

Summary

The concise summaries below present the most important information and core messages surrounding the Facts Up Front initiative. As a health and nutrition professional, we encourage you to use these summaries to explain Facts Up Front to your clients and other industry professionals.

45-Second Summary

Facts Up Front is a groundbreaking initiative helping consumers make more informed choices when shopping for packaged food and beverages. In the most ambitious revision of labeling in more than two decades, manufacturers are highlighting information about calories, saturated fat, sodium and sugar on an icon that appears on the front of packages. Facts Up Front also provides information about fiber, vitamins, calcium and other nutrients that are essential for a smart diet. GMA and FMI member companies—representing approximately 80 percent of retail food and beverage products—have adopted the Facts Up Front program and have pledged \$50 million to encourage consumers to use the icon in planning a healthy and balanced diet for themselves and their families.

10-Second Summary

Facts Up Front, the most ambitious revision of labeling in more than two decades, summarizes important nutrition information from the Nutrition Facts Panel (found on the back and sides of packages) in a simple and easy-to-use format on the front of food and beverage packages. It is designed to help consumers make more informed choices when shopping.