

**FOR IMMEDIATE RELEASE**

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**The Nutrition Facts Label is New and Improved**

**Eau Claire, WI, June 28th, 2016** – After 20 years, the Food and Drug Administration (FDA) has made changes to the nutrition facts label. The new label will need to be on most foods by July 26, 2018. It is based on the most current nutrition data and health advice. Changes to the new label include a new design, updated serving sizes and a change in nutrients included on the label.

The basic design of the label did not change much. It is easier to find the “calories” and the “serving size” since they are in larger print. But, the “calories from fat” has been taken off. It is more important to know the type of fat in a food rather than the amount of fat.

By law, the serving size is supposed to be based on amounts of foods and beverages that people are truly eating, not what they should be eating. The serving size on some foods has changed to be more like portions people mostly eat. For example, a 20 ounce bottle of soda will have a serving size of 20 ounces instead of 12 ounces and it will be one serving per container. Some foods are packaged in such a way that you may consume the whole package. The food label on these types of foods will have nutrition info “per package” and “per serving”.

Certain nutrients have always been required to be listed on the label. However, the required nutrients have changed. The amount of sugar that has been added to a food item has been added under “sugars”. Total “added sugar” should not exceed more than 10% of total calories.

“The updated food label is only going to make shopping for food easier. It will allow shoppers to make better food choices, which may hopefully lead to decreased obesity in our community.” says Ruth Kilness, Public Health Nutritionist from the Eau Claire City-County Health Department. In the 2014-2015, Eau Claire County Community Health Assessment, obesity was selected as a priority health issue to address. 32% of Eau Claire County adults are considered obese.

For more information on the new label go to:

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Labeling/Nutrition/ucm385663.htm>

