

# Frequently Asked Questions

## Program Overview

### **What is Facts Up Front?**

Facts Up Front summarizes important nutrition information from the Nutrition Facts Panel (found on the back and sides of packages) in a clear, simple and easy-to-use format on the front of food and beverage packages.

### **Why is the industry introducing Facts Up Front?**

Facts Up Front provides consumers with straightforward information needed to make healthful food choices when shopping.

### **What companies will participate in Facts Up Front?**

GMA and FMI member companies—representing approximately 80 percent of retail food and beverage products—have adopted the Facts Up Front program.

### **Is Facts Up Front already in the marketplace?**

The Facts Up Front icon began to appear in the marketplace in late 2011, and its presence continues to grow in stores across the country.

### **Is this initiative voluntary?**

Yes. Facts Up Front is a way to empower consumers to make informed food decisions when they purchase packaged food and beverages.

### **How will the industry help to educate consumers about Facts Up Front?**

Companies participating in Facts Up Front have committed to fund a \$50 million education campaign to drive consumer awareness and encourage wider use of the Facts Up Front icon—giving consumers unprecedented access to nutrition information when they shop. This campaign will include print, digital, radio and television advertising, combined with robust public relations and in-store marketing efforts.

### **Who developed Facts Up Front?**

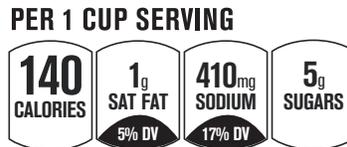
The Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI) unveiled Facts Up Front on January 24, 2011.

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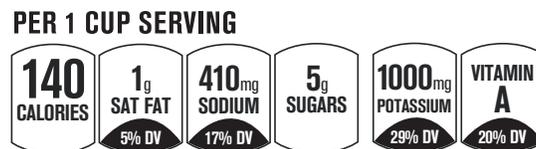
## Iconography

### What type of nutrition information does the Facts Up Front Icon provide?

Facts Up Front labeling highlights information about calories, saturated fat, sodium and sugar – nutrients the Dietary Guidelines for Americans recommend limiting in the diet. The four nutrient facts are always presented together as a consistent set.



In addition, manufacturers may also include up to two “nutrients to encourage.” These nutrients—potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium and iron—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 and beverages. This labeling complements the Clear on Calories labeling system developed by the American Beverage Association.



## Additional Information

### Where can I find more information on Facts Up Front?

More information on Facts Up Front is available at [factsupfront.org](http://factsupfront.org)