

Is your food label ready for export to the US?

Understand US food information regulations

Jamie Penders



Programma

- Introductie
- Amerikaanse wetgeving
- Belangrijke verschillen EU/US
- Het nieuwe US food label
- Q&A

Introductie

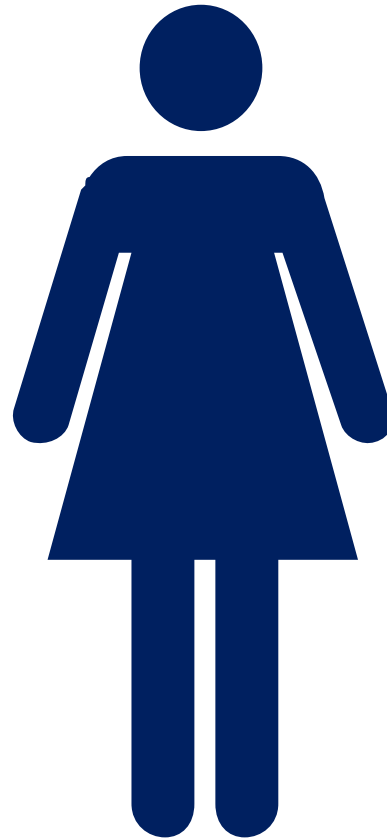


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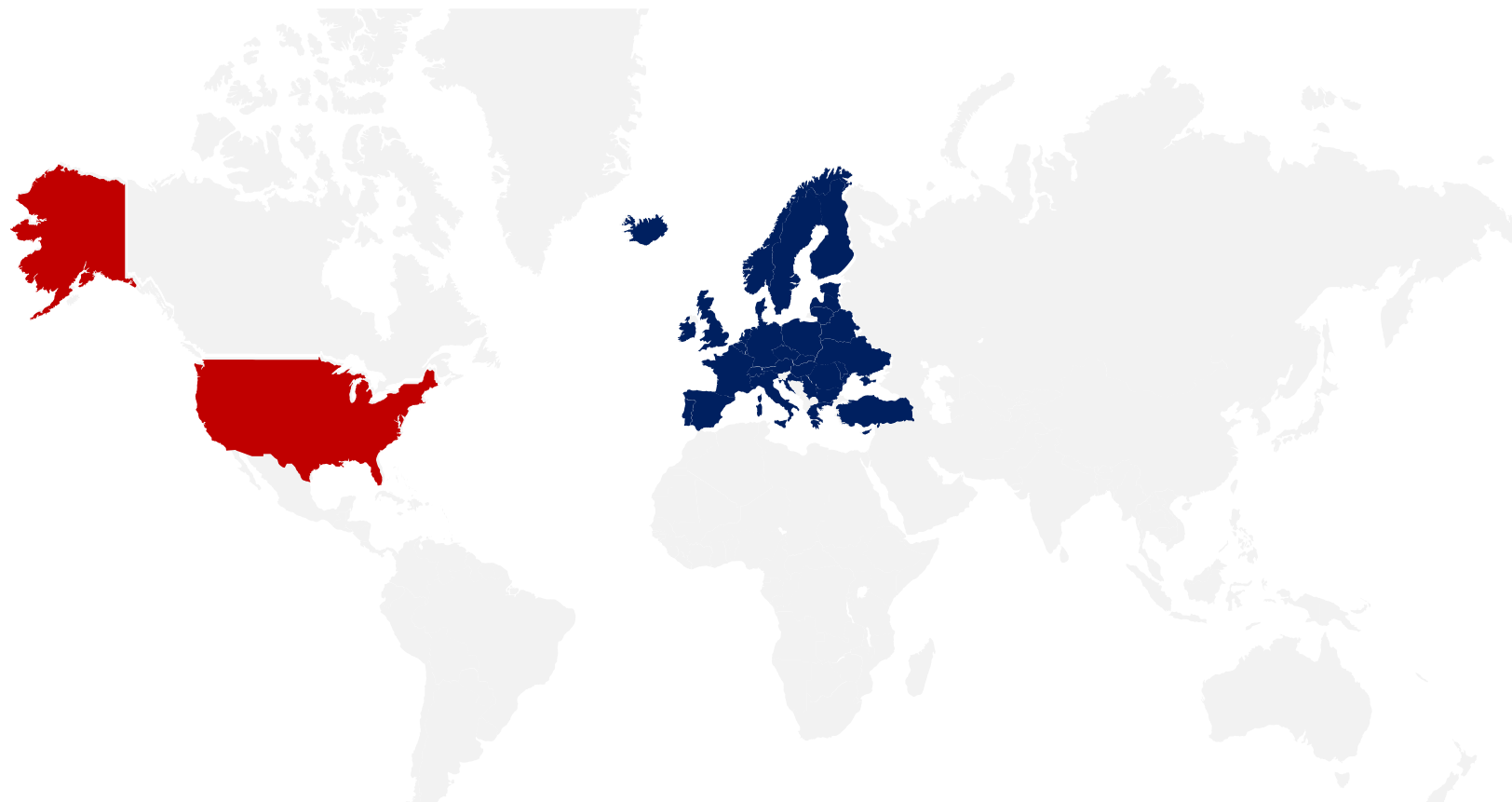
Services: (inter)nationale
labelling issues





KTBA Compliance group
consultancy and legislation



Marktleider Label Compliance



US Market 
9.8 m. km²
3.8 m. sq mi
326 m. consumers

 EU Single Market
4.9 m. km²
1.9 m. sq mi
500 m. consumers

Amerikaanse wetgeving



CODE OF FEDERAL REGULATIONS



Title 21 Food and Drugs

Parts 1 to 99

Revised as of April 1, 2019

Containing a codification of documents
of general applicability and future effect

As of April 1, 2019

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Govinfo.gov
E CFR.gov

PART 101—FOOD LABELING

Subpart A—General Provisions

Sec.

- 101.1 Principal display panel of package form food.
- 101.2 Information panel of package form food.
- 101.3 Identity labeling of food in packaged form.
- 101.4 Food; designation of ingredients.
- 101.5 Food; name and place of business of manufacturer, packer, or distributor.
- 101.7 Declaration of net quantity of contents.
- 101.8 Vending machines.
- 101.9 Nutrition labeling of food.
- 101.10 Nutrition labeling of restaurant foods whose labels or labeling bear nutrient content claims or health claims.
- 101.11 Nutrition labeling of standard menu items in covered establishments.
- 101.12 Reference amounts customarily consumed per eating occasion.
- 101.13 Nutrient content claims—general principles.
- 101.14 Health claims: general requirements.
- 101.15 Food; prominence of required statements.
- 101.17 Food labeling warning, notice, and safe handling statements.
- 101.18 Misbranding of food.

Subpart B—Specific Food Labeling Requirements

- 101.22 Foods; labeling of spices, flavorings, colorings and chemical preservatives.

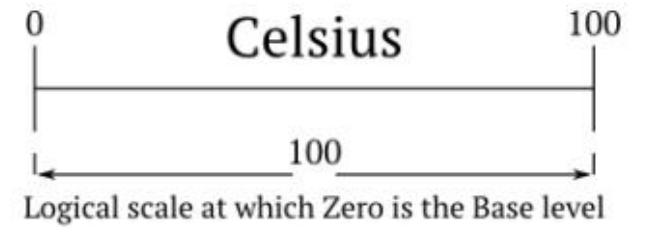
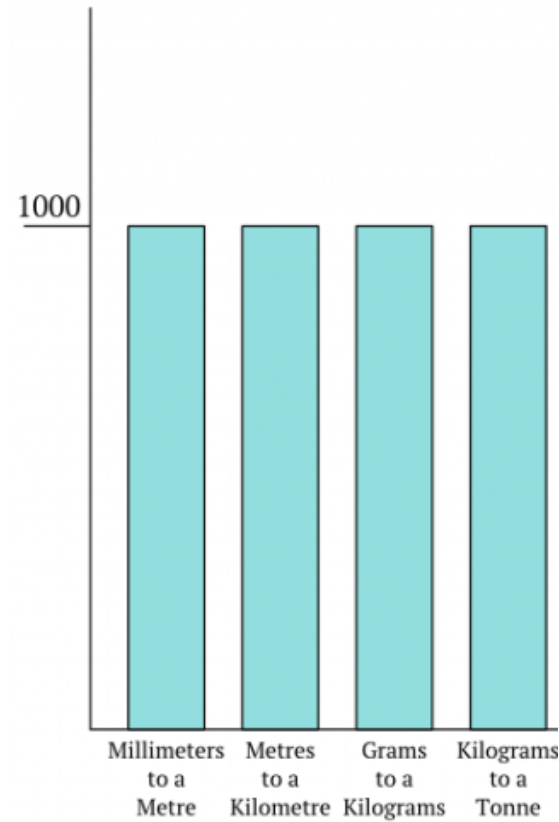
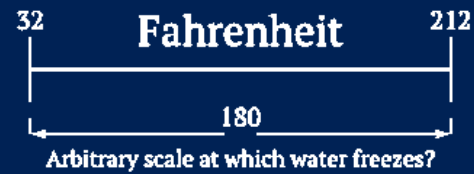
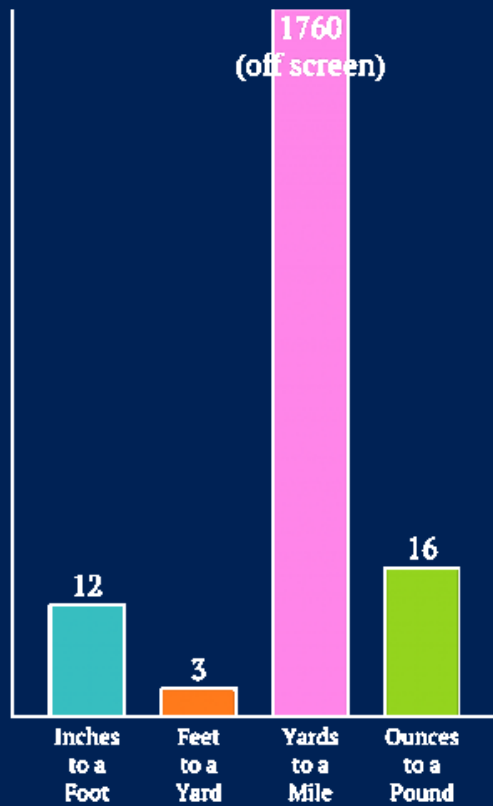
Wetgeving labelling EU - VS

- Producten met labels volgens EU wetgeving kunnen niet geëxporteerd worden naar de VS
- Combinatie van wetgevingen niet mogelijk
- Label of etiketinformatie dient te worden aangepast aan regelgeving VS.

Belangrijke verschillen labelling EU - VS

- Houdbaarheidsdatum (bijv. 12/11/2018)
 - EU: 12 november
 - VS: 11 december
- Vermelding houdbaarheid
 - EU: minimaal 1x (bijv. 'ten minste houdbaar tot')
 - VS: afkorting volstaat (BBD)

Eenheden



Belangrijke verschillen labelling EU - VS

- Additieven
 - EU: E-nummers
 - VS: andere additieven, andere benamingen (bijv. kleurstoffen)

Additieven declaratie



**NUTRI-GRAIN CEREAL
BARS STRAWBERRY**

Colors: Red No. 40, Yellow No. 6,
Blue No.1



**NUTRI-GRAIN SOFT BAKE
BARS STRAWBERRY**

Colors: Beetroot red, Annatto, Paprika
extract

Photo Credit: CSPI



**Starburst Fruit Chews
Ingredients:**

CORN SYRUP, SUGAR, HYDROGENATED
PALM KERNEL OIL AND/OR PALM OIL, FRUIT
JUICE FROM CONCENTRATE (APPLE,
STRAWBERRY, LEMON, ORANGE, CHERRY),
LESS THAN 2% - CITRIC ACID, DEXTRIN,
GELATIN, FOOD STARCH-MODIFIED,
NATURAL AND ARTIFICIAL FLAVORS,
ASCORBIC ACID, **COLORS RED 40,
YELLOW 6, YELLOW 5, BLUE 1.**



**Starburst Fruit Chews
Ingredients:**

GLUCOSE SYRUP, SUGAR, VEGETABLE FAT, CITRIC
ACID, CONCENTRATED FRUIT JUICES 1.4%* (APPLE,
ORANGE, BLACKCURRANT, STRAWBERRY, LIME,
LEMON), MODIFIED STARCH, MALIC ACID,
DEXTRIN, FLAVOURINGS, MALTODEXTRIN,
ANTIOXIDANT ASCORBIC ACID, EMULSIFIER
SOYBEAN LECITHIN, **COLOURS
ANTHOCYANINS, CAROTENES,
CHLOROPHYLLS AND CHLOROPHYLLINS.**

Aroma's

- Natural flavors
- Artificial flavors
of
- synthetic flavors

Claims

- Voedings en/of gezondheidsclaims
 - Altijd verwijzing per serving of per RI
 - Gezondheidsclaims in relatie met ziektebeeld



Allergenen

- EU: 14 allergenen
- VS: 8 allergenen
- Andere allergenen
 - Kokosnoot
- May contain

FOOD ALLERGENS

— The Big-8 —



Milk



Fish



Peanuts



Soybean



Tree Nuts



Eggs



Wheat



Crustacean
Shellfish

Nutritional facts

- Opmaak tabel
 - Grootte lettertype
 - Dikte/afstanden belijning
 - Punten i.p.v. komma's
- Nutriënten
 - Trans fat en sodium
- Per serving Size
 - EU: enkel in een aantal gevallen verplicht
- Andere RI waardes

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%
	<i>Trans</i> 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%
	<i>Trans</i> 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.	

Nutritional facts

- Added sugars
- Calories from fat removed
- Realistische serving sizes
- Potassium & vitamin D
- Kleiner etiket
- Andere RI waardes

NEW LABEL / WHAT'S DIFFERENT

Servings:
larger,
bolder type

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.

Serving sizes
updated

Calories:
larger type

Updated
daily
values

Actual
amounts
declared

New
footnote

New:
added sugars

Change
in nutrients
required

Nutritional facts

- Standard Vertical
- Standard Vertical (Side-by-Side Display)
- Standard Vertical (w/ Voluntary)
- Tabular Format
- Aggregate Display
- Dual Column Display
- Simplified Display
- Infants through 12 Months of Age
- Children 1-3 Years
- Tabular Dual Column Display
- Tabular Display for Small Packages
- Linear Display for Small Packages
- Dual Columns, Two Forms of the Same Food
- Dual Columns, Per Serving and Per Unit

Nutrition Facts		Nutrition Facts	
Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
Total Fat 15g			
Saturated Fat 0.5g			
Calories 1		Calories 130	
10 servings per container		8 servings per container	
Serving size 2 slices (56g)		Serving size 2/3 cup (55g)	
Total Fat 8g		Total Fat 8g	
Saturated Fat 1g		Saturated Fat 1g	
Cholesterol 0mg		Cholesterol 0mg	
Sodium 160mg		Sodium 160mg	
Total Carbohydrate 37g		Total Carbohydrate 37g	
Dietary Fiber 4g		Dietary Fiber 4g	
Total Sugars 12g		Total Sugars 12g	
Includes 10g Added Sugars		Includes 10g Added Sugars	
Protein 8g		Protein 8g	
Vit. D 2mcg 10%		Calcium 250mg 20%	
Iron 1mg 45%		Potash 235mg 6%	

Is your food label ready for export to the Us?

- Amerikaanse wetgeving
- Belangrijke verschillen EU/US
 - Additieven
 - Allergenen
 - Aroma's
 - Claims
- Het nieuwe US food label

Questions

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