




# Impact of Substitution in Mexico –reformulation to non caloric sweetener use increased exponentially.

## *Mexican Sugar Industry pursues transparency in labeling:*

- “Sugars” should be changed to “sugar”; HFCS and others should be specified
- Clarity to consumers in intake of artificial sweeteners – “No Sugar” should be changed to “Sweetened with Aspartame”, for example



# Does FOPL work?

## Sugary Drink Consumption Plunges in Chile After New Food Law

*The New York Times*

An effect this big at the national level in the first year is unheard-of... This is the way we need the world to go to begin to really combat preventable diseases like obesity, hypertension and diabetes.

-Lead author, Lindsey Smith Tallie

### **COMPLIANCE**

Most products comply with the regulation

### **REFORMULATION**

17.7% of products reformulated to improve or avoid stop signs

### **PURCHASING**

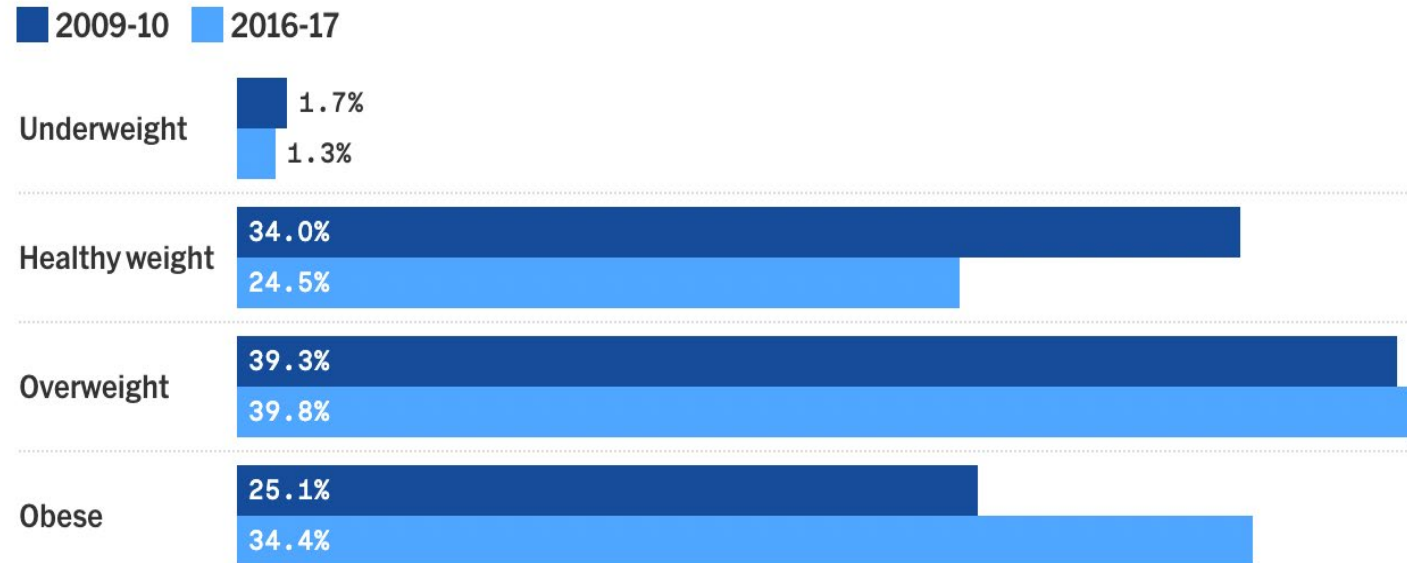
25% decrease in soda purchases  
17% decrease in packaged desserts  
14% decrease in breakfast cereals

### **CONSUMER UNDERSTANDING**

93% say they understand the labels  
80% say labels influence their purchases

## Obesity levels in Chileans aged 15+

*Chile's National Health survey shows the rise in obesity levels as new food reforms were implemented in the country.*



Source: Ministry of Health of Chile

# 6.4

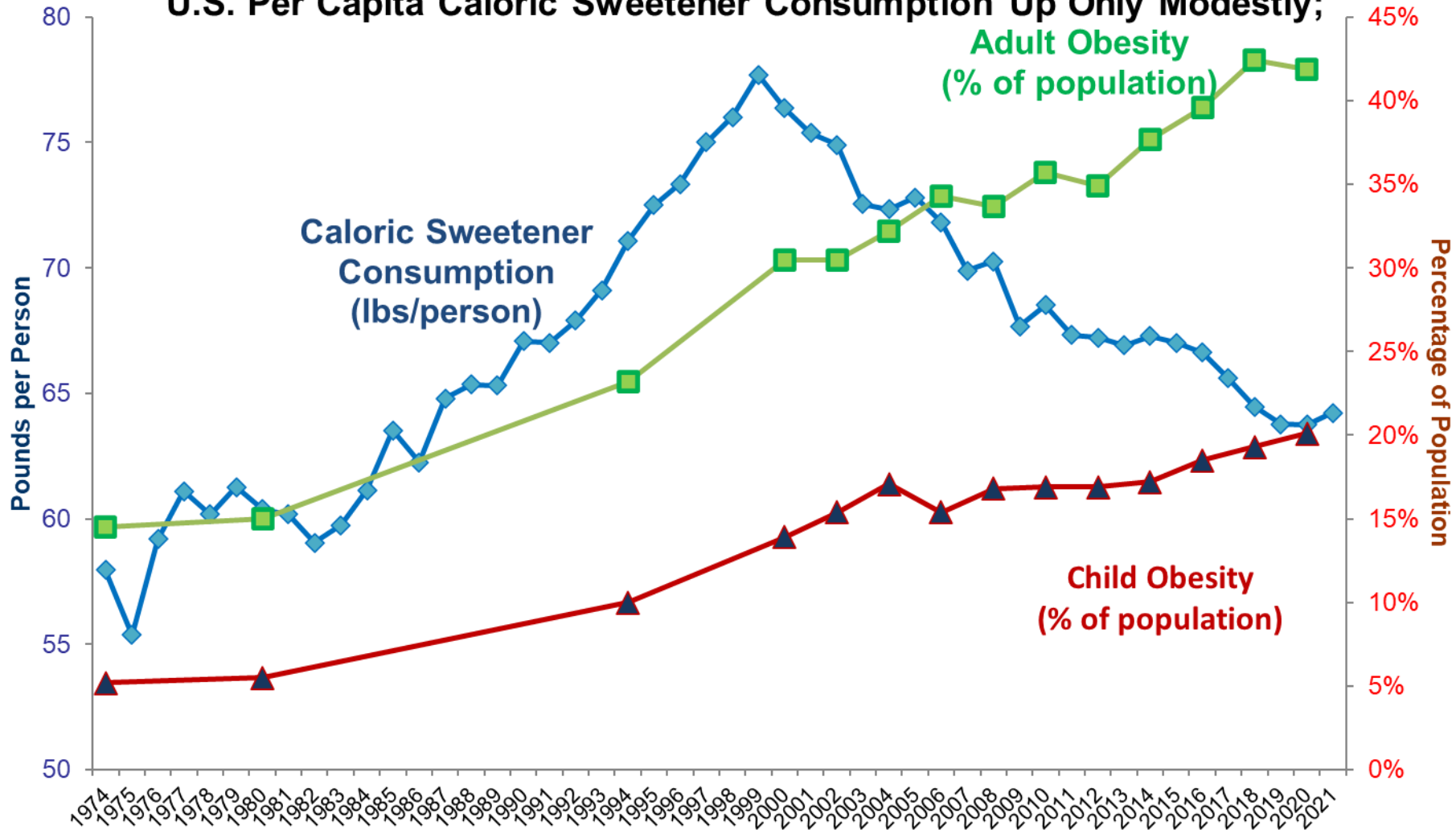
net daily calorie  
reduction after law

<https://www.thelancet.com/journals/lanplh/article/PIIS2542-51962100172-8/fulltext>

March 2024

<https://www.theexamination.org/articles/a-decade-after-its-pioneering-food-law-where-does-chile-s-obesity-crisis-stand>

**Since 1974: U.S. Adult Obesity Has Tripled, Child Obesity Nearly Quadrupled;  
U.S. Per Capita Caloric Sweetener Consumption Up Only Modestly;**




**2000 – 2020:**

- Childhood obesity up 45%; adult obesity up 37%
- Caloric sweeteners down 16%

Source: Caloric Sweetener (Sugar + High Fructose Corn Syrup) data -- Economic Research Service/ USDA, Tables 51 & 52.  
Obesity Data -- Centers for Disease Control and Prevention/HHS.  
Note: Official obesity data available only for years shown.

# U.S. Front of Package Labeling (FOPL)

- FDA is moving quickly to develop FOPL.
- There is significant pressure on the agency to move forward.
- FDA is focusing on just: added sugars, saturated fat, and sodium.
- There is a push by many consumer/health groups for stronger/less-friendly labels.
- Anticipate a proposed rule October 2024.

**Nutrition Info**  Per serving

Saturated Fat	<b>High</b>
Sodium	<b>High</b>
Added Sugars	<b>Med</b>

FDA.gov

**Nutrition Info** Per serving %Daily Value

Saturated Fat	25%	<b>High</b>
Sodium	25%	<b>High</b>
Added Sugars	15%	<b>Med</b>

FDA.gov

PER SERVING

<b>5g</b> SAT FAT 25% DV	<b>570mg</b> SODIUM 25% DV	<b>8g</b> ADDED SUGARS 15% DV
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FDA.gov



# More organizations call for FDA to develop mandatory front-of-package nutrition labeling

Updated: April 13, 2023

Nutrition Tips		Nutrition Tips		High In	
Per serving		Per serving		Per serving	
Saturated Fat	Med	High In	% Daily Value	Saturated Fat	30%
Sodium	High	Saturated Fat	30%	Sodium	35%
Added Sugars	Low	Sodium	35%	Added Sugars	25%
FDA.gov		FDA.gov		FDA.gov	

PER SERVING

190 CALORIES	SAT FAT 5% DV	SODIUM 15% DV	ADDED SUGARS 25% DV
AVOID TOO MUCH			

CSPI worked with the American Cancer Society, American Heart Association, American Public Health Association, Consumer Federation of America, and Consume Reports to file a supportive comment with FDA on CSPI's August 2022 petition for mandatory FOP.



# Consumer Groups Now Want More Aggressive FOP Design

- July 2023: CSPI led a [letter](#), signed by the American Heart Association, Association of State Public Health Nutritionists, International Fresh Produce Association, Prevention Institute, and Milken Institute (GW), among others asking for a more aggressive FOP labeling design.
- The letter also applauds FDA for focusing on just added sugars, saturated fat, and sodium from a “consumer clarity perspective”.

## Their suggested FOP labels:

Figure 3. Variations of FDA’s High In Schemes with Additional Features to Draw Attention



Source: Center for Science in the Public Interest



# FDA's Commissioner Califf: "a radical enthusiast" for FOPL



"We're working hard to make sure that consumers have readily available information about added sugars when making food choices *and hope and expect these actions will also encourage industry to reformulate*"

*"I'm a radical enthusiast about that (FOP) and we're going to do everything we can to make it happen,"* Califf said during remarks at a virtual sugar-reduction summit hosted by the Center for Science in the Public Interest in May 2023.





# Mexican Sugar Industry Reaction to Substitution by HFCS and Reformulation to Non-Caloric Sweeteners



APPEAL TO RURAL GROWERS AND JOBS IN 500 YEAR OLD SUGAR INDUSTRY IN MEXICO



# Mexican Sugar Industry Reaction to Substitution by HFCS and Reformulation to Non-Caloric Sweeteners



AID TO MEXICAN ATHLETES IN OLYMPICS, WHO ARE PRESCRIBED SUGAR INTAKE– NO SUBSTITUTES



*Athletes are excellent representation of sugar intake as part of a healthy diet.*



# NYC Sweet Truth Act: Warning Labels

- Applies to prepackaged foods and beverages with 50 grams or more of added sugars per product in chain restaurants in New York City.
- Warning labels would be accompanied by a statement: *“warning indicates that the added sugar content of this item is higher than the total daily recommended limit of added sugar for a 2,000-calorie diet (50g). Eating too many added sugars can contribute to type 2 diabetes and weight gain.”*
- Implementation: June 19, 2024.



**New York City to require warning labels for sugary foods and drinks in chain restaurants**



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