

Facts About Facts Up Front

Everyone—government, industry, schools, parents, employers and communities—must do their part to ensure the health and wellness of our nation. The food and beverage industry is committed to providing consumers with the products, tools and information they need to achieve and maintain a healthy diet. In recent years, they have:

- Introduced more than 20,000 healthier product choices with reduced calories, fat, sugar and sodium.
- Through the Healthy Weight Commitment Foundation, pledged to remove 1.5 trillion calories from the food supply by 2015.
- Adopted robust guidelines governing food and beverage ads on children's programming. Because we adhere to nutrition guidelines, 100 percent of ads seen on children's programming are for healthier diet choices and better-for-you products. Those guidelines have been extended to cover online and mobile advertising, including company websites, adver-gaming, mobile devices and other electronic marketing.
- Food and beverage companies spend millions of dollars on active lifestyle promotion and community grants to promote physical activity. They also develop and promote innovative health and nutrition solutions in schools and in the workplace.

Facts Up Front is the food and beverage industry's most recent contribution to this effort and was developed in response to First Lady Michelle Obama's request that the industry move farther, faster in our effort to provide consumers with the products, tools and information they need to construct a healthy diet for themselves and their families. It is one of several significant anti-obesity initiatives of the grocery manufacturing and retail industries and is grounded in consensus nutrition science, including the USDA's Dietary Guidelines for Americans.

Program Summary

Facts Up Front is a nutrient-based labeling system that summarizes important nutrition information from the Nutrition Facts Panel, often found on the back or side of packages, in a simple and easy-to-use format on the front of food and beverage packages. Facts Up Front is a voluntary initiative aligned with the U.S. Food and Drug Administration (FDA) and the U.S. Department of Agriculture (USDA) guidelines and regulations.

Through Facts Up Front, participating food and beverage companies are placing an icon on the front of their products that displays calories, saturated fat, sodium and sugar per serving. Some product icons may also provide information about fiber, vitamins, calcium and other nutrients that are essential for a healthy diet.

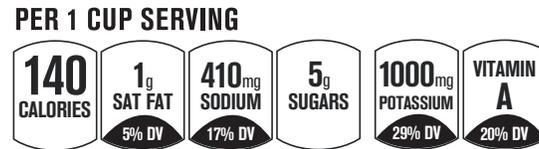
Consumers are already seeing the Facts Up Front icon on products, and the icon's presence in the marketplace continues to grow. Through Facts Up Front, and many other innovative nutrition labeling programs in the marketplace, consumers now have access to more nutrition information about their food than ever before – on packages, in stores and online.

Grounded in Nutrition Science

Facts Up Front is grounded in consensus nutrition science and research regarding consumer messaging about nutrition, including the U.S. Department of Agriculture's Dietary Guidelines for Americans. The program was developed following an intensive review of the available scientific evidence regarding dietary patterns and associated health outcomes. Facts Up Front has also been designed to be flexible and can accommodate changes to the federal Dietary Guidelines.

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About the Icon



The Facts Up Front icon is designed to allow consumers to quickly see, understand and use key nutrient information as they peruse store shelves and navigate aisles. The basic Facts Up Front label lists calories per serving and information about saturated fat, sodium and sugar – nutrients the Dietary Guidelines for Americans recommend limiting. The four nutrient facts are always presented together as a consistent set.

In addition, manufacturers may also include information on two nutrients to encourage. These nutrients – potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium and iron – are under-consumed and are needed to build a “nutrient-dense” diet, according to the Dietary Guidelines for Americans. These nutrients to encourage can only be placed on a package when a product contains more than 10 percent of the daily value per serving of the nutrient and meets the FDA requirements for a “good source” nutrient content claim.

On small food packages with limited space, one nutrient fact may be used, representing calories in a serving of the food. This labeling complements the Clear on Calories labeling system developed by the American Beverage Association. Facts Up Front is grounded in nutrition facts and consumer research. As nutrition science and consumer insights are constantly advancing, new learnings will always be taken into consideration as they relate to Facts Up Front.

\$50 Million Consumer Education Campaign

The companies behind Facts Up Front will fund a \$50 million consumer education campaign to drive consumer awareness and use of the icon. The campaign will utilize multiple platforms, including television, radio, print and digital advertising, as well as extensive in-store marketing and public relations initiatives, to reach its target audience of primary household shoppers.