



## Big Win for Consumers: “Added Sugar” Listed on New Food Label

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### Current Label

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 72
% Daily Value*	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	16%
Sugars 1g	
<b>Protein</b> 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

### New Label

Nutrition Facts	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

If you’ve followed recent health news, you’ve read reports confirming the negative health effects of excess sugar consumption. High sugar intake has been linked to obesity, diabetes, heart disease, brain diseases and more. Numerous health organizations including the American Heart Association, American Academy of Pediatrics, Institute of Medicine (IOM) and World Health Organization (WHO) have advised consumers to decrease their daily consumption of sugar. The 2015 WHO recommendations suggest limiting Added Sugars to 5% of total calories (or about 25 grams maximum a day) while the IOM Dietary Guidelines for Americans 2015 – 2020 suggest keeping Added Sugar to less than 10% of total daily calories (or < 50 grams a day).

Source: www.fda.gov

For those heeding the advice to reduce sugar, using the current Nutrition Facts label has been frustrating as only Total Sugars are listed. This leaves it up to the individual to decipher natural sugar from added sugar.

Since sweetened beverages and processed foods (packaged foods and fast foods) are the biggest contributors of added sugar in the American diet, the FDA proposed in 2015 that a revision of the Nutrition Facts label include a new line item declaring the amount of Added Sugars the food contains. To no one’s surprise, this proposal was met with great resistance and controversy from the food industry.

But, the FDA prevailed and on May 20, 2016 announced that the new Nutrition Facts label will include a line called “includes X g Added Sugars” under the already existing “Total Sugars” line. This will take the guess work out of reading labels so shoppers can make informed choices when buying food for themselves and their families. What a big score for consumers!

## So, how does the FDA define “Added Sugars”?

According to the FDA guidelines, the definition of Added Sugars includes the following:

- sugars that are either added during the processing of foods or are packaged as such
- free sugars (mono- and disaccharides)
- sugars from syrups and honey
- sugars from concentrated fruit or vegetable juices that are in excess of what would be expected from the same volume of 100 percent fruit or vegetable juice of the same type.

The definition excludes:

- fruit or vegetable juice concentrated from 100 percent fruit juice that is sold to consumers (e.g. frozen 100% fruit juice concentrate)
- some sugars found in fruit and vegetable juices, jellies, jams, preserves, and fruit spreads.

For those interested in a more technical version of the definition, the FDA invites you to refer to page 897 of the Nutrition Facts Label Final Rule [here](#).

## When can we expect to see the new Nutrition Facts labels?

We have a little wait before we see the new labels rolled out as food manufacturers have until July 26, 2018 to comply with the new food label regulations. But, we may see new Nutrition Facts labels as early as 2017. Food companies that earn less than \$10 million dollars in annual sales are allowed an extra year extension on the deadline for compliance.

## How can we determine Added Sugars until the new Nutrition Facts label is enforced?

Until the new Nutrition Facts label is enforced, you can use the deductive reasoning method to calculate added sugars. [Click here](#) to learn quick tips for how to calculate Added Sugars in your food.

## Here are a few other changes you can expect to see on the new food label:

- Calories and serving sizes listed in larger, bolded font.
- New serving sizes showing amounts normally consumed.
- Actual amounts of nutrients (in grams, mg, mcg, etc.) instead of only %DV.

For more information on the new Nutrition Facts label, [click](#) here.