FDA’s Launches Campaign on New Nutrition Facts Label

As previously covered on this blog, FDA issued final rules in May 2016 to implement changes to the nutritional labeling and serving size regulations. For manufacturers with $10 million or more in annual food sales, the compliance deadline was January 1, 2020. Manufacturers with less than $10 million in annual food sales have until January 1, 2021 to comply.

On March 11, 2020, FDA launched an education campaign to raise awareness concerning changes to the label and help consumers learn to use the nutrition labels as a tool for healthy dietary practices.

The campaign, titled “The New Nutrition Facts Label: What’s in it for You?”, includes outreach through social media, videos, downloadable educational material, and indoor/outdoor advertising. This campaign is part of FDA’s Nutrition Innovation Strategy that seeks to reduce preventable death and disease associated with poor nutrition.

© 2020 Keller and Heckman LLP

Source URL: https://www.natlawreview.com/article/fda-s-launches-campaign-new-nutrition-facts-label