

Obama prompts FDA to have nutrition labels show added Sugar (EVIL SUGAR that is)

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On Friday, the FDA proposed a rule that new nutrition labels show a daily value for added sugars. (Source: CNN)

(Med Expose') - The Food and Drug Administration wants to change the way you see sugar on food nutrition labels.

On Friday, the FDA proposed a rule that new nutrition labels show a daily value for added sugars.

Currently nutrition labels show total sugar, but do not differentiate between added sugar and sugars found naturally in a food. It also does not show a percent daily value like you find for things like fat and cholesterol.

The percent daily value of sugar would be based on the recommendation that daily intake of calories from added sugars should not exceed 10 percent of total calories.

This proposed rule is in addition to the March 2014 proposed update to the nutrition facts label that said food companies should include added sugars on labels. The new proposal will be subject to a 75-day public comment period, which starts Monday. 75 days for Big Sugar to mount a defense.



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In 2014, the Obama Administration proposed a series of changes to nutrition labels, designed to make eating choices easier for consumers. This latest change is part of those updates, which will also include regulating serving size to more realistic quantities.

The screenshot shows the FDA website page for 'Proposed Changes to the Nutrition Facts Label'. The URL is www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm. The page features the FDA logo and the tagline 'U.S. Food and Drug Administration Protecting and Promoting Your Health'. A search bar is visible with the text 'Search FDA'. The navigation menu includes 'Home', 'Food', 'Drugs', 'Medical Devices', 'Radiation-Emitting Products', 'Vaccines, Blood & Biologics', 'Animal & Veterinary', 'Cosmetics', and 'Tobacco Products'. The 'Food' section is highlighted. The breadcrumb trail reads: 'Home > Food > Guidance & Regulation > Guidance Documents & Regulatory Information by Topic > Labeling & Nutrition'. The main heading is 'Proposed Changes to the Nutrition Facts Label'. Below the heading are social sharing buttons for Facebook, Twitter, LinkedIn, Pinterest, Email, and Print. A link for 'en Español' is provided. The text states: 'The FDA is proposing to update the Nutrition Facts label found on most food packages in the United States. The Nutrition Facts label, introduced 20 years ago, helps consumers make informed food choices and maintain healthy dietary practices. If adopted, the proposed changes would include the following.' A bulleted list follows: 'Greater Understanding of Nutrition Science', 'Updated Serving Size Requirements and New Labeling Requirements for Certain Package Sizes', and 'Refreshed Design'. Two key dates are highlighted: 'March 2014, FDA issues two proposed rules which would update the Nutrition Facts label.' and 'July 2015, FDA issues a supplemental proposed rule that would, among other things: (1) require declaration of the percent daily value (%DV) for added sugars; and (2) change the current footnote on the Nutrition Facts label.'

The Food and Drug Administration (FDA) has revised guidelines to include a daily value for added sugars on nutrition labels for prepared foods.

This percent daily value serves to inform consumers of how much of a given substance they should consume each day. In the case of sugar, this recommendation serves as a maximum quantity.

The FDA proposal is based on a recommendation that no more than 10 percent of total calories come from added sugars. A supplement to FDA regulations released in March 2014 proposed that manufacturers include added sugars on nutrition labels, although those changes did not call for reporting a daily percentage.

"The FDA has a responsibility to give consumers the information they need to make informed dietary decisions for themselves and their families. For the past decade, consumers have been advised to reduce their intake of added sugars, and the proposed percent daily value for added sugars on the Nutrition Facts label is intended to help consumers follow that advice," said Susan Mayne, director of the Center for Food Safety and Applied Nutrition at the FDA.

This new proposal would result in the reporting of added sugars in much the same way as some fats, cholesterol, dietary fiber and sodium, among other constituents of food products. Adding sugar to a processed food adds calories without providing additional nutrients.

The Food and Drug Administration reports that the recommendation was based, in part, on recent research showing a diet low in added sugar can result in healthier cardiac health.

Regulators at the FDA are also seeking to modify the explanation on the label, detailing how the concept of daily percentage value should be interpreted. The newly-proposed explanation would be shorter than the current version.

"The percent 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," the proposed FDA text reads.

At 2,000 calories a day, the printed recommendation would suggest the average American should consume a maximum of 200 calories a day in added sugars. This equates to around 1.78 ounces each day.

New labels will show:

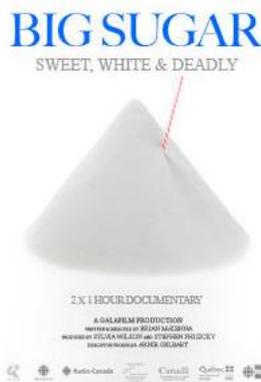
	Sugars 1g
	Added Sugars 0g
	Protein 3g
	Vitamin D 2mcg
10%	Calcium 260mg
20%	Iron 8mg
45%	Potassium 235mg
5%	

* Footnote on Daily Values (DV) and calories

So Far the FDA has protected Big Sugar



*The FDA Protects BIG SUGAR'S
Profits as Big Sugar Kills
Millions with Disease*



Now Obama pushes the FDA to protect people over Big Sugar



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