OBJECTIVES

Today we will...

- Identify the upcoming changes to the Nutrition Facts Label (NFL) for foods and beverages sold to consumers
- Describe the evolving consumer demands for values-based label information that go beyond the NFL
- Identify the challenges and opportunities for diabetes educators in educating around carbohydrates, fibers, and sugars given these new values
- State the issues around added sugars and the context for discussing them in a way that aligns with science-based recommendations from the Dietary Guidelines for Americans
THE NEW NUTRITION FACTS LABEL

You’ll See New Serving Sizes, Daily Values, Nutrients, and More

CHANGES IN NUTRIENTS - UPDATED RDI’S

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>DRV (Updated/New)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin A</td>
<td>900 mcg RAE</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>90 mg</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>20 mcg (50 IU)</td>
</tr>
<tr>
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<td>15 mcg</td>
</tr>
<tr>
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<td>120 mcg</td>
</tr>
<tr>
<td>Riboflavin</td>
<td>2 mg</td>
</tr>
<tr>
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<td>1 mg</td>
</tr>
<tr>
<td>Vitamin B6</td>
<td>2 mg</td>
</tr>
<tr>
<td>Folic Acid</td>
<td>400 mcg</td>
</tr>
<tr>
<td>Vitamin B12</td>
<td>2-4 mcg</td>
</tr>
<tr>
<td>Calcium</td>
<td>1300 mg</td>
</tr>
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</tr>
<tr>
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<tbody>
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<td>Total Fat</td>
<td>78 g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>20 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>300 mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>275 g</td>
</tr>
<tr>
<td>Sodium</td>
<td>2300 mg</td>
</tr>
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<td>Dietary Fiber</td>
<td>21 g</td>
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<tr>
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<td>50 g</td>
</tr>
<tr>
<td>Added Sugars</td>
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SERVING SIZES UPDATED TO REFLECT SERVINGS ACTUALLY CONSUMED TODAY

Serving sizes are the amount of food on which Nutrition Facts and nutrient claims are based.

They do not reflect recommended portions.

They reflect the amounts people are actually eating of that food or beverage today.

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UPDATED SERVING SIZES AND NEW LABELING REQUIREMENTS FOR CERTAIN PACKAGE SIZES

• Changes to “<20% of Reference Amounts Customarily Consumed (RACCs)” – means changes to serving sizes to reflect how people eat and drink today.

• Amended definition of “single-serve container” - packaged foods typically eaten in one sitting will declare calorie and nutrient information for the entire package, e.g., a 20-ounce bottle of soda labeled as one serving not multiple servings.
MULTI-SERVING PACKAGED FOODS/BEVERAGES

Intended to Assist Consumer Confusion

“Dual column” labels for calories and nutrient information “per serving” and “per package” on certain larger packages likely to be consumed in one or multiple servings, e.g., multi-pack muffins; 24-ounce bottle of soda; or a pint of ice cream.

THE NEW NUTRITION FACTS LABEL

The Revisions Aim to Assist Consumers, But NFL Usage is Declining

- Use of the NFL was highest in the 1990’s (65%), but usage has declined since.1
- Today, only ~50% of general consumers regularly use the NFL.2
- 34% use the label “most of the time”
- 15% use the label “always”

WHY THE DECLINE?

Consumers are now looking at other values – beyond the NFL – when they’re purchasing.

NEW EVOLVING CONSUMER DEMANDS

Consumers’ Perception of “Healthy” Has Become More Complicated

NEW EVOLVING CONSUMER DEMANDS MOVE BEYOND THE NUTRITION LABEL

They Now See Non-Nutritional Aspects as Determinants of Healthiness

If two products have the same Nutrition Facts panel, which is likely to be healthier?

NEW EVOLVING CONSUMER DEMANDS

And They Look for Other Labeling Claims to Guide Their Purchases

NEW EVOLVING CONSUMER DEMANDS

Health is Important, But So is Safety, Social Impact, Locality, and More

The Consumer Value Driver Plate

Top 10 Culinary Trends for 2017

Source: NRA 2017 Culinary Forecast

LIFESTYLE NUTRITION

LIFE-STAGE NEEDS

JOY

ENJOYMENT

FULFILLMENT

PERSONALIZATION/CUSTOMIZATION

ACCESSIBILITY

VARIETY

CHOICE

SUSTAINABILITY

ENVIRONMENTAL STEWARDSHIP

FOOD WASTE

FAIR TRADE

CONFIDENTIAL AND PROPRIETARY

NEW EVOLVING CONSUMER DEMANDS

No Artificial Ingredients is Equally Important as Less Sugar & More Whole Grains

Source: FMI U.S. Grocery Shopper Trends, 2017

NEW EVOLVING CONSUMER DEMANDS

And Nutrition Myths are Common Among Consumers

- GMO food is dangerous
- Processed foods are unhealthy
- Organic food is more nutritious
- Non-caloric sweeteners cause obesity
- Only calories from sugars, carbohydrates, and fats are likely to cause weight gain
- Processed foods affect our immune systems
- And more...

And Nutrition Myths are Common Among Consumers

MYTH

The New York Times

NEW EVOLVING CONSUMER DEMANDS

Their “Nutritious” Choices Don’t Always Align with Experts’ Choices

Source:IFIC Food & Health Survey, 2017

NEW EVOLVING CONSUMER DEMANDS

Yet Health Professionals Are Still Trusted Sources of Nutrition Information

Level of Trust vs. Reliance as a Source

NEW EVOLVING CONSUMER DEMANDS

And Consumers Want More Guidance and Information Around Nutrition

Chart 1: 6 Product Claims Impacted Most by New Information (Eating Well: What Food Professionals Think)

Chart 2: New Information and What Food Professionals Want
NEW EVOLVING CONSUMER DEMANDS
The Key is Aligning Science-Based Advice with Consumer Values

"Building trust isn’t just giving consumers more science, more research or more information… it’s about demonstrating that you share their values when it comes to topics they care about most, like safe food, quality nutrition, outstanding animal care and environmental stewardship.”

Center for Food Integrity

BRIDGING THE GAP: Educating Around Carbohydrates

The NFL Features a New Carbohydrate Daily Reference Value (DRV)

- Carbohydrate DRV has been reduced from 300g to 275g (from 60% to 55% of calories*).
- This allows for a new, higher DRV for total fat (now 35% of calories*).
- 35% represents the upper end of the Acceptable Macronutrient Distribution Range (AMDR) for fat.
- The change aligns with the latest scientific perspective that types of fat are more important than limiting total fat.

*Based on a 2,000 calorie diet

KEY TAKEAWAY
The new DRV doesn’t indicate a need to limit carbohydrates, but rather an opportunity to include more healthy fats in the diet. It should be viewed as a reference amount, not a limiting prescription.

Yet Many Consumers Are Limiting “Bad” Carbs and Are Opting for “Better” Versions

BAD CARBS:
- High sugar
- Refined grains (e.g., white flour)
- Over-processed grains (e.g., cereals)

GOOD CARBS:
- High fiber
- Whole grains
- Ancient grains

Help clients understand what the total carbohydrate value on the NFL means for their diet/food choices (i.e., it is a reference, not a limiting prescription).

Discuss clients’ views of “good” versus “bad” carbs, and dispel myths as needed.

Teach clients how preferred grain/vegetable-based options can factor into their daily carbohydrate requirements.
Fiber has a Higher DRV and a New Definition

- Fiber DRV has increased from 25g to 28g.
- New value aligns with Institute of Medicine (IOM) findings that 14g fiber/1,000 kcal is associated with the greatest reduction in cardiovascular disease risk.
- The dietary fiber value on the NFL can now only include:
  - Intrinsic/intact fiber found in plants
  - Added fibers that have a proven beneficial effect on human health.

Fiber Has a Higher DRV and a New Definition

*Fibers qualifying towards this amount:
  - Beta‐glucan soluble fiber
  - Psyllium husk
  - Cellulose
  - Guar gum
  - Pectin
  - Locust bean gum
  - Hydroxypropylmethylcellulose

Key Takeaway

Using the new %DV on the NFL helps consumers reach the ideal 28g of fiber a day, using sources that are truly beneficial to their health.

While Consumers Value Fiber, They Also Need Recognizable Ingredient Lists

TAKEAWAY:

Added fibers on the label could confuse consumers because they do not recognize what these ingredients are.

Education Tips: Aligning Consumer Needs & Values Around Fiber

- Educate clients on the need to aim for 28g of fiber a day for heart health.
- Help clients recognize beneficial fibers on the ingredient list to prevent needless avoidance. This includes education around FDA‐recognized fibers:
  - Beta‐glucan soluble fiber
  - Psyllium husk
  - Cellulose
  - Guar gum
  - Pectin
  - Locust bean gum
  - Hydroxypropylmethylcellulose

Added Sugars Define

- Added sugars are the sugars or syrups added to foods and beverages when they are processed or prepared.

Examples of Added Sugars:

- Sugar
- Honey
- Maple syrup
- Fresh fruit preserves
- Isolated sucrose

Added Sugars Provide Essential Functions to Foods & Beverages

- Sugar has an important and necessary role in food safety and taste:
  - Palatability: Rounds out the taste of naturally tart or acidic, nutrient‐dense foods (Examples: fermented dairy products, tomatoes, cranberry juice).
  - Preservation: Prevents spoilage in jams and jellies by attracting water to prevent microbial growth (↑ shelf life).
  - Leavening: "Feeds" yeast, aiding in bread rising (↑ moisture).
  - Tenderizing: Absorb moisture to create tender cake/bread crumb (↑ moisture).
  - Flavoring: Adds sweetness to create tender, butter/fair foods.

While Consumers Value Fiber, They Also Need Recognizable Ingredient Lists
 Naturally-occurring sugars and added sugars are chemically identical and have the same effect in the body. But the difference is in the form in which they occur:
- Naturally-occurring sugars often exist in nutrient-dense forms (e.g., sucrose/fructose in fruit, lactose in milk).
- While many foods that are high in added sugars provide extra calories with few or no essential nutrients.
Consuming high amounts of added sugars can thus increase calorie intake and displace essential nutrients. Excess calories add weight.

Why Are Added Sugars a Concern and Not All Sugars?

Addition of sugars is a concern because:
- Added sugars will now be included as a subset of “total sugars.”
- This information is provided to assist consumers in selecting foods that contribute to a more nutrient-dense diet.
- The DRV for added sugars has been set to <10% of calories per day.
- This level is difficult to meet nutrient needs within calorie limits if you consume more than 10% of your total daily calories from added sugars.

The New NFL Will Include Added Sugars Information

Consumers Are Limiting Sugars, Mainly for Weight Reasons

What source of calories is the most likely to cause weight gain?

Are you trying to limit or avoid sugars in your diet?

76% Yes

77% Yes

Avoiding foods with added sugars could mean avoiding nutrient-dense foods such as:

FRUITS/JUICES
- Provides vitamin C, antioxidants
YOGURT
- Provides calcium, protein
WHOLE GRAIN CEREALS
- Provides dietary fiber, B vitamins

The “SnackWell Effect” Is One Example of These Unintended Consequences

CASE STUDY
In 1980, the DGA advised people to avoid too much fat.

THE RESULT:
Consumers began to fear fat and opted for fat-free alternatives in place of other options.

THE CONSEQUENCE:
Avoiding fat led to avoiding nutritious foods that were high in healthy fats (e.g., nuts, avocados, olive oil). Meanwhile, the “fat-free” selections weren’t necessarily healthy.

Authorities Agree There is Room for Added Sugars in a Healthy Diet

“Healthy eating patterns can accommodate other nutrient-dense foods with small amounts of added sugars, such as whole grains, low-fat milk, or fat-free yogurt, as long as calories from added sugars do not exceed 10 percent per day.”

“Added sugars can be a part of a healthy eating pattern. All of us are likely to consume some sugars—more in sweet foods and drinks, and enough in fruits, fiber, and essential vitamins and minerals—and still stay within calorie limits.”
### BRIDGING THE GAP: EDUCATING AROUND ADDED SUGARS

#### Education Tips: Aligning Consumer Needs & Values Around Added Sugars

1. **Look at the Total Nutrient Profile When Using the NFL**
   - Better Choice
   - Lesser Choice
   - Added sugars within recommendations
   - Variety of nutrients

2. **Shift from Typical, Calorie-Dense Options to Nutrient-Dense Choices**
   - Current diets are far from ideal.
   - But making small shifts to more nutrient-dense options is an easy way to improve diet quality and keep added sugars in check.

3. **Control Frequency of Intake and Portions (Moderation)**
   - A small amount of sweet foods are allowed within a healthy diet, so long as they fit within calorie limits and don’t replace essential nutrients.
   - Downsizing portions and moderating intake can help make this possible.

#### IN CONCLUSION

- The new NFL will go into effect within the next 3-4 years, and clients need to be prepared for the new information.
- Proper context around new carbohydrate, fiber, and added sugars values are especially important for diabetes educators.
- Finding ways to factor in clients’ values (individual, family) into such nutrition education will help ensure positive change in their habits.

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**CONFIDENTIAL AND PROPRIETARY**
QUESTIONS?

THANK YOU
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