New Almond Calorie Research: What Does It Mean for the Almond Industry?

December 7, 2016

california almonds®
Almond Board of California

New Almond Calorie Research: What Does It Mean for the Almond Industry?

Karen Lapsley, Almond Board of California (Moderator)

Dr. David Baer, USDA

Bill Layden, Food Minds

california almonds
Almond Board of California

Karen Lapsley,
Almond Board of California

california almonds
Almond Board of California

Dr. David Baer, USDA

New Almond Calorie Research: *The Clash Between Data and Food Label Policy*

David J. Baer, PhD
Research Leader
Food Components and Health Laboratory
Beltsville Human Nutrition Research Center




Disclosures for: David J. Baer

AFFILIATION/FINANCIAL INTERESTS	ORGANIZATION
Current Grants/Research Support or Previous Funding of Relevant Research:	California Walnut Commission Almond Board of California International Tree Nut Council Paramount Farms Kellogg's Hass Avocado Board Qualisoy National Cattleman's Beef Association USDA NIH
Scientific Advisory Board/Consultant (No financial relationship)	Whey Protein Advisory Panel (Dairy Research Institute) Sabra Wellness & Nutrition Advisory Board (Sabra Dipping Co., LLC) Avocado Nutrition Science Advisory Group International Life Science Institute, NA (ILSI) (Dietary Lipids Committee)
Speakers Bureau:	None
Stock Shareholder:	None
Other Financial or Material Support/Honorarium:	None

Acknowledgments

- Janet A. Novotny, PhD – coPI
- Sarah K. Gebauer, PhD
- Patrick Sullivan, MS, RD
- Theresa Henderson, MS

- George Albaugh, PhD
- David Rao, PhD
- Dawn Harrison, MS
- Demetria Fletcher, BS
- Roman Mirecki, MS
- Jayme Leger, PhD
- Meredith Capuco, BS
- Charlotte Schomburg, MS
- Emily Yu, MS
- Kathleen Sanders, MS
- Craig Charron, PhD
- Patrick Solverson, MS
- Michelle Stevens, MS
- Valerie Elliott, BS

- Human Studies Facility staff

Partial funding from:

Paramount Farms Pistachios & Almonds

california almonds™ Almond Board of California

CALIFORNIA Walnuts

GLOBAL CASHEW COUNCIL

INC international Nut&DriedFruit

Prevention 2017 Prevention Calendar Food Health Fitness Shop SUBSCRIBE

Food NUTRITION

3 Surprisingly Bad Things That Can Happen If You Eat Too Many Nuts

DECEMBER 8, 2015 By KASANDRA BRABAW

DIGITAL ZOO/GETTY IMAGES

1. You gain weight—quickly.

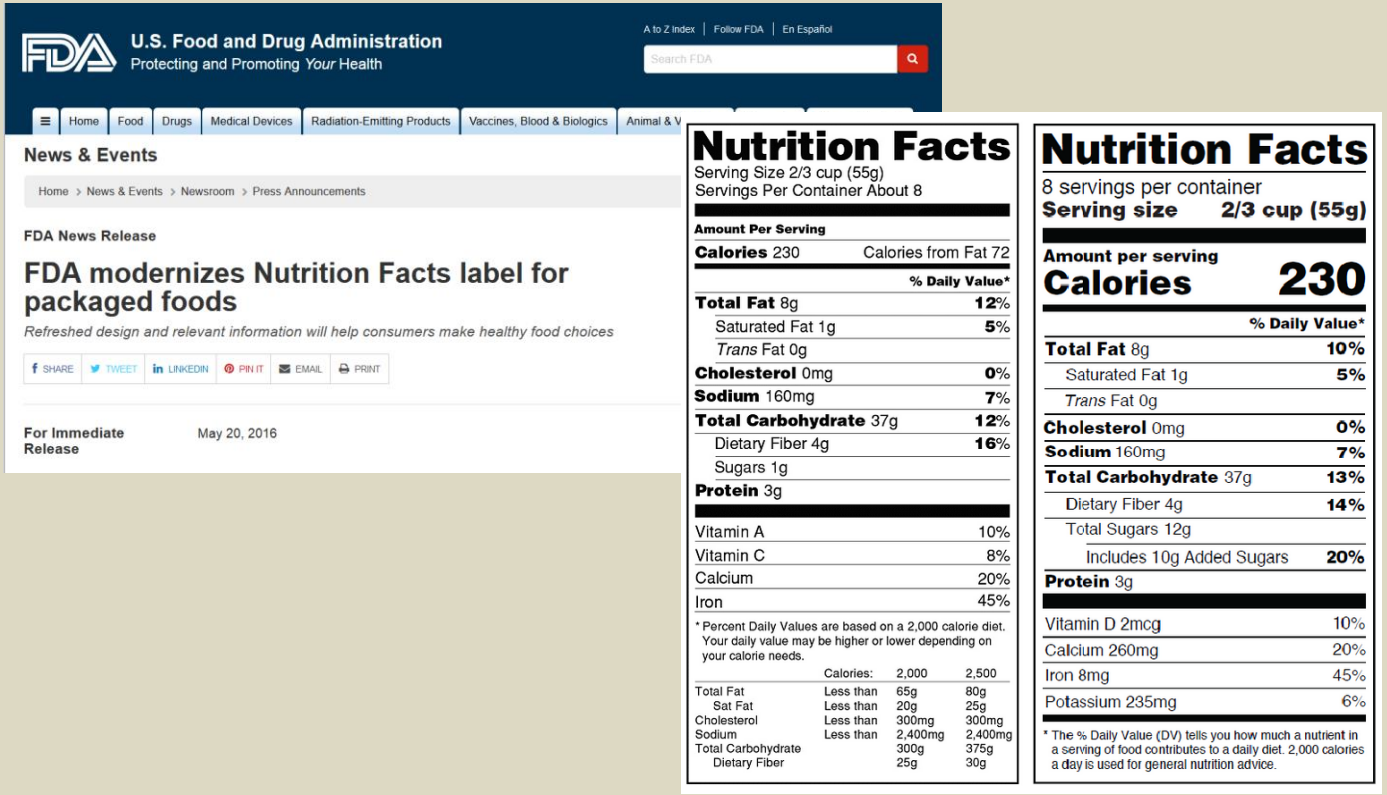
BLEND IMAGES/JOHN FEDELE/GETTY IMAGES

Yes, there's a ton of research showing that nuts can help you lose weight. But there's a big caveat to all the studies on nuts and weight loss: The results apply if and only if you eat a moderate amount. Eat more than the recommended daily handful, and you'll quickly accomplish the exact opposite effect by gaining weight—and much more rapidly than you might by overeating other foods. That's because nuts are extra calorie-dense, meaning they have more energy per ounce than most other foods. For example, one ounce of almonds has 163 calories, while the same weight in cooked pasta has a mere 37 calories.

"That's because nuts are extra calorie-dense, meaning they have more energy per ounce than most other foods."

http://www.prevention.com/food/what-happens-if-you-eat-too-many-nuts

New Food Labels!



U.S. Food and Drug Administration
Protecting and Promoting *Your* Health

A to Z Index | Follow FDA | En Español

Search FDA

Home | Food | Drugs | Medical Devices | Radiation-Emitting Products | Vaccines, Blood & Biologics | Animal & V

News & Events

Home > News & Events > Newsroom > Press Announcements

FDA News Release

FDA modernizes Nutrition Facts label for packaged foods

Refreshed design and relevant information will help consumers make healthy food choices

SHARE TWEET LINKEDIN PIN IT EMAIL PRINT

For Immediate Release May 20, 2016

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 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

Nutrition Facts

8 servings per container
Serving size **2/3 cup (55g)**

Amount per serving
Calories **230**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

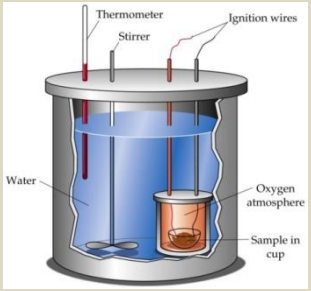
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Energy (Calorie) for Food Labeling

Gross Energy

Fecal Energy

Urinary Energy



Bomb Calorimeter

Metabolizable Energy

$$ME = GE_{Food} - GE_{Feces} - GE_{Urine}$$

National Academy Press, 1981

Wilbur O. Atwater

STATE OF CONNECTICUT.

TWELFTH ANNUAL REPORT

—OF THE—

STORRS

AGRICULTURAL EXPERIMENT STATION,

STORRS, CONN.

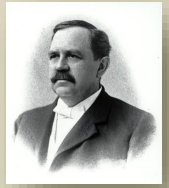
1899.

THE AVAILABILITY AND FUEL VALUE OF FOOD MATERIALS.

BY W. O. ATWATER AND A. P. BRYANT.

INTRODUCTION.

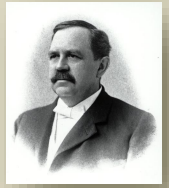
The Storrs Experiment Station has devoted considerable attention to the study of the food and nutrition of man. Not



Wilbur O. Atwater
Mixed Diet Studies

- Approach
  - Feed mixed diet
  - Collect feces, urine, duplicate foods
  - Determine energy by bomb calorimetry
  - $ME = GE_{food} – GE_{feces} – GE_{urine}$

- Experimental details
  - N = 3 men, ages 32 y, 29 y, 22 y
  - 50 trials with these 3 men
  - Intervention length 3-8 days



Sample Atwater Diets

Sample Diet A	Sample Diet B
Beef	Beef, fried
Butter	Beef, dried
Skim milk	Eggs
Bread	Butter
Ginger snaps	Milk
Parched cereal	Rye bread
Sugar	Wheat breakfast food
	Sugar
	Baked beans
	Canned pears

- The Atwater factors for calculating energy apply to macronutrient content from a mixed diet, such as the ones shown in the table.

Calculating the Energy Value of Almonds Using the Atwater Factors

Macronutrient content per serving:

- 14 g fat
- 6 g total CHO
- 3 g fiber
- 6 g protein

Energy content per serving:

14 g fat * 9 kcal/g = 126 kcal

(6-3) g CHO * 4 kcal/g = 12 kcal

\+ 6 g protein * 4 kcal/g = 24 kcal

162 kcal

Almond Nutrition Facts

Serving Size 1 ounce (28g)
or about 23 almonds

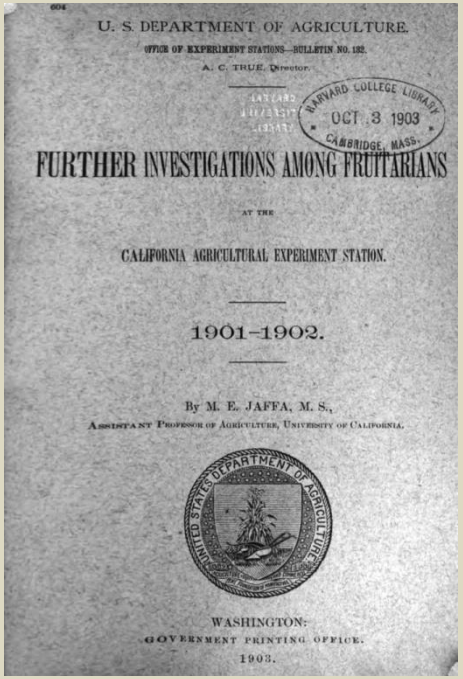
Amount Per Serving
Calories 160 Calories from Fat 120

	% Daily Value*
Total Fat 14g	22%
Saturated Fat 1g	5%
Polyunsaturated Fat 3.5g	
Monounsaturated Fat 9g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 200mg	6%
Total Carbohydrate 6g	2%
Dietary Fiber 3g	12%
Sugars 1g	
Protein 6g	

Vitamin A 0%	Vitamin C 0%
Calcium 8%	Iron 6%
Vitamin E 35%	Folate 4%
Magnesium 20%	Phosphorus 15%

*Percent daily values are based on a 2,000 calorie diet.

Myer E. Jaffa



U. S. DEPARTMENT OF AGRICULTURE.

OFFICE OF EXPERIMENT STATIONS—BULLETIN NO. 132.

A. C. TRUE, Director.

FURTHER INVESTIGATIONS AMONG FRUITARIANS

AT THE

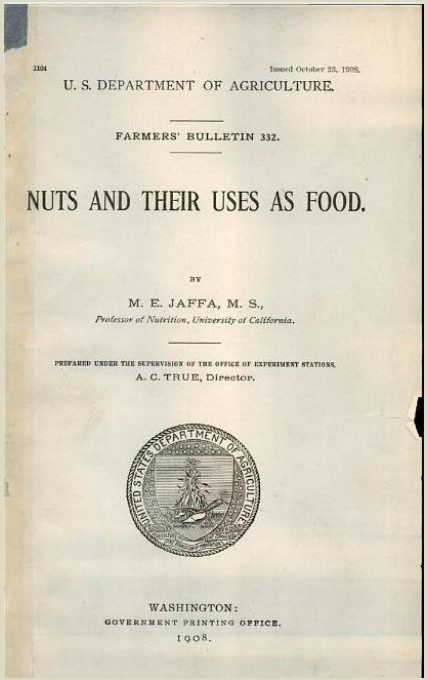
CALIFORNIA AGRICULTURAL EXPERIMENT STATION.

1901–1902.

By M. E. JAFFA, M. S.,

Assistant Professor of Agriculture, University of California.

WASHINGTON:
GOVERNMENT PRINTING OFFICE.
1903.



1104 Issued October 23, 1908.

U. S. DEPARTMENT OF AGRICULTURE.

FARMERS' BULLETIN 332.

NUTS AND THEIR USES AS FOOD.

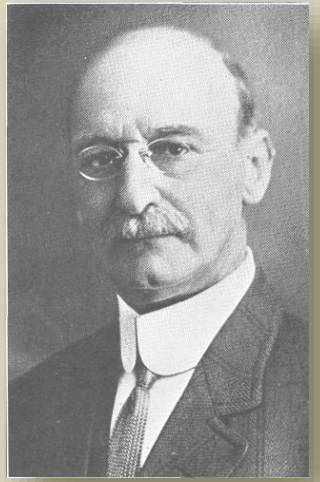
BY

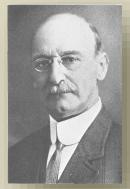
M. E. JAFFA, M. S.,

Professor of Nutrition, University of California.

PREPARED UNDER THE SUPERVISION OF THE OFFICE OF EXPERIMENT STATIONS,
A. C. TRUE, Director.

WASHINGTON:
GOVERNMENT PRINTING OFFICE.
1908.

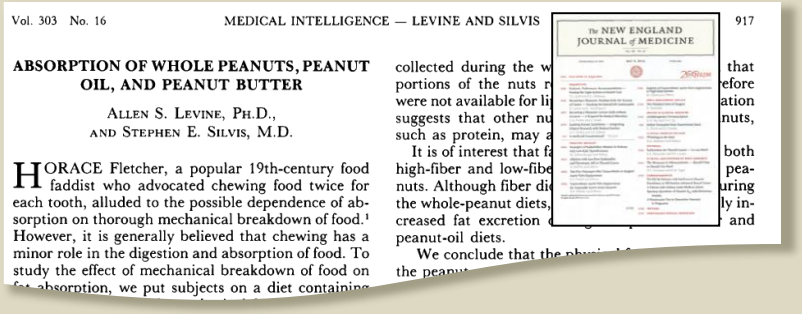




Myer E. Jaffa
Tree Nut Studies: Almonds

Summary of Jaffa's Almond Research: 6 trials with 2 men					
"CPH" a 60+ year old vegetarian					"AV" a young male
1	2	3	4	5	6
Almonds	Almonds	Almonds	Almonds	Almonds	Almonds
Bananas	Apples	Apples	Dates	Dates	Bananas
		Bananas	Olives	Olives	Oranges
				Granose	

- Similar trials were conducted with other tree nuts
  - Brazil nuts: 3 trials with 2 men
  - Pecans: 5 trials with 2 men
  - Walnuts: 11 trials with 3 men



Vol. 303 No. 16 MEDICAL INTELLIGENCE — LEVINE AND SILVIS 917

ABSORPTION OF WHOLE PEANUTS, PEANUT OIL, AND PEANUT BUTTER

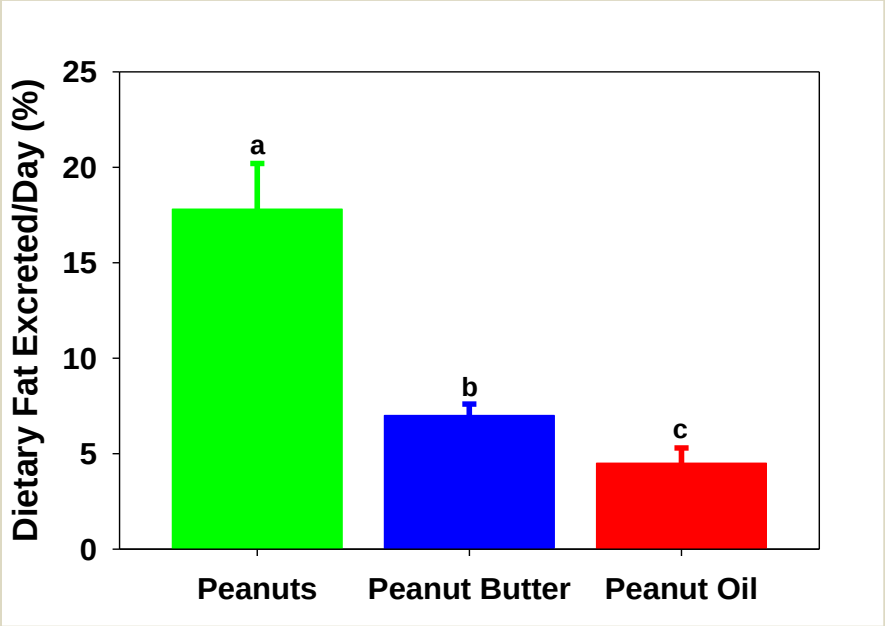
ALLEN S. LEVINE, PH.D., AND STEPHEN E. SILVIS, M.D.

HORACE Fletcher, a popular 19th-century food faddist who advocated chewing food twice for each tooth, alluded to the possible dependence of absorption on thorough mechanical breakdown of food.[1] However, it is generally believed that chewing has a minor role in the digestion and absorption of food. To study the effect of mechanical breakdown of food on

collected during the w… that
portions of the nuts r… efore
were not available for li… ation
suggests that other nu… nuts,
such as protein, may a…
It is of interest that f… both
high-fiber and low-fibe… pea-
nuts. Although fiber di… uring
the whole-peanut diets, … ly in-
creased fat excretion … and
peanut-oil diets.
We conclude that the …

Nut Consumption and Fat Absorption

Comparison of daily fecal excretion of fat during three dietary regimens (% of total dietary fat ±SEM)



N Engl J Med 1980;303:917

Background Summary

- Metabolizable energy (accounts for energy loss in feces and urine) is what we use for our food systems
- Atwater factors…mixed diets

- Eating nuts…increases fecal fat
- Body weight of nut consumers is usually lower than nonconsumers

- ….what is the energy value of nuts?
- ….do the Atwater factors work for nuts?

Objective

To measure the metabolizable energy value of nuts (almonds, pistachios, walnuts, cashews) when consumed as part of a mixed diet, and to compare the measured ME value to the calculated ME value.

Brit J Nutr 2012;107:120–125 296–301

J Nutr 2016;146:9-13

Food & Func 2016;7:4231 - 4238

Summary of Studies

Almonds

- 42 and 84 g/d
- 2 studies
- Whole, roasted, chopped, butter
- Unsalted

Pistachios

- 42 and 84 g/d
- Whole, lightly roasted and salted

Walnuts

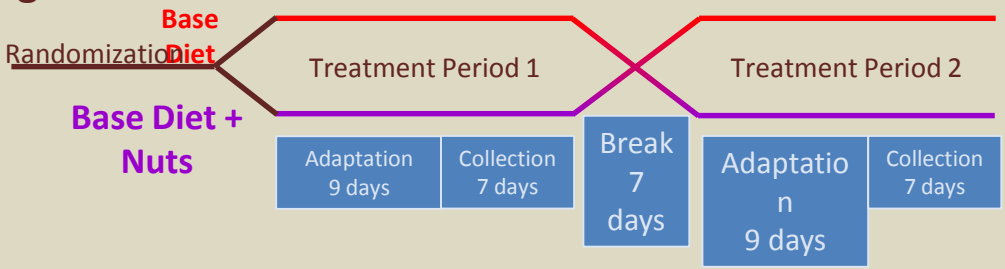
- 42 g/d
- Pieces

Cashews

- 42 g/d
- Whole, roasted, unsalted

Study Design

- Paired Diet
  - BASE diet without nuts
  - BASE+NUTS
- Design



Meal	Food Item	Base	Base + Almonds
Breakfast	Almonds	0	42
	Egg Beaters	65	53
	Turkey sausage	52	42
	English muffins	78	64
	Margarine	8	6
	Peaches, canned	156	127
	2% Milk	260	212
Lunch	Roast beef	65	53
	Swiss cheese	36	29
	Italian bread	72	58
	Lettuce	12	10
	Mayonnaise	13	11
	Mustard	12	10
	Carrots	39	32
	Cranberry juice	234	190
	Vanilla wafers	33	26
Dinner	Almonds	0	42
	Spaghetti	130	106
	Beef	78	63
	Pasta sauce	104	85
	Lettuce	36	30
	Shitake sesame dressing	22	18
	Dinner roll	77	63
	Margarine	7	5
	2% Milk	312	254
	Fruit cocktail	78	63
Snack	Strawberries	100	81
	Low fat whipped topping	24	20
	Angel food cake	50	41

Example Menu

- 1 of 7 days
- Paired diet approach
- Gram amounts of food for a 2600 kcal/d menu
  - Base ~2600 kcal/d
  - Base+Almonds ~2600 kcal/d
- Typically consumed foods
- Scaled to caloric need
- Nuts at breakfast and dinner
- Isocaloric across treatments
  - No over- or under-feeding
- Allows determination of energy content of a single food

Calculation of Energy Value

$$ME = GE_{Food} - GE_{Feces} - GE_{Urine}$$

$$ME = GE_{(Food1+\ Food2+\ ...Foodi)} - GE_{Feces(Food1+\ Food2+\ ...Foodi)} - GE_{Urine(Food1\ +\ Food2+\ ...Foodi)}$$

$$ME = GE_{(Almonds)} + GE_{(Base\ diet)} - GE_{Feces\ (Base\ diet\ plus\ almonds)} - GE_{Urine(Base\ diet\ plus\ almonds)}$$

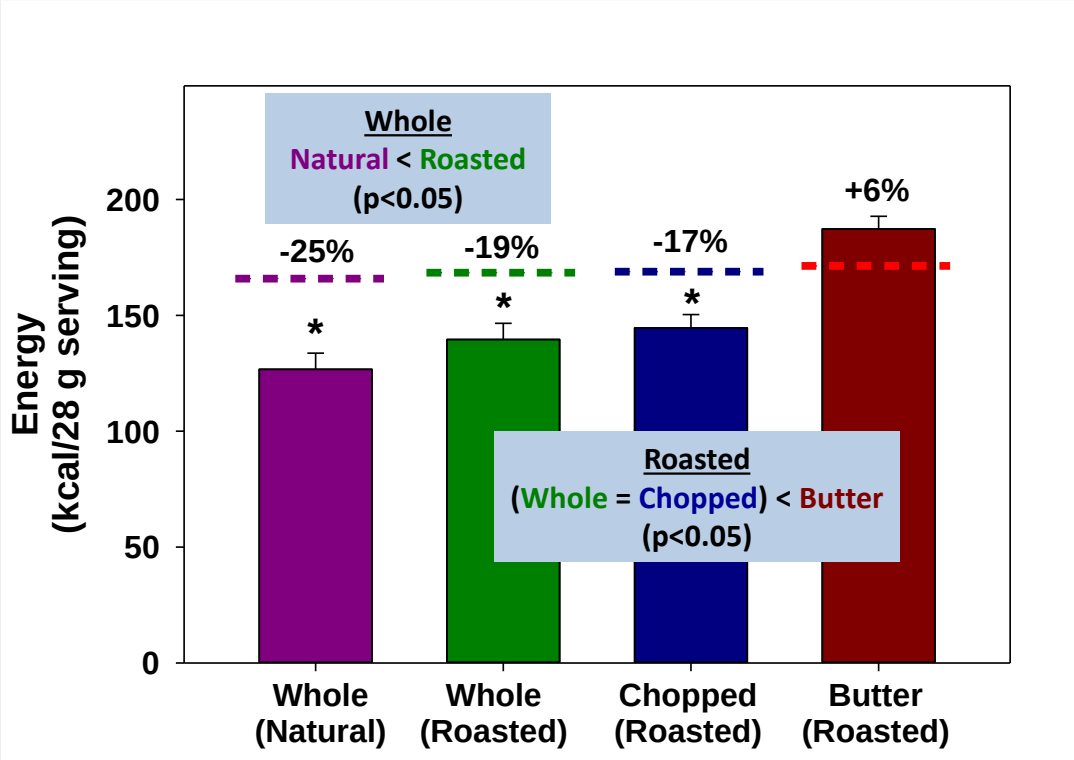
$$ME_{Almond} = ME_{Base\ Diet\ Plus\ Almonds} - GE_{Almonds}\left[\frac{ME_{Base\ Diet}}{GE_{Base\ Diet}}\right]$$

- Where ME is the metabolizable energy intake (kcal/d)
- GE is the gross energy
- Permits determination of the metabolizable energy content of a single food consumed as part of a mixed diet

Summary of Tree Nut Caloric Value

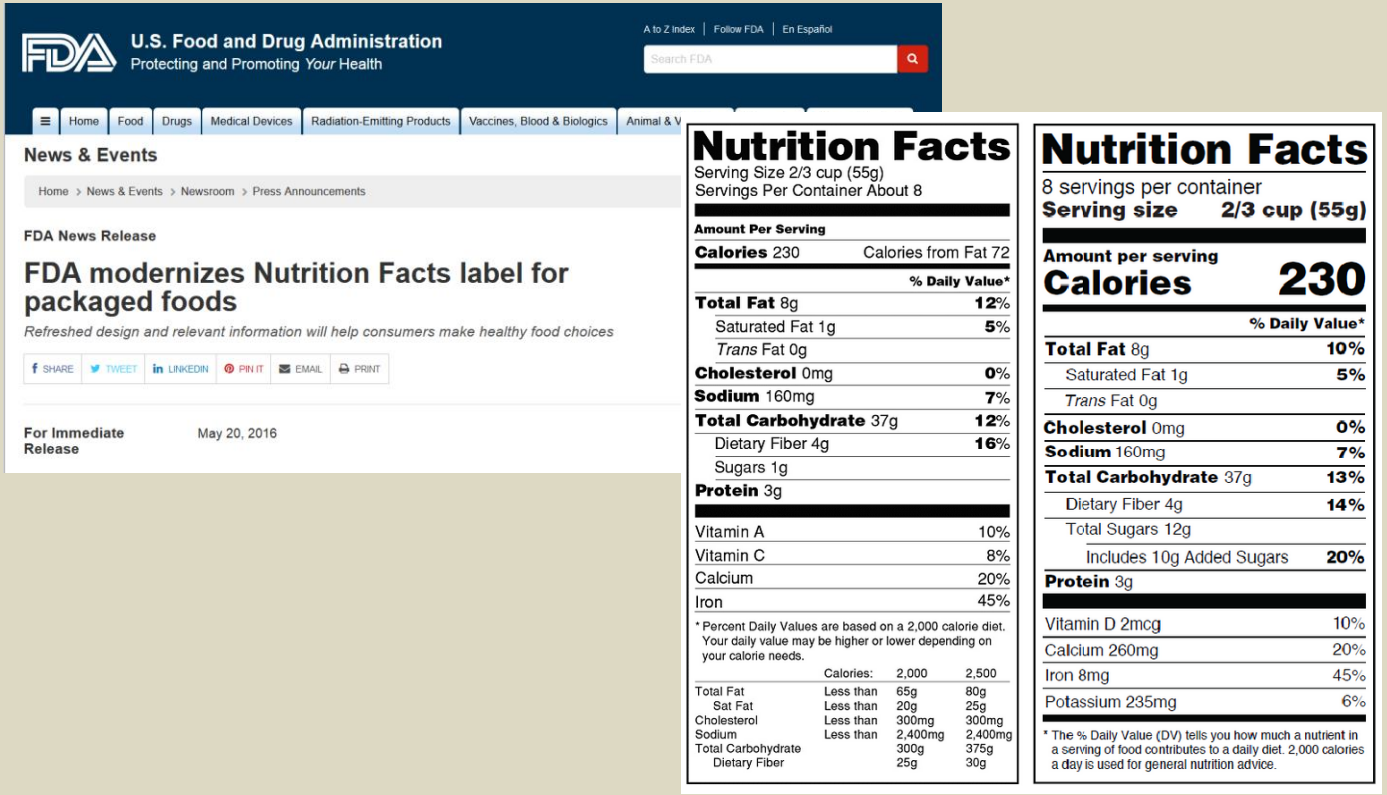
	Typical Database and Label Value (kcal/serving)
Almonds 	164 (USDA Data) 170 (Label)
Walnuts 	185 (USDA Data) 190 (Label)
Pistachios 	159 (USDA Data) 170 (Label)

Food Form and Energy Availability



Food & Func 2016;7:4231 - 4238

New Food Labels!



U.S. Food and Drug Administration
Protecting and Promoting *Your* Health

A to Z Index | Follow FDA | En Español

Search FDA

Home | Food | Drugs | Medical Devices | Radiation-Emitting Products | Vaccines, Blood & Biologics | Animal & V

News & Events

Home > News & Events > Newsroom > Press Announcements

FDA News Release

FDA modernizes Nutrition Facts label for packaged foods

Refreshed design and relevant information will help consumers make healthy food choices

SHARE TWEET LINKEDIN PIN IT EMAIL PRINT

For Immediate Release May 20, 2016

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 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

Nutrition Facts

8 servings per container
Serving size **2/3 cup (55g)**

Amount per serving
Calories **230**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 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.

21 CFR § 101.9(c)(1)(i)(A-F)
Nutrition Labeling of Foods

(i) Caloric content may be calculated by the following methods…

(A) Using specific Atwater factors (*i.e.,* the Atwater method) given in table 13, USDA Handbook No. 74 (slightly revised, 1973),

(B) Using the general factors of 4, 4, and 9 calories per gram for protein, total carbohydrate, and total fat, respectively, as desc p. 9-11;

(C) Using the general fa bohydrate (less the amount of non-dige pectively, as described in USDA Handbook No calories per gram for soluble non-digestib oric value of sugar alcohols provided in paragraph (c)(1)(i)(F) of this section shall be used;

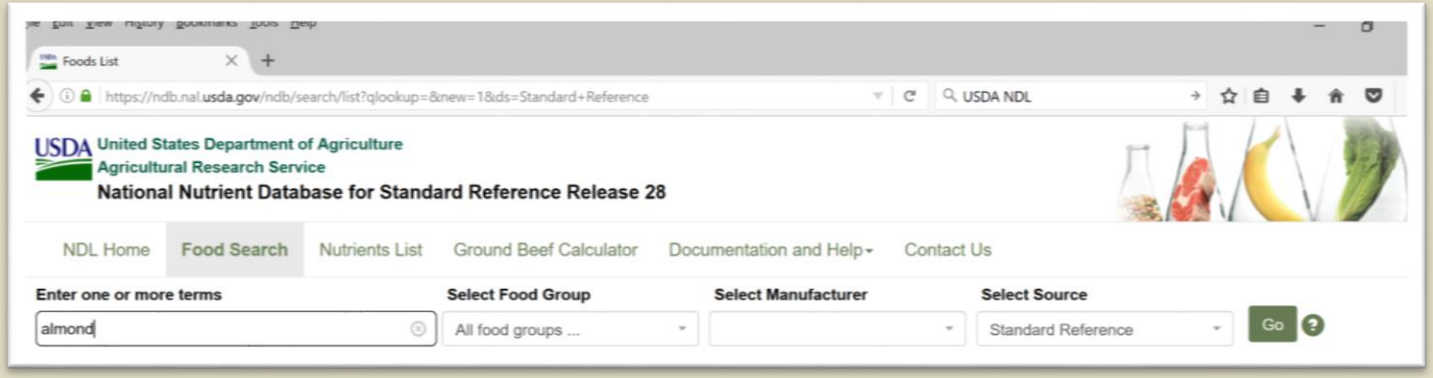
Accurate?

(D) Using data for specific food factors for particular foods or ingredients approved by the Food and Drug Administration (FDA) and provided in parts 172 or 184 of this chapter, or by other means, as appropriate;

(E) Using bomb calorimetry data subtracting 1.25 calories per gram protein to correct for incomplete digestibility, as described in USDA Handbook No. 74 (slightly revised, 1973) p. 10; or

(F) Using the following general factors for caloric value of sugar alcohols: Isomalt--2.0 calories per gram, lactitol--2.0 calories per gram, xylitol--2.4 calories per gram, maltitol--2.1 calories per gram, sorbitol--2.6 calories per gram, hydrogenated starch hydrolysates--3.0 calories per gram, mannitol--1.6 calories per gram, and erythritol--0 calories per gram.

Recent Developments



USDA
United States Department of Agriculture

Office of Communications
1400 Independence Ave, SW
Washington, DC 20250-1300
(202) 720-4623
oc.news@usda.gov
www.usda.gov

News Release

Release No. 0198.16

Contact
Office of Communications 202-720-462

USDA Announces New Open Data Partnership for Public Health

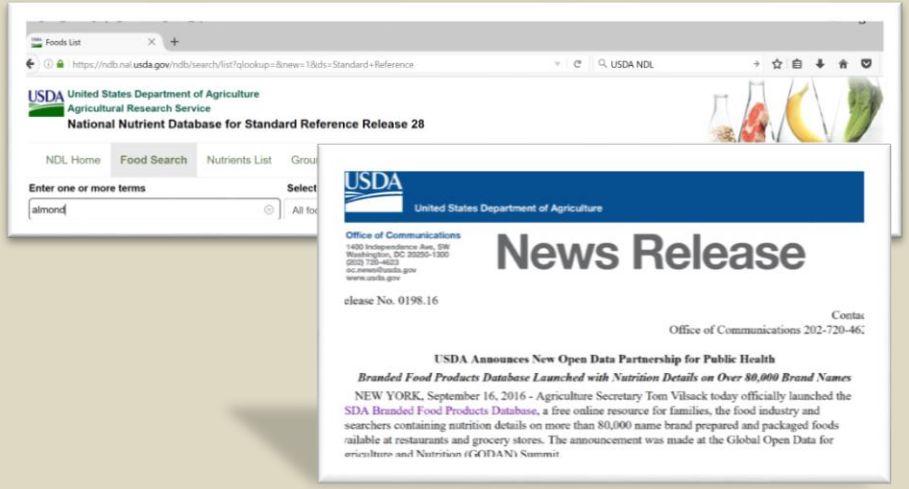
Branded Food Products Database Launched with Nutrition Details on Over 80,000 Brand Names

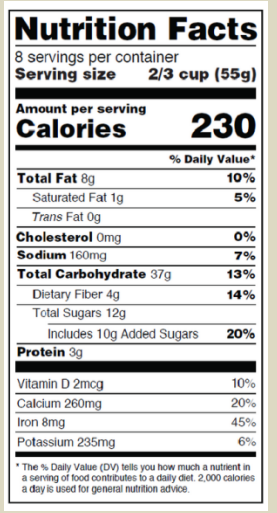
NEW YORK, September 16, 2016 - Agriculture Secretary Tom Vilsack today officially launched the USDA Branded Food Products Database, a free online resource for families, the food industry and researchers containing nutrition details on more than 80,000 name brand prepared and packaged foods available at restaurants and grocery stores. The announcement was made at the Global Open Data for Agriculture and Nutrition (GODAN) Summit.

- USDA Standard Release
  - 12 “almond” entries
- Branded Foods Database
  - 100s of “almond” entries

Sources of Information on Almonds

- USDA Standard Release Database
- USDA Branded Foods Database
- Almond Board of California marketing materials
- Food Label





Summary…

1. Calories on the food label are estimated from macronutrient composition (using Atwater factors) and not measured.
2. Estimations are based on data collected from small studies, not designed as randomized controlled trials, with short feeding periods of simple mixed diets or individual foods (not representative of how people eat).




…Summary

3. Availability of energy from nuts is lower than what is assumed by Atwater factors.
4. Therefore, measured energy value of nuts is lower than calculated energy (5-25% lower).
5. Lower measured energy content impacts the accuracy of food labeling.
6. Accurate food labels may help reduce barriers to consumption of these nutrient-dense foods.




Bill Layden, Food Minds

california almonds
Almond Board of California

CALORIES COUNT: TIME TO RIGHT-SIZE ALMONDS

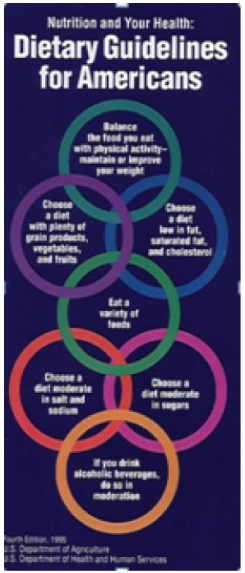
Bill Layden, Founder
Executive Vice President

california almonds
Almond Board of California

foodminds

Disclosure

USDA United States Department of Agriculture
Center for Nutrition Policy and Promotion



1995

Clients Served*

*Includes only clients that have authorized public disclosure.

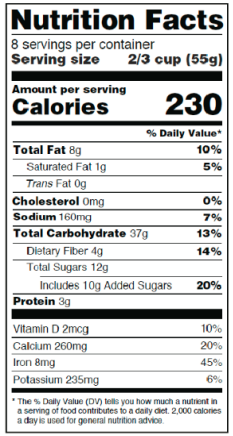
New Interim FDA Guidelines-Almonds are HEALTHY

foodminds

california almonds
Almond Board of California

FDA Nutrition Labeling Changes Coming Soon

May 5, 2017



Nutrition Facts

8 servings per container

Serving size **2/3 cup (55g)**

Amount per serving

Calories **230**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 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.

July 28, 2018

July 28, 2018

foodminds

New Nutrition Facts Label

foodminds

Calories Will Be Highlighted

Nutrition Facts

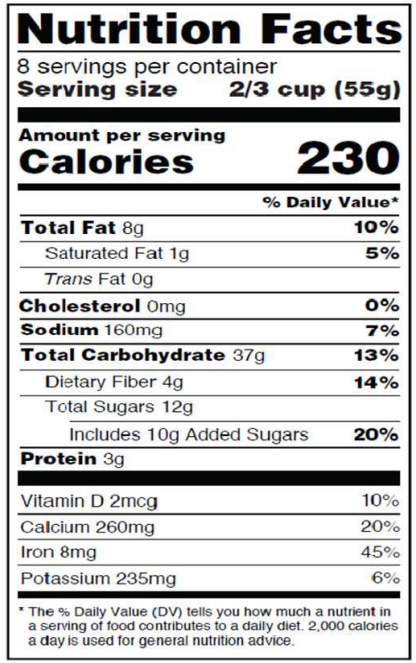
Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 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



Nutrition Facts

8 servings per container
Serving size **2/3 cup (55g)**

Amount per serving
Calories **230**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 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.

foodminds

Food & Beverage Industry Commitments Driving to Reduce Calories

A NEW GOAL
TO REDUCE
20%
OF BEVERAGE
CALORIES CONSUMED
PER PERSON BY
2025

ALLIANCE FOR A HEALTHIER GENERATION

AMERICAN BEVERAGE ASSOCIATION

INTERNATIONAL FOOD & BEVERAGE ALLIANCE

15 September 2014

Her Excellency
Dr. Margaret Chan
Director General
World Health Organization
20 Avenue Appia
Geneva, Switzerland

Dear Dr. Chan,

Re: The International Food & Beverage Alliance's Enhanced Commitments on Health and Wellness

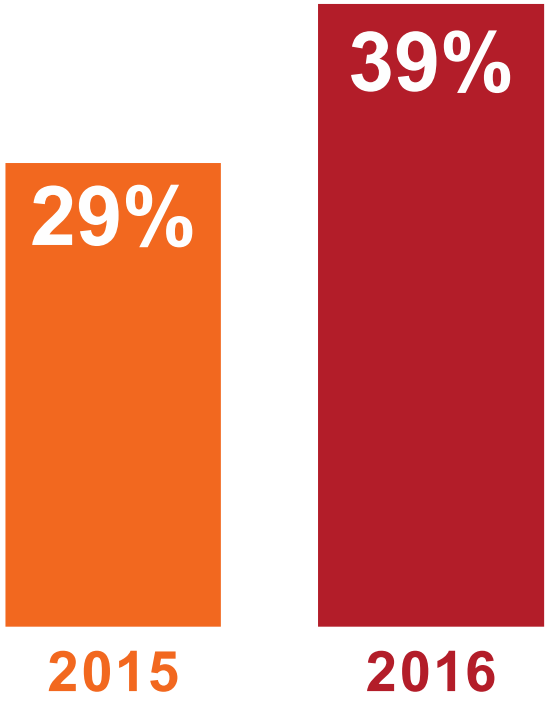
In 2008, our companies came together around a commitment to take collective global action in five key areas to support the advancement of the goals of the 2004 WHO *Global Strategy on Diet, Physical Activity and Health*. We appreciate your leadership in this field to date, as well as your continued openness to engage with our industry.

Over the past six years, we have made substantial progress in each of these areas, specifically in: the reformulation and innovation of products to help address the public health problems of under- and over-nutrition; the provision of clear, fact-based nutrition information to consumers; the adoption of voluntary measures restricting the marketing of foods high in fat, sugar and salt to children; the promotion of balanced diets and healthy, active lifestyles; and the support of public-private partnerships aimed at improving public health.

We are proud of our work, but understand that even greater efforts must be made if the goals of the 2011 UN *Political Declaration of the High-level Meeting on the Prevention and Control of Non-communicable Diseases* and the WHO *Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020* are to be achieved.

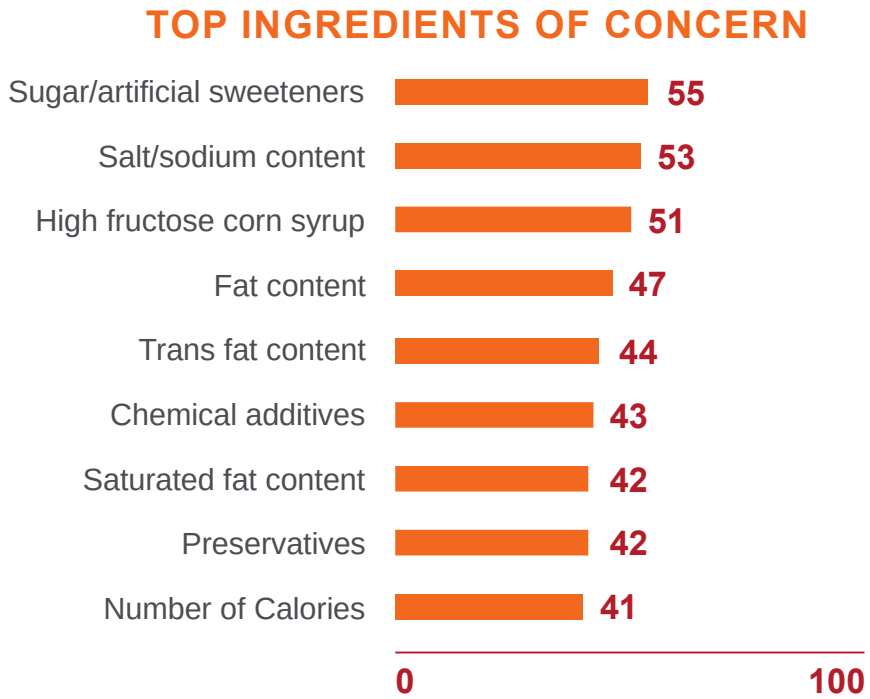
The Coca-Cola Company · Ferrero · General Mills · Grupo Bimbo · Kellogg's · Mars · I'm lovin' it · Mondelēz International · Nestlé · PepsiCo · Unilever

Consumers are Paying Attention to Calories



*International Food Information Council-2016 Food and Health Survey

Highlighting Calories on Labels will Attract More Consumer Attention



67%

OF SHOPPERS GENERALLY READ THE LABELS

*Food Marketing Institute-2016 Shopping for Healthy Survey

Nutrition Labeling Education Consortium (NLEC)

Founding Members

GMA – The Association of Food, Beverage and Consumer Products Companies

International Food Information Council Foundation

National Restaurant Association

FMI – The Voice of Food Retail – Feeding Families | Enriching Lives

Members – January 2016

AARP Foundation

eat right. Academy of Nutrition and Dietetics

AAFCS – American Association of Family & Consumer Sciences

American Heart Association. – life is why

Healthy Weight Commitment Foundation

NCL

NoKid Hungry – Share Our Strength

childobesity180 – reverse the trend.

Feeding America

NHMA – National Hispanic Medical Association

Society for Nutrition Education and Behavior

Gov't Liaisons/Additional Participants

FDA – Center for Food Safety and Applied Nutrition

USDA – United States Department of Agriculture – Food Safety and Inspection Service

National Association of Chronic Disease Directors – Promoting Health. Preventing Disease.

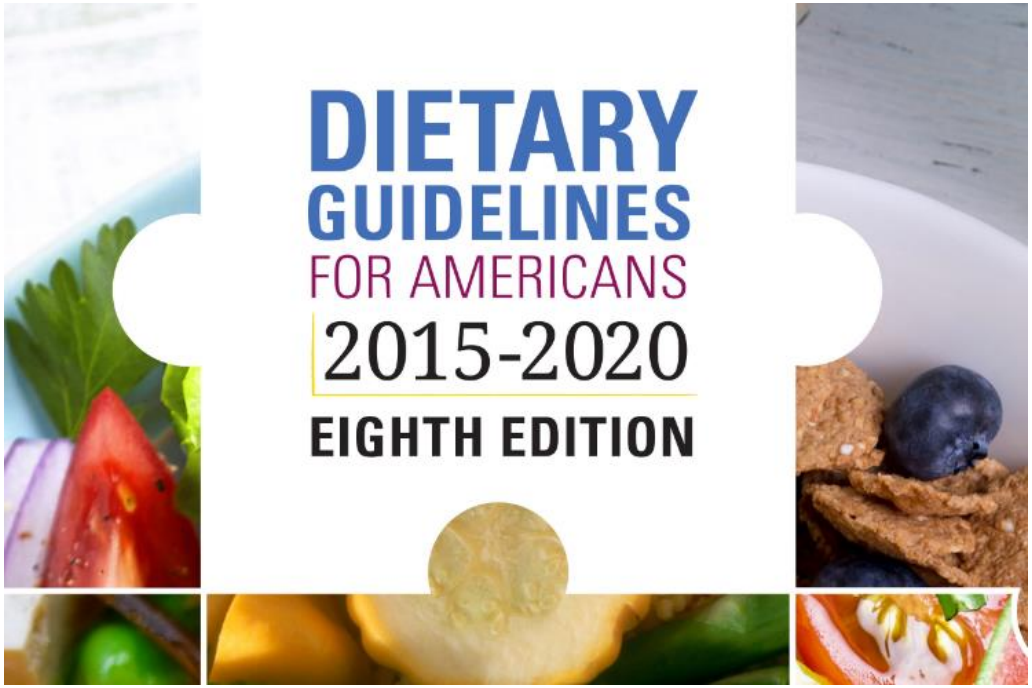
foodminds

Key Takeaways: FDA Report at NLEC

- The agency is highly supportive of the public-private partnership serving as a catalyst for unified consumer and health professional education efforts
- “Calories” has been identified as the first topic area to focus on
- Potential directions to take a calorie-focused campaign include:
  - Know your calorie needs and how to budget them
  - A practical guide to calories and serving sizes and their relationship to Daily Value
- Messaging should be consistent with Dietary Guidelines for Americans and be applicable across grocery, restaurant and vending channels

FDA Liaison to NLEC:
Robin A. McKinnon, PhD MPA
Senior Advisor for Nutrition Policy | Center for Food Safety and Applied Nutrition (CFSAN)
Office of Foods and Veterinary Medicine | FDA

Dietary Guidelines for Americans Encourage Nut Consumption



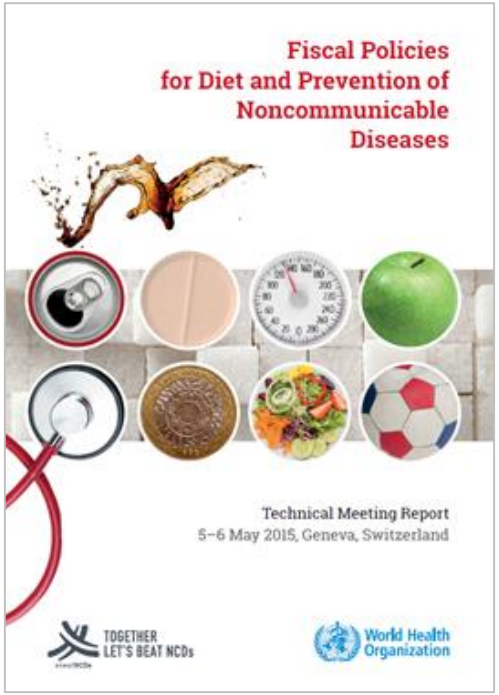
foodminds

But the Recommendation Comes with a Qualification on Calories

One-half ounce of nuts or seeds counts as 1 ounce-equivalent of protein foods, and because they are high in calories, they should be eaten in small portions and used to replace other protein foods rather than being added to the diet.

Global Nutrition Profiling Coming

WHO aims to prepare a global nutrient profile model for: the marketing of food to children; school food procurement; fiscal policies; and product labelling (i.e. front-of-pack labelling).



WHO Healthy Diet Recommendations

World Health Organization

FACT SHEET N°394 UPDATED MAY 2015

Healthy diet

KEY FACTS

- A healthy diet helps protect against malnutrition in all its forms, as well as noncommunicable diseases (NCDs), including diabetes, heart disease, stroke and cancer.
- Unhealthy diet and lack of physical activity are leading global risks to health.
- Healthy dietary practices start early in life – breastfeeding fosters healthy growth and improves cognitive development, and may have longer-term health benefits, like reducing the risk of becoming overweight or obese and developing NCDs later in life.
- Energy intake (calories) should be in balance with energy expenditure. Evidence indicates that total fat should not exceed 30% of total energy intake to avoid unhealthy weight gain *(1, 2, 3)*, with a shift in fat consumption away from saturated fats to unsaturated fats *(3)*, and towards the elimination of industrial trans fats *(4)*.
- Limiting intake of free sugars to less than 10% of total energy intake *(2, 5)* is part of a healthy diet. A further reduction to less than 5% of total energy intake is suggested for additional health benefits *(5)*.
- Keeping salt intake to less than 5 g per day helps prevent hypertension and reduces the risk of heart disease and stroke in the adult population *(6)*.
- WHO Member States have agreed to reduce the global population's intake of salt by 30% and halt the rise in diabetes and obesity in adults and adolescents as well as in childhood overweight by 2025 *(7, 8, 9)*.

OVERVIEW

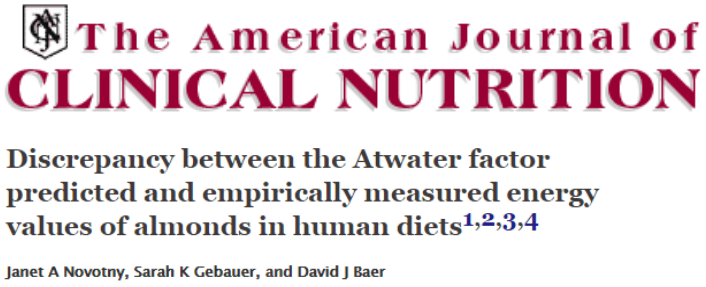
Consuming a healthy diet throughout the lifecourse helps prevent malnutrition in all its forms as well as a range of noncommunicable diseases and conditions. But the increased production of processed food, rapid urbanization and changing lifestyles have led to a shift in dietary patterns. People are now consuming more foods high in energy, fats, free sugars or salt/sodium, and many do not eat enough fruit, vegetables and dietary fibre such as whole grains.

http://www.who.int/mediacentre/factsheets/fs394/en/

Yes on Nuts!

foodminds

Nutrition Educators and Communicating Metabolized Energy



foodminds

california almonds
Almond Board of California

Questions?

growing ADVANTAGE
The Almond Conference