Facts Up Front Nutrition Labeling
A Briefing for Nutrition and Healthcare Professionals
Objective

After reading through this deck you will be able to educate clients and patients on how to use front-of-pack labels along with the Nutrition Facts Panel to make healthy choices for their families.
Specifically, you will be able to answer:

- **Why** was Facts Up Front created?
- **What** is Facts Up Front and why is it important to me as a health professional?
- **How** can health professionals use Facts Up Front to help clients or patients make informed choices for healthier eating patterns?
Overview of Facts Up Front

• Facts Up Front is a project of the Food Marketing Institute, which represents grocery retailers, and the Grocery Manufacturers Association, which represents food and beverage manufacturers.

• Formerly known as Nutrition Keys
Objective:
Help consumers, especially parents, make informed decisions when they shop.
Why was Facts Up Front created?
Why Front of Pack (FOP) Labeling?

• Label nutrition information is a key driver in the consumer decision-making process
• Consumers want information that’s easy to read and easy to find*
• Consumers want factual information
• Industry needs and wants to help consumers make more informed choices for healthier eating patterns

*FMI/IRI research, 2010
IFIC Foundation Consumer Research

- Prior to developing the front-of-pack labeling program, GMA commissioned the IFIC Foundation to conduct consumer research
- Methodology
  - Nationally-representative interactive online survey
  - Nearly 7,400 primary grocery shoppers
  - Tested three front-of-pack (FOP) systems against a control with no FOP nutrition information:
    - Calories only
    - Calories plus 3 nutrients to limit (saturated fat, sodium, total sugars)
    - Calories plus 3 nutrients to limit plus up to 3 nutrients to encourage (protein, iron, vitamin A, vitamin C, fiber or folate)
IFIC Foundation Research: Key Findings

- The FOP icons tested in this study generally enabled shoppers to demonstrate **comprehension**, express **ease of understanding**, and demonstrate **interpretation** of nutrition information on the products tested.

- Increasing the amount of nutrition information on FOP strengthened consumers’ comprehension and comfort level.
IFIC Foundation Research: Key Findings

FOP nutrition information is most helpful for least educated consumer

Comprehension of FOP Information Across all Categories and Questions
Percentage Point Change from Baseline

(Baseline: Control No FOP)

Less than High School Graduate
High School Graduate
Some College
College Graduate or More

IFIC Foundation FOP Consumer Research, Perception Research Services International, August 2010 (supported by a grant from GMA)
Consumers who were provided with FOP labels with calories + nutrients to limit + nutrients to encourage versus calories only were more likely to agree that the FOP nutrition information aided with decision-making and understanding.

The nutrition information on the front of the package is helpful in making an informed decision. (Top 2 box on 5 point scale)

IFIC Foundation FOP Consumer Research, Perception Research Services International, August 2010 (supported by a grant from GMA)
Higher levels of formal education were positively associated with expressed **ease of understanding** and **comprehension** (especially for categories with more “complex” NFP).

The nutrition information on the front of the package helps me understand the different nutritional values for each of these products.

(Top 2 box on 5 point scale)

IFIC Foundation FOP Consumer Research, Perception Research Services International,
August 2010 (supported by a grant from GMA)
IFIC Foundation Research: Conclusions

• Facts Up Front may help consumers with the lowest level of education
• When prompted, consumers are capable of making nutritionally-informed choices
• Biggest challenge is to enable and motivate consumers to build healthier diets
What is Facts Up Front and why is it important to me as a health professional?
It Puts the Facts Up Front

Facts Up Front’s nutrient-based approach that summarizes important nutrition information from the Nutrition Facts Panel in a clear, simple and easy-to-use format on the front of food and beverage packages.
Facts Up Front is:

• Fact-based and science-based
• Supported by consumer research
• Compatible with U.S. regulatory framework for food labeling
• Able to be applied widely to packaged foods and beverages marketed to consumers with a consistent visual appearance and package placement
Facts Up Front is Aligned with Current Dietary Guidelines

- 2010 Dietary Guidelines for Americans key recommendations include:
  - Balancing calories to manage weight
  - Foods and food components to reduce
  - Foods and nutrients to increase
  - Building healthy eating patterns

- Facts Up Front is aligned with these key recommendations
Facts Up Front is Aligned with Current Dietary Guidelines

Balance Calories

Nutrients to decrease

Nutrients to increase

PER 1 CUP SERVING

140 CALORIES
1g SAT FAT
410mg SODIUM
5g SUGARS
1000mg POTASSIUM
VITAMIN A

Build healthy eating patterns
Facts Up Front is Aligned with Federal Regulations

- Facts Up Front does not require any legislative or agency rulemaking to implement, and it adheres to FDA and USDA-FSIS guidelines and regulations for nutrient content claims.
- Nutrients declared are either mandatory or voluntary.
Facts Up Front: Basic Icons

- The basic Facts Up Front label includes four icons
  - **Nutrients to limit** as identified by the Dietary Guidelines for Americans
  - Consistent with the order of appearance on Nutrition Facts Panel
- Specific serving size
  - Same as Nutrition Facts Panel

**PER 1 CUP SERVING**
- 140 CALORIES
- 1g SAT FAT
- 410mg SODIUM
- 5g SUGARS

This version will appear most often on product packaging
The Optional Icons consist of up to two additional plaques, representing specific additional nutrients required or permitted to be declared in nutrition labeling.

These represent up to two “Nutrients to Encourage”

- Could be potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium, iron
- All are shortfall nutrients or are required to be on the Nutrition Facts Panel
- Must contain 10% or more DV and be a “good source” to be featured
Facts Up Front: Calories Only Icon

• Appears on small food packages, and on beverages
• Consistent with the Clear on Calories labeling system developed by the American Beverage Association
The Facts Up Front program is supported by an advisory panel which provides input and guidance. The panel is comprised of leaders in health and nutrition.
How can health professionals use Facts Up Front to help clients make more informed choices for healthier eating patterns?
Facts Up Front in the Marketplace

• Facts Up Front aims to provide consumers – especially busy parents – with the information they need to make informed decisions

• The icon appears on many products on store shelves. Based on inventory and seasonality, the icon’s presence in the marketplace will continue to grow in 2013.

• The program is supported with a robust consumer education program (launching in Q1 2013)
Consumer Education Overview

- Primary target: women ages 25-49 with children ages 2-17
  - Secondary target: Hispanic and African American women

- Components of consumer education campaign:
  - Paid advertising
  - In-store marketing
  - Public relations
  - Public health community and policymaker outreach
Measurement & Evaluation Framework

- Increase Awareness
- Increase Engagement
- Increase Understanding & Nutrition Knowledge
- Increase Use
Measurement & Evaluation Framework

• Working with Harris Interactive, a respected research firm, the Facts Up Front program completed a consumer benchmark survey.

• Following the benchmark there will be two rounds of tracking surveys to measure consumers’ progress through the awareness-understanding-engagement-use continuum.

• GMA/FMI engaged with FDA’s research team to inform development of the survey instrument.

• Marketing expert Dr. Jeremy Kees of Villanova University is working with Facts Up Front to prepare a manuscript on the results of the research in an academic journal.
Consumer Web Site: FactsUpFront.org

- Designed to help early adopters optimize their engagement and use of Facts Up Front to support healthy eating
- Spanish-language site launching soon
- Interactive tools to allow consumers to engage with Facts Up Front and to further educate themselves on healthy eating
Consumer-friendly tools include:

- Nutrition calculator
- Interactive Facts Up Front label
- Nutrition quiz
- Meal planning and shopping tips
- Better-for-you recipes
ConSUMER EDUCATION TOOLS FOR HEALTHCARE PROFESSIONALS

Health professional section of FactsUpFront.org includes:

- Nutrition label research
- Fact sheets
- Client education tools:
  - Supermarket tour guide
  - Tip sheet for using Facts Up Front with the Nutrition Facts Panel
In Summary

• Americans need easy access to information to make healthy choices.
• Facts Up Front was developed through extensive consumer research that showed consumers want fact-based information on calories, saturated fat, sugar and sodium, and where appropriate, nutrients to encourage.
• Facts Up Front has tools and resources for consumers and health professionals.
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