

Bringing Consumers the Updated Nutrition Facts Label

Despite the Food and Drug Administration's June announcement that the compliance date for the updated Nutrition Facts Label would be delayed, several prominent food companies have announced their commitments to rolling out the updated label on subsidiary brands by, if not before, the original July 2018 compliance date.

MARS incorporated

"The Nutrition Facts panel, which is more consumer friendly in terms of pointing towards the overall calories consumed and having...added sugar labeling,' should be rapidly implemented, [Matthais Berninger, corporate staff officer, public affairs at Mars, Inc.,] said. 'We shouldn't postpone it.'"¹



"Hershey will be moving ahead with rolling it out on its products during the rest of this year and in 2018...The company plans to start the process in the autumn with products such as Hershey's Kisses milk chocolates among the first to hit the shelves with the new packaging. All new products will also launch with the new labelling."⁴



"We've spent time and money calculating nutrition profiles, redesigning artwork and printing new labels based on FDA guidance. And although we have a complex supply chain in which we manage more than 300 suppliers at a time, we found the original, multi-year compliance timeframe to be achievable."²



"Campbell also plans to comply with the Food and Drug Administration's new nutrition facts panel by the original July 2018 deadline, even though the timetable was recently delayed by the agency."³



"KIND believes it's important to provide consumers with the information they need make the most informed food choices. That is why last year we began updating our labels,' Justin Mervis, the senior vice president and general counsel, said in a written statement. 'We anticipate completing our label updates by Spring 2018 despite any delays to the compliance date for the Nutrition Facts Label Final Rules.'"⁵

References

1. Crawford E. (May 22, 2017). Delaying added-sugar labeling could hurt manufacturers in the long run, experts warn. *Food Navigator*. Available at <http://www.foodnavigator-usa.com/Manufacturers/Delaying-added-sugar-labeling-could-hurt-manufacturers-in-the-long-run>.
2. Panera, LLC, letter to the U.S. Office of Management and Budget. Unpublished.
3. Doering C. (July 21, 2017). Campbell leaving GMA at the end of the year, citing differences in 'purpose and principles.' *Food Dive*. Available at <http://www.fooddive.com/news/grocery--campbell-leaving-gma-at-the-end-of-the-year-citing-differences-in-purpose-a/447575/>.
4. Coyne A. (July 14, 2017). Hershey uses new Nutrition Facts panel despite Trump delay. *Just-food*. Available at https://www.just-food.com/news/hershey-uses-new-nutrition-facts-panel-despite-trump-delay_id137208.aspx.
5. Poinski M. (June 13, 2017). Trump Administration delays implementation of redesigned Nutrition Facts label. *Food Dive*. Available at <http://www.fooddive.com/news/trump-administration-delays-implementation-of-redesigned-nutrition-facts-la/444891/>.