

ingredient.

Also, the ingredient list will include, when appropriate:

- FDA-certified color additives, such as FD&C Blue No. 1, by name
- sources of protein hydrolysates, which are used in many foods as flavors and flavor enhancers
- declaration of caseinate as a milk derivative in the ingredient list of foods that claim to be non-dairy, such as coffee whiteners

The main reason for these new requirements is that some people may be allergic to such additives and will now be better able to avoid them.

As required by NLEA, beverages that claim to contain juice now must declare the total percentage of juice on the information panel. In addition, FDA's regulation establishes criteria for naming juice beverages. For example, when the label of a multi-juice beverage states one or more—but not all—of the juices present, and the predominantly named juice is present in minor amounts, the product's name must state that the beverage is flavored with that juice or declare the amount of the juice in a 5-percent range; for example, "raspberry flavored juice blend" or "juice blend, 2 to 7 percent raspberry juice."

Economic Impact

It is estimated that the new food label will cost FDA-regulated food processors between \$1.4 billion and \$2.3 billion over the next 20 years. The benefits to public health—measured in monetary terms—are estimated to well exceed the costs. Potential benefits include decreased rates of coronary heart disease, cancer, osteoporosis, obesity, high blood pressure, and allergic reactions to food.

Public Education

To help consumers get the most from the new food label,

FDA and USDA have embarked on a multi-year food labeling education campaign. The campaign involves participation from consumer, trade and health groups, as well as other government agencies. Its purpose is to increase consumers' knowledge and effective use of the new food label and assist them in making accurate and sound dietary choices in accordance with the Dietary Guidelines for Americans.

Along with the new food label, education materials are expected to start making their appearance in early 1993.

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