

Labeling: Consumers, Marketing and Public Health

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- Label and Labeling
- Consumers and Labeling
- Marketing Aspects
- Public Health
- FDA Priorities





Label and Labeling

- Label: any tag, brand, mark, pictorial or other descriptive matter, written, printed, stenciled, marked, embossed or impressed on, or attached to, a container of food.
- Labeling: written, printed, or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purposes of promoting its sale. Can include Web site information when the URL is provided on the label.



Labeling and the Consumer

- Information (Mandatory and Voluntary)
 - Product Identity (Name or Statement of Identity)
 - Net Contents/Lot Identity
 - Ingredients
 - Nutrition Facts
 - Manufacturer

 - Health Related Information: i.e. Allergen Labeling
 - Shelf Life or Date Marking
 - Production (Organic, Fair Trade, Sustainability)
 - Claims (Health, Comparative, Marketing)

Labeling: Marketing/Promotion



- Branding (Name, Logo's, Mascots, Region)
- Claims/Romance Copy
- Websites
- Recipes
- FOP Labeling (Nutrition, Production, Social)

Public Health



- Nutrition Facts
- Allergen Labeling
- Health and Function Claims
- Dietary Guidance Statements
- FOPNL (Front of Package Nutrition Labeling)

- Help Consumers make informed choices and to stimulate innovation and reformulation of products to offer consumers more healthful and nutritious options

IMPLEMENT
CALORIES ON MENUS



IMPLEMENT
NUTRITION FACTS LABEL



MODERNIZE
CLAIMS



ACTIVITIES

GOALS



EMPOWER CONSUMERS
Provide education and information
to make healthy food choices.

FDA U.S. FOOD & DRUG
ADMINISTRATION

Nutrition INNOVATION STRATEGY

Reducing the Burden of Chronic Disease
Through Improved Nutrition



FACILITATE INNOVATION
Encourage industry innovation
toward healthier foods.



MODERNIZE
STANDARDS OF IDENTITY



MODERNIZE
INGREDIENT LIST



REDUCE
SODIUM

