



NEW PRODUCT REVIEWS: *Nutritional Attribute Descriptions*

HEART HEALTHY

Regulation: (source FDA)

Total Fat: Less than 6.5 g, Saturated Fat: 1 g or less and 15% or less calories from saturated fat, Trans Fat: Less than 0.5 g (and label serving), Cholesterol: 20 mg or less, Sodium: 480 mg or less (also per label serving), Beneficial Nutrients: 10% or more of the Daily Value of 1 of 6 nutrients (vitamin A, vitamin C, iron, calcium, protein or dietary fiber)

Other: Unsweetened popcorn is the only certifiable products in the snack category. No desserts are eligible for certification. Beverage certification is limited to milk, dairy alternatives (such as soy milk, rice milk, and nut milk), drinkable yogurts, fruit juices and vegetable juices.

Nutritional changes effective Jan. 2014: Grain-Based Products: Certifiable grain-based products include breads; biscuits; cereals (ready-to-eat & cooked); crackers; pancakes, French toast; waffles; muffins, and sweet quick-type breads. All grain-based products must be a good source of dietary fiber (10-19% DAILY VALUE per RACC) and contain 7g or less Total Sugars per serving. If the product is an excellent source of dietary fiber (20% or more Daily Value per RACC), the limit is 9 g or less Total Sugars per serving, Sugars from pieces of fruit do not count toward the total sugar allowance but amounts and sources must be disclosed. Grain-based bars are not eligible for certification. Certifiable juices must be 100% juice or 100% juice plus water with no added sugars/sweeteners (this excludes non-nutritive sweeteners), 120 calories or less per 8 fl oz, and a minimum of 10% Daily Value for 3 nutrients for which a Daily Value exists. At least one of these beneficial nutrients must satisfy the 10% Daily Value level (i.e. jelly bean rule) requirement. Total sugar for yogurt is limited to 20 grams or less per standard 6-ounce serving. Milk and milk alternatives must have 130 calories or less per 8 fl oz. No "Heavy Syrup" allowed for canned fruits and vegetables, including potatoes and sweet potatoes. Frozen fruit must be 100% fruit with no added sugar.

[Sodium limits by category](#). No products containing partially hydrogenated oils will be eligible for certification.

GOOD SOURCE OF FIBER

Regulation: (source FDA)

10%-19% of the DV per RACC. These terms may be used on meals or main dishes to indicate that the product contains a food that meets the definition but may not be used to describe the meal.

RDAs for fiber for healthy adults are 38gm/day for males 19-50 years old and 25 gm/day for females 19-50 years old. The RDA for fiber decreases with age. Males age 51 years and older need 30 gm/day; females age 51 years and older need 21 mg/day. (<http://caloriecount.about.com/dietary-fiber-facts-nf291>)

GOOD SOURCE OF CALCIUM

Regulation: (source FDA)

10%-19% of the DV per RACC. These terms may be used on meals or main dishes to indicate that the product contains a food that meets the definition but may not be used to describe the meal. <http://ods.od.nih.gov/factsheets/Calcium-HealthProfessional/>

Age	Male	Female
0-6 months*	200 mg	200 mg
7-12 months*	260 mg	260 mg
1-3 years	700 mg	700 mg
4-8 years	1,000 mg	1,000 mg
9-13 years	1,300 mg	1,300 mg
14-18 years	1,300 mg	1,300 mg
19-50 years	1,000 mg	1,000 mg
51-70 years	1,000 mg	1,200 mg
71+ years	1,200 mg	1,200 mg

GOOD SOURCE OF PROTEIN

Regulation: (source FDA)

10%-19% of the DV per RACC. These terms may be used on meals or main dishes to indicate that the product contains a food that meets the definition but may not be used to describe the meal.

Children ages 1 - 3: 13g	213g
Children ages 4 - 8: 19g	19g
Children ages 9 - 13: 34g	34g
Girls ages 14 - 18: 46g	46g
Boys ages 14 - 18: 52g	52g
Women ages 19-70+: 46g	46g
Men ages 19-70+: 56g	56g

NO OR LOW FAT

Regulation: (source FDA)

NO: Less than 0.5 g per RACC and per labeled serving (or for meals and main dishes, less than 0.5 g per labeled serving.)
 LOW: 3 g or less per RACC (and per 50 g if RACC is small).

NO OR LOW SODIUM

Regulation: (source FDA)

NO: Less than 5 mg per RACC and per labeled serving (or for meals and main dishes, less than 5 mg per labeled serving.)

LOW: 140 mg or less per RACC (and per 50 g if RACC is small). Meals and main dishes 140 mg per 100 g.

VERY LOW: 35 mg or less per RACC and per 50 g if RACC is small. For meals and main dishes, 35 mg or less per 100 g.

NO OR LOW SUGAR

Regulation: (source FDA)

NO: Less than 0.5 g of sugars per RACC and per labeled serving (or for meals and main dishes 0.5 g per labeled serving.)

LOW: Not defined. May not be used.

NO ADDED SUGARS

Regulation: (source FDA)

If a product claims to be "sugar-free," there must be less than 0.5 grams of sugar per serving. The term "no added sugars" (also worded "without added sugar") can be used if no sugar or sugar-containing ingredient was added during processing. It is also important to mention that "reduced/less sugar" can be used when there is at least 25% less than an appropriate reference food.

100% WHOLE GRAIN

Regulation:

(Marion Nestle) The FDA has not issued a rule defining whole grains. It has nonbinding guidance. This says anything labeled "100 percent whole grain" must contain all three components of the original wheat seed, in proportion.

(source FDA) Eating at least three one-ounce equivalents of whole grains per day can reduce the risk of several chronic diseases. Examples of a one-ounce equivalent include:

1/2 cup cooked oatmeal, 1/2 cup cooked 100% whole-grain pasta, 1/2 cup cooked brown rice or whole-grain barley, 1 regular slice of 100% whole-grain bread, 1 cup of whole-grain ready-to-eat cereal (flakes or rounds) or 1¼ cup puffed

NO ARTIFICIAL COLORS

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(2).

The following types of label statements are generally not implied nutrient content claims and, as such, are not subject to the requirements of 101.13 and this section:(2) A claim about a substance that is nonnutritive or that does not have a nutritive function, e.g., "contains no preservatives," "no artificial colors;"

NO ARTIFICIAL FLAVORS

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(2).

The following types of label statements are generally not implied nutrient content claims and, as such, are not subject to the requirements of 101.13 and this section:(2) A claim about a substance that is nonnutritive or that does not have a nutritive function, e.g., "contains no preservatives," "no artificial colors;"

NO ARTIFICIAL PRESERVATIVES

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(2). The following types of label statements are generally not implied nutrient content claims and, as such, are not subject to the requirements of 101.13 and this section:(2) A claim about a substance that is nonnutritive or that does not have a nutritive function, e.g., "contains no preservatives," "no artificial colors;"

CELIAC CERTIFIED

Regulation: (source: www.celiaccentral.org)

There are several certifying bodies that offer gluten-free certification, and each has its own criteria , typically, this includes testing the gluten content of the finished product. The current systems for gluten-free certification require gluten-free products to contain less than 10 parts per million (ppm) (NFCA/GFCP, GFCO, QAI/NSF International) or less than 5 ppm of gluten (CSA Seal of Recognition). These requirements go above and beyond the U.S. Food and Drug Administration's threshold of less than 20 ppm of gluten, adding an extra level of assurance for consumers and an extra point of distinction for manufacturers.

GLUTEN FREE

Regulation: (source FDA)

In addition to limiting the unavoidable presence of gluten to less than 20 ppm, FDA will allow manufacturers to label a food "gluten-free" if the food does not contain any of the following: An ingredient that is any type of wheat, rye, barley, or crossbreeds of these grains, an ingredient derived from these grains and that has not been processed to remove gluten, an ingredient derived from these grains and that has been processed to remove gluten, if it results in the food containing 20 or more parts per million (ppm) gluten.

Foods such as bottled spring water, fruits and vegetables, and eggs can also be labeled "gluten-free" if they inherently don't have any gluten.

SOY FREE

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(1) A claim that a specific ingredient or food component is absent from a product, provided that the purpose of such claim is to facilitate avoidance of the substances because of food allergies (see 105.62 of this chapter), food intolerance, religious beliefs, or dietary practices such as vegetarianism or other non-nutrition related reason, e.g., "100 percent milk free;"

PEANUT FREE

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(1) A claim that a specific ingredient or food component is absent from a product, provided that the purpose of such claim is to facilitate avoidance of the substances because of food allergies (see 105.62 of this chapter), food intolerance, religious beliefs, or dietary practices such as vegetarianism or other non-nutrition related reason, e.g., "100 percent milk free;"

MILK FREE

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(1) A claim that a specific ingredient or food component is absent from a product, provided that the purpose of such claim is to facilitate avoidance of the substances because of food allergies (see 105.62 of this chapter), food intolerance, religious beliefs, or dietary practices such as vegetarianism or other non-nutrition related reason, e.g., "100 percent milk free;"

TREE NUT FREE

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(1) A claim that a specific ingredient or food component is absent from a product, provided that the purpose of such claim is to facilitate avoidance of the substances because of food allergies (see 105.62 of this chapter), food intolerance, religious beliefs, or dietary practices such as vegetarianism or other non-nutrition related reason, e.g., "100 percent milk free;"

WHEAT FREE

Regulation: (source FDA)

Label statements that are not implied claims. Certain label statements about the nature of a product are not nutrient content claims unless such statements are made in a context that would make them an implied claim under 101.13(b)(1) A claim that a specific ingredient or food component is absent from a product, provided that the purpose of such claim is to facilitate avoidance of the substances because of food allergies (see 105.62 of this chapter), food intolerance, religious beliefs, or dietary practices such as vegetarianism or other non-nutrition related reason, e.g., "100 percent milk free;"

USDA CERTIFIED ORGANIC

Regulation: (source: USDA)

100% ORGANIC: All ingredients must be certified organic. Any processing aids must be organic. Product labels must state the name of the certifying agent on the information panel. May include USDA organic seal and/or 100 percent organic claim. Must identify organic ingredients or via asterisk or other mark.

ORGANIC: All ingredients must be certified organic, except where specified on National List. Non-organic ingredients allowed per National List may be used, up to a combined total of five percent of non-organic content (excluding salt and water). Product labels must state the name of the certifying agent on the information panel. May include USDA organic seal and/or organic PDP claim. Must identify organic ingredients or via asterisk or other mark.

MADE WITH ORGANIC INGREDIENTS: At least 70 percent of the product must be certified organic ingredients (excluding salt and water). Any remaining agricultural products are not required to be organically produced but must be produced without excluded methods (see page 1). Non-agricultural products must be specifically allowed on the National List. Product labels must state the name of the certifying agent on the information panel. May state "made with organic (insert up to three ingredients or ingredient categories)." Must not include USDA organic seal anywhere, represent finished product as organic, or state "made with organic ingredients." Must identify organic ingredients or via asterisk or other mark.

SPECIFIC ORGANIC INGREDIENTS: Multi-ingredient products with less than 70 percent certified organic content (excluding salt and water) don't need to be certified. Any non-certified product: Must not include USDA organic seal anywhere PDP or the word "organic" on principal display panel. May only list certified organic ingredients as organic in the ingredient list and the percentage of organic ingredients. Remaining ingredients are not required to follow the USDA organic regulations.

KOSHER

Regulation: No FDA regulation:

A Jewish organization wanting to certify food as kosher makes up a symbol and registers it as a trademark. Then, they write a contract with any manufacturer who wants their food certified that allows the organization to make the required inspections, and permits the manufacturer to display the certifying organization's trademark symbol on its packaging and (if desired) its advertisements. Any use of the symbol in violation of the contract, or by any manufacturer without contractual permission, is a violation of trademark law. <http://differentriver.com>

VEGETARIAN

Regulation: (source <http://www.vrg.org>).

The ingredient contains no meat, poultry, fish, or seafood, nor any products derived from them or any other part of an animal's (including insect's) body. The ingredient was not processed using animal-derived substances (such as bone char). Eggs and dairy, and substances derived from them, are vegetarian. Insect secretions, (such as honey), are vegetarian.

VEGAN

Regulation: (source <http://www.vrg.org>)

The ingredient contains no animal-derived products or byproducts whatsoever. Its processing occurs solely with or by non-animal substances.