

Health Claims – General Requirements

Consistent with regulations

Describe value of ingestion, as part of a total dietary pattern

Complete, truthful, and not misleading

All information in one place

Comprehensible to the public

Health Claims – General Requirements

Substance meets "low" or "high" requirements

Claim states any differences from RACC

Restaurant foods: Reasonable basis that food meets requirements

Nutrition labeling required

Health Claims – Additional Requirements

No expressed or implied claims unless:

Authorizing regulation

Conformance to general and specific provisions

No disqualifying levels exceeded

No substance at inappropriate level

Food not for infants and toddlers

Food has nutritive value