According to extensive consumer research, shoppers want factual information about the products they purchase in an easy-to-read and easy-to-find format. They prefer to be trusted and empowered to decide for themselves what to eat and what to limit. Further, the Nutrition Facts Panel is a credible, government-regulated source of nutrition information.

Facts Up Front is a voluntary label used by an increasing number of food manufacturers and retailers. Facts Up Front takes the most important information from the Nutrition Facts Panel and places it on the front of the package, allowing consumers to access the information they need quickly and easily.

- Facts Up Front shows calories per serving and information on three nutrients to limit in the diet: saturated fat, sodium and sugar.
- Facts Up Front labels may also have information on one or two nutrients that should be consumed as part of a healthy diet. These “encouraged” nutrients will only appear on a package if the product contains more than 10 percent of the daily value per serving of the nutrient and meets the FDA requirements for a “good source.”

For more information about Facts Up Front, including consumer resources and an interactive label, visit www.FactsUpFront.org.