

NUTRIENT CONTENT CLAIMS CHECKLIST

1

UNDERSTAND THE BASICS

- Familiarize with FDA's nutrient content claim guidelines.
- Ensure claims provide insights into the product's nutritional value.

2

IDENTIFY TYPE OF NUTRIENT CLAIM

- Absolute Claims (e.g., "Sugar-Free")
- Relative Claims (e.g., "Reduced Fat")
- Nutrient Level Statements (e.g., "Contains 10 grams of Protein")
- General Nutrient Claims (e.g., "Healthy")

3

VERIFY CLAIM DEFINITIONS

- Check calorie, sugar, and fiber claims against FDA criteria.
- Ensure wording like "Low" or "Free" meets specific requirements.

4

FORMATTING AND PRESENTATION

- Make the claim easily noticeable (bold fonts, strategic placement).
- Ensure font size is proportional to the label size.
- Use contrasting colors or font styles for visibility.
- Use clear language, avoiding technical jargon.
- Add supporting information if space allows.

5

STAY UPDATED WITH LABEL CHANGES

- Be aware of recent changes to the Nutrition Facts label.
- Ensure calorie count and serving size are highlighted.

6

KNOW THE EXCEPTIONS

- Recognize exceptions for small packages and bulk products.
- Understand exemptions for fresh produce and seafood.
- Be aware of products with negligible nutrient content.
- Consider claims based on new scientific evidence.

7

STAY COMPLIANT

- Regularly review FDA guidelines.
- Ensure all claims are truthful, precise, and backed by evidence.