Making Wise Choices in the Nutrition Marketplace
HNF 610: Nutrition & Fitness
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Food and Drug Administration (FDA)

- Regulates
  - Food
  - Drugs (prescription, over-the-counter, generics)
  - Medical devices (pacemakers, contact lenses, hearing aids)
  - Biologics (vaccines)
  - Animal feed and drugs
  - Cosmetics
  - Radiation-emitting products (cell phones, lasers, microwaves)
Dietary Supplement Health and Education Act of 1994 (DSHEA)

- Manufacturer is responsible for ensuring that a dietary supplement is safe before marketing.
- Manufacturers must make sure that product label information is truthful and not misleading.
- FDA is responsible for taking action against any unsafe dietary supplement product after it reaches the market.
- Manufacturers do not need to register their products with the FDA or get FDA approval before producing or selling dietary supplements.
Food Advertising and Packaging

- Advertising attempts to create, shape, and alter perceptions.
- Food companies:
  - Provide funds to academic departments and research institutes
  - Support conventions, meetings, and conferences
  - Contribute to the production of “fact sheets”
- Product imagery affects consumer purchases.
Federal Trade Commission (FTC)

- Regulates food product advertising in:
  - Television
  - Radio
  - Newsprint
- Pursues legal action against manufacturers who advertise unsubstantiated claims or deceptive ads
- Has authority to remove a product from the marketplace if the product’s claims lack verification
Center for Food Safety and Applied Nutrition (CFSAN)

- One of six major FDA agencies
- Regulates billions of dollars of imported food and cosmetic products sold across state lines
- Mission:
  - The food supply remains safe, nutritious, and wholesome.
  - Labels on foods and cosmetics maintain a high degree of accuracy.
Dietary Supplements

- A product taken by mouth that contains a “dietary ingredient” intended to supplement the diet
- May also be extracts or concentrates from plants or foods
- Products sold as dietary supplements must be clearly labeled as dietary supplements.
Dietary Supplement Health and Education Act (DSHEA)

- Passed in 1994
- Reduced the FDA’s control over dietary supplements
- Marketing of dietary supplements does not require FDA approval because they are considered foods.
- FDA must prove that a supplement is harmful before it can be removed from the market.
Rules for Dietary Supplements

- Required for these products to be labeled as dietary supplements
- Must carry a “Supplement Facts” panel with information similar to the “Nutrition Facts” panel that appears on most processed foods
- Parameters set for use of the terms “high potency” and “antioxidant” when used in the labeling of dietary supplements
“Supplement Facts” Panel

- **Must Contain:**
  - Title: “Supplement Facts”
  - Information “per serving”
  - Nutrients required in nutrition labeling of foods
  - “Other dietary ingredients” that do not have recommendations for daily consumption
  - The list of dietary ingredients in the nutrition label may include the source ingredient.
  - Botanicals must state the part of the plant present and be identified by their common usual name.
  - Proprietary blends may be listed with the weight given for the total blend only.
Bureau of Alcohol, Tobacco, and Firearms (ATF)

- Law enforcement organization
- Responsibilities are dedicated to reducing violent crime, collecting revenue, and protecting the public.
- Enforces federal laws and regulations relating to alcohol, tobacco, firearms, explosives, and arson.
United States Department of Agriculture (USDA)

- Deals with:
  - Farm and foreign agricultural services
  - Food, nutrition, and consumer services
  - Food safety
  - Marketing and regulatory programs
  - Natural resources and environment
  - Research, education, economics, marketing, and regulatory programs
  - Rural development
Center for Nutrition Policy and Promotion

- Coordinates nutrition policy in the USDA
- Provides overall leadership in nutrition education for consumers
- Goals of the program include:
  - Providing needy individuals with access to a more nutritious diet
  - Improving the eating habits of American children
  - Helping America’s farmers find an outlet for distributing food purchased under farmer assistance authorities
The Food Label

- Purpose is to:
  - Help consumers choose more healthful diets
  - Offer an incentive to food companies to improve the nutritional qualities of their products
- Labeling and Education Act (NLEA) of 1990 requires food manufacturers to strictly adhere to regulations about what can and cannot be printed on food labels.
- Must list ingredients
Nutrients Listed on Label

- Calories from fat/calories from saturated fat
- Total fat
- Saturated fat, stearic acid, polyunsaturated fat, monounsaturated fat, trans fat
- Cholesterol
- Sodium
- Potassium
- Total carbohydrate
- Dietary fiber (soluble and insoluble fiber)
- Sugars (sugar alcohols)
- Other carbohydrates
- Protein
- Vitamins and minerals (for which RDIs have been established)
Sample Label for Macaroni & Cheese

### Nutrition Facts

**Serving Size**: 1 cup (228g)

**Serving Per Container**: 2

#### Amount Per Serving

- **Calories**: 250
- **Calories from Fat**: 110
- **% Daily Value**:
  - **Total Fat**: 12g (18%)
  - **Saturated Fat**: 3g (15%)
  - **Trans Fat**: 3g
  - **Cholesterol**: 30mg (10%)
  - **Sodium**: 470mg (20%)
  - **Total Carbohydrate**: 31g (10%)
  - **Dietary Fiber**: 0g (0%)
  - **Sugars**: 5g
  - **Protein**: 5g

#### Quick guide to % DV

- 5% or less is low
- 20% or more is high

#### Footnote

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

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Daily Values

- Include daily reference values (DRVs) and reference daily intakes (RDIs)
- Daily reference values (DRVs):
  - Comprise two sets of dietary standards: DRVs and RDIs
- The RDI is a label reference value for vitamins, minerals, and protein in voluntary nutrition labeling (replaces U.S. RDA).
DRVs for a 2000-kCal Diet

- Total Fat: 65 g
- Saturated fat: 20 g
- Cholesterol: 300 mg
- Total carbohydrate: 300 g
- Dietary fiber: 25 g
- Sodium: 2400 mg
- Protein: 50 g
Nutrient Content Descriptors

- Percent fat free: A product bearing this claim must be a low-fat or fat-free product.
- Implied: These types of claims are prohibited when they wrongfully imply that a food contains or does not contain a meaningful level of a nutrient.
- Meals and main dishes: Claims that a meal or main dish is “free” of a nutrient, such as sodium or cholesterol, must meet the same requirements as those for individual foods.
- Standardized foods: Any nutrient content claim may be used in conjunction with a standardized term if the new product has been specifically formulated to meet FDA’s criteria for that claim.
Food Additives

- A manufacturer wishing to include an additive in a food must follow specific FDA guidelines.
- The manufacturer must test to ensure the additive meets its claims.
- The FDA requires that the additive be detected and measured and that it produces no undesirable health effects.
- Generally recognized as safe (GRAS) list includes about 2000 flavoring agents and 200 coloring agents.
Health Claims

- The claim must meet requirements for authorized health claims.
  - A claim cannot state the degree of risk reduction.
  - Claims must state that other factors play a role in that disease.
  - Must be phrased so that consumers can understand the relationship between the nutrient and the disease.
Nutrient Density

- Refers to the healthfullness of a food

Index of Nutritional Quality (INQ)

- Refers to the nutrient amount per 100 g of food divided by the RDA for that nutrient
- An INQ >1.0 means the food provides an adequate source of that nutrient.
- An INQ <1.0 indicates an inadequate nutritional source.
What Americans Eat

- Packaged and restaurant foods
- Simple sugars
- Saturated fat
- Large portion sizes
- “Supersized” meals
- Salt
Patterns of food consumption over a 20 year period
Portion size distortion
Factors affecting Food Choices

- Tradition
- Emotions and family
- Positive and negative associations
- Fear of foods
- Availability
- Nutritional value