

Food Production Composition, Consumer Health and Public Policy
Conference
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**Marketing Products with Lower Sodium and Better
Nutritional Profiles: An Overview of FSIS Public
Health Initiatives**



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http://www.fsis.usda.gov/About_FSIS/labeling_&_consumer_protection/index.asp

Labeling and Consumer Protection Staff (LCPS)

- FSIS, Office of Policy, Program and Employee Development (OPPED)

Strategic goals tied to Under Secretary for Food Safety's vision for enhancing public health:

- ▶ FSIS is the public health regulatory agency in USDA
- ▶ Develop and implement policies and programs to minimize risk to public health from meat, poultry, and egg products
- ▶ Ensure that labeling and other consumer protection information, which will help enhance public health, is available, understandable, and placed where it will be of most use to consumers

FSIS Food Labeling Program

- Through its prior label approval system, FSIS is able to track new meat and poultry product marketing approaches, production technology, and packaging trends
- LCPS establishes policy on meat and poultry labeling statements (e.g., nutrient content claims, health claims, and other statements relating to a products nutritional contribution)
- LCPS works closely with FDA and CNPP/USDA in establishing policies
- Although rulemaking is slow and controversial, major benefits derived from public notice and comment

Chronological History of Nutrition Labeling Policy Development

- 1980's > Convenience and nutrition drive the market – standardization of terms necessary to alleviate consumer confusion
- 1990's > NLEA – mandatory nutrition information on the labels of most foods
- Surveys on participation in voluntary program led to FSIS proposal to establish mandatory nutrition labeling for single ingredient meat/poultry products and ground meat/poultry
- Nutritional science findings: trans fatty acids
- Media emphasis on obesity and dietary practices (including “diets”/dietary lifestyles – carbs, proteins, “healthy,” health claims)
- 2003 – FSIS/FDA/Health Canada sponsored joint study by NAS/IOM on fortification policies and updated DRIs
- 2005 Dietary Guidelines for Americans/MyPyramid => FSIS policy on Whole Grains

McHumor

by T. McCracken



Nutrition Labeling of Single Ingredient Meat and Poultry Products, and Ground Products

- 66 FR 4970: Nutrition Labeling of Ground or Chopped Meat and Poultry Products and Single Ingredient Products -- Comment Period Closed July 17, 2001
- Proposed mandatory NL due to lack of significant participation in voluntary program (i.e., <60%)
- Final Rule has cleared OMB; will be published in the near future. Will require NL for ground meat/poultry and point of purchase (e.g., placards) for major cuts of meat and poultry

Nutrition Labeling Claims and Special Statements

- FSIS has regulations for nutrient content claims (e.g., lower sodium, low sodium, and healthy)
- FSIS does not have regulations that provide for the use of regulated health claims
- FSIS does permit health claims on meat, poultry, and egg product labeling in accordance with FDA's regulations
- Cannot fortify meat and poultry to meet the requirements of a health or nutrient content claim; conflicts with FSIS fortification policy (21 CFR 104.20)

American Heart Association Claim

FPO

suggested retail price
\$7.99

**EXTRA LEAN
BONELESS SKINLESS
CHICKEN BREAST PORTIONS
WITH RIB MEAT**

*Tenderness and juiciness enhanced with up to 15% seasoned chicken broth.
Ice glazed to ensure freshness.*

INDIVIDUALLY FRESH FROZEN®

American Heart Association
Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. See back panel for information concerning cholesterol and other nutrients.

**INSPECTED
U.S.
DEPARTMENT OF
AGRICULTURE**

NET WT. 40 OZ. (2.5 LB.) 1.13 kg



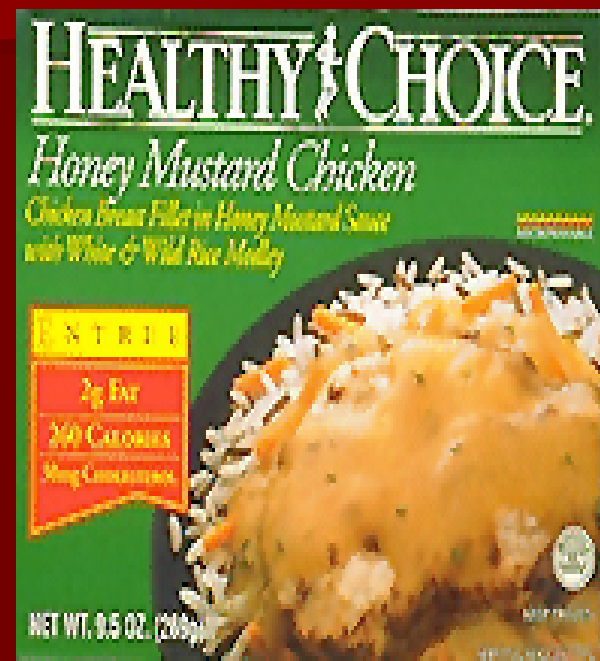
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Healthy

- Dietary Guidelines emphasize reduction of sodium in diet
- Relationship with sodium reduction and a “healthy” diet of concern to FSIS
- Effective date was Nov. 10, 1997, to lower sodium levels
- “1st tier” sodium requirements for “Healthy.”
 - 480 mg for individual foods
 - 600 mg for meal-type products
- FDA published final rule September 29, 2005
 - ▶ retained less restrictive “1st tier” reduction in sodium
- FSIS determined that it was not feasible to implement the “2nd” tier sodium requirements for meat and poultry identified as “healthy.”
 - Processing requirements, maintaining product safety, and palatability
- FSIS published Notice to indefinitely extend delay implementation of “2nd tier” sodium requirements



Establishing New Labeling Policies

- In some cases, FSIS can establish new labeling policies without rulemaking
- FSIS developed labeling policies for whole grains with FDA and CNPP
- FSIS has also developed policies on trans fat, whole grains, carbohydrates, and Omega 3 Fatty Acids

FSIS Policy on Carb Statements

December 22, 2003, FSIS published "FSIS Statement of Interim Policy on Carbohydrate Labeling statement"

- Factual Statements Xg Total Carb per serving
- Statements that do not state or imply a specific level – "Carb Wise" "Carb Conscious"
- Net Carbs/Effective Carbs/Net Impact Carbs – providing explanation/definition of term and calculation

Trans Fat Labeling

- FDA published final rule mandating trans fat labeling effective 1/1/2006
- FDA regulations do not provide for claims regarding trans fat
- FSIS permits the inclusion of trans fat in the nutrition facts panel in compliance with FDA regulations. Claims are not permitted
- FSIS Policy Statement on web

Factual “Nutrient” Statements May Be Approved

- “Lycopene X mg per serving”
- “Noodles have X grams Omega 3 Fatty Acids per serving”
- FSIS developing official policy guidance on Omega 3 Fatty Acid statements; will be published on the LCPS website

USDA's MyPyramid Reference and Whole Grain Claims

- FSIS Policy Guidance published on FSIS website 10/14/05
- Dietary information found in *MyPyramid* reference based on recommendations from 2005 Dietary Guidelines for Americans, e.g., “moderation is the key to calorie, fat, and salt intake;” “eat foods from a variety of food groups”
- Factual statements, e.g., “Made with whole grain brown rice” are acceptable
- References to old Food Guide Pyramid on product labeling should be changed

Sodium in Processed Meat and Poultry

- Reducing sodium content presents food production challenges
 - Sodium is needed to form emulsions in processed meat products - hot dogs, bologna
 - Sodium based ingredients (e.g., sodium phosphate) are used to provide needed technical functions, e.g., decreasing the amount of cooked out juices in enhanced meat and poultry products
 - Antimicrobial agents used in RTE meat and poultry to control *Listeria monocytogenes* are often sodium based (e.g., sodium lactate, sodium diacetate, and sodium citrate)
 - Sodium is needed to provide flavor to meet consumer demands

What is FSIS' Role as a Public Health Agency to Address the Sodium Content of Meat and Poultry Products?

- Develop policies for labeling statements that are accurate, truthful, and consistent with the Dietary Guidelines
- Work with FDA under the joint ingredient approval process for the evaluation and approval of safe and suitable lower sodium ingredients and/or processes (e.g., High Pressure Processing, lower-sodium sea salt, novel antimicrobial agents, e.g., bacteriophages)
- Promote the use of products marketed under the "General Standards of Identity"
- Move forward with food standards modernization rulemaking

Food Standards Modernization Efforts

- “General Standard of Identity”
 - Naming Products Using a Traditional Name and a Nutrient Content Claim – Final Rule Published in June 2005
 - Identical to FDA’s regulations in 21 CFR 130.10
 - Provides for the use of ingredients not normally permitted in a standardized product (e.g., binders) to lower constituents of public health concern (e.g., sodium, fat, and saturated fat)

General Principles

- Food Standards: General Principles and Food Standards Modernization – joint FSIS/FDA proposed rule) – comment period closed August 18, 2005
 - Provide a framework for creating, deleting, or amending food standards of identity.
- Traditional standards may be outdated or unnecessarily restrictive for the use of new technologies
- FSIS will consider industry initiatives to amend food standards or the creation of alternative standardized products to meet consumer demand (e.g., a revised standard for hot dogs in 9 CFR 319.180)

Overview of FSIS Policy Initiatives

- FSIS is concerned about food constituents of public health concern and the promotion of a “healthy” diet that is consistent with the Dietary Guidelines
- FSIS has conducted rulemaking that provides for the production of meat and poultry products with enhanced nutritional profiles-
“General Standard of Identity”
- FSIS is flexible and proactive in the development of policies for the marketing of new products with informative labeling statements
- FSIS is a proponent of developing policies to promote the dietary benefit of meat and poultry products that are consistent with the Agency’s public health goals

Web Sites

- Food Safety Inspection Service

<http://www.fsis.usda.gov/>

- Labeling and Consumer Protection Staff

http://www.fsis.usda.gov/About_Fsis/labeling_&_consumer_protection/index.asp

- Code of Federal Regulations

<http://www.access.gpo.gov/nara/cfr/cfr-table-search.html>