FACTS UP FRONT FACT SHEET

About Facts Up Front

In 2011, the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI) announced Facts Up Front, a nutrient-based labeling system that displays important nutrition information from the Nutrition Facts Panel (found on the back and sides of packages) in a simple and easy-to-use format on the front of food and beverage packages. Facts Up Front is a voluntary initiative aligned with the U.S. Food and Drug Administration (FDA) and the U.S. Department of Agriculture (USDA) guidelines and regulations.

Facts Up Front is grounded in sound science and research on consumer messaging about nutrition, including the USDA’s Dietary Guidelines for Americans. It was developed in response to First Lady Michelle Obama’s request that the food and beverage industry go farther in its efforts to provide consumers with the products, tools and information they need to construct a healthy diet for themselves and their families.

Products bearing the Facts Up Front label are already in the marketplace, and GMA and FMI are working with their members to grow that number each day. So far, more than 50 manufacturers, retailers and wholesalers are voluntarily implementing Facts Up Front on their branded and private label products. Many of these products are already in the marketplace, while the rest are making their way through distribution channels to the store shelf. Manufacturers are expected to complete implementation by the end of 2014.

About the Facts Up Front Label

The Facts Up Front label makes nutrition simple and allows consumers to quickly see, understand and use key nutrient information as they scan store shelves. The basic Facts Up Front label lists calories and information about saturated fat, sodium and sugar per serving – nutrients the Dietary Guidelines for Americans recommend limiting. The four nutrient facts are always presented together as a consistent set.

Additionally, manufacturers may also include information on one or two nutrients to encourage. These nutrients – potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium and iron – are needed to build a “nutrient-dense” diet, according to the Dietary Guidelines for Americans. These nutrients to encourage can only be placed on a package when a product contains 10 percent or more of the daily value per serving of the nutrient and meets the FDA requirements for a “good source” nutrient content claim.
On small food packages with limited space, one nutrient fact may be used, representing calories in a serving of the food. This labeling complements the Clear on Calories labeling system developed by the American Beverage Association.

**Facts Up Front Consumer Education Campaign**

As the FDA’s recent literature review found, front-of-package labels are most effective when bolstered by an education program. GMA and FMI recently rolled out a robust consumer education campaign aimed at driving further awareness of the *Facts Up Front* program and understanding of the label so that consumers can make more informed choices for themselves and their families. This campaign is centered on a digital platform – [www.FactsUpFront.org](http://www.FactsUpFront.org) – supported by paid media and retailer engagement.

**Digital Platform:** [www.FactsUpFront.org](http://www.FactsUpFront.org) is a user-friendly website launched in April 2013. It provides educational tools and resources to help consumers increase their nutrition knowledge, understand their individual nutrient needs and put the *Facts Up Front* information to use when shopping.

The interactive tools and resources found on the website are available in both English and Spanish and on mobile devices. These include:

- **A Nutrition Calculator** – Helps people determine the specific calorie and nutrient needs for themselves and their family members;
- **An Interactive Label** – Explains all the nutrients featured in *Facts Up Front*, how they impact your health and common nutrient sources;
- **A Nutrition Quiz** – Allows nutrition novices and savvy shoppers alike to identify opportunities to learn more about building a healthful diet;
- **Shopping and Meal Planning Tips** – Provide advice from registered dietitians to help Americans overcome common obstacles to creating healthful meals; and
- **Recipes** – Offer easy, delicious dishes that can be made with products bearing the *Facts Up Front* label.

There is also a section of the website for health professionals, which provides downloadable tools and resources for educating consumers, patients and clients.

**Paid Media:** The campaign also includes a more than $10.5 million paid media component featuring print and digital advertising designed to raise awareness of the program among busy moms, who are the primary grocery shoppers in most households. *Facts Up Front* advertising will run March 2014 through October 2014 in key outlets including *Parents, Latina, People, Ebony* and CafeMom. The advertising component will reach approximately 90 percent of the campaign’s target audience of moms.

**Retailer Engagement:** Retailers are being provided with an online toolkit to help them communicate about *Facts Up Front* and answer consumer questions as they shop. The kit includes shopper marketing assets like signage and display art that will help drive awareness of the program in stores. Tips and tools for customer communication, employee education, digital communication and community relations activities are also included among the resources available to retailers online.