

tains no more than 480 mg sodium and no more than 60 mg cholesterol per serving. A final rule is expected in 1993.

"Fresh"

Although not mandated by NLEA, FDA also issued a regulation for the term "fresh." The agency took this step because of concern over the term's possible misuse on some food labels.

The regulation defines the term "fresh" when it is used to suggest that a food is raw or unprocessed. In this context, "fresh" can be used only on a food that is raw, has never been frozen or heated, and contains no preservatives. (Irradiation at low levels is allowed.) "Fresh frozen," "frozen fresh," and "freshly frozen" can be used for foods that are quickly frozen while still fresh. Blanching (brief scalding before freezing to prevent nutrient breakdown) is allowed.

Other uses of the term "fresh," such as in "fresh milk" or "freshly baked bread," are not affected.

Baby Foods

FDA is not allowing broad use of nutrient claims on infant and toddler foods. However, the agency may propose later claims specifically for these foods. The terms "unsweetened" and "unsalted" are allowed on these foods, however, because they relate to taste and not nutrient content.

Health Claims

Claims for seven relationships between a nutrient or a food and the risk of a disease or health-related condition will be allowed for the first time. They can be made in several ways: through third-party references, such as the National Cancer Institute; statements; symbols, such as a heart; and vignettes or descriptions. Whatever the case, the claim must meet the requirements for authorized health claims; for example, they cannot state the degree of risk reduction and can only use "may" or "might" in discussing the nutrient or food-disease relationship. And they must state that other factors play a role in that disease.

They also must be phrased so that the consumer can understand the relationship between the nutrient and the disease and the nutrient's importance in relationship to a daily diet.

An example of an appropriate claim is: "While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease."

The allowed nutrient-disease relationship claims and rules for their use are:

- **Calcium and osteoporosis:** To carry this claim, a food must contain 20 percent or more of the DV for calcium (200 mg) per serving, have a calcium content that equals or exceeds the food's content of phosphorus, and contain a form of calcium that can be readily absorbed and used by the body. The claim must name the target group most in need of adequate calcium intakes (that is, teens and young adult white and Asian women) and state the need for exercise and a healthy diet. A product that contains 40 percent or more of the DV for calcium must state on the label that a total dietary intake greater than 200 percent of the DV for calcium (that

is, 2,000 mg or more) has no further known benefit.

- **Fat and cancer:** To carry this claim, a food must meet the descriptor requirements for "low-fat," or, if fish and game meats, for "extra lean."

- **Saturated fat and cholesterol and coronary heart disease (CHD):** This claim may be used if the food meets the definitions for the descriptors "low saturated fat," "low-cholesterol," and "low-fat," or, if fish and game meats, for "extra lean." It may mention the link between reduced risk of CHD and lower saturated fat and cholesterol intakes to lower blood cholesterol levels.

- **Fiber-containing grain products, fruits and vegetables and cancer:** To carry this claim, a food must be or must contain a grain product, fruit or vegetable and meet the descriptor requirements for "low-fat," and, without fortification, be a "good source" of dietary fiber.

- **Fruits, vegetables and grain products that contain fiber and risk of CHD:** To carry this claim, a food must be or must contain fruits, vegetables and grain products. It also must meet the descriptor requirements for "low saturated fat," "low-cholesterol," and "low-fat" and contain, without fortification, at least 0.6 g soluble fiber per serving.

- **Sodium and hypertension (high blood pressure):** To carry this claim, a food must meet the descriptor requirements for "low-sodium."

- **Fruits and vegetables and cancer:** This claim may be made for fruits and vegetables that meet the descriptor requirements for "low-fat" and that, without fortification, for "good source" of at least one of the following: dietary fiber or vitamins A or C. This claim relates diets low in fat and rich in fruits and vegetables (and thus vitamins A and C and dietary fiber) to reduced cancer risk. FDA authorized this claim in place of an antioxidant vitamin and cancer claim.

Folic Acid

In its soon-to-be published rules, FDA is denying the use of a health claim for folic acid and neural tube defects. In September 1992, the U.S. Public Health Service recommended that all women of childbearing age consume 0.4 mg of folic acid daily to reduce their risk of having a pregnancy affected with a neural tube defect. PHS identified several issues that remain to be resolved before FDA can take appropriate action to implement the recommendation and to decide whether to authorize a claim. The issues include the appropriate level of folic acid in food, safety concerns regarding increased intakes of folic acid, and specific options for implementation.

In November 1992, FDA convened an advisory committee to consider these issues. FDA is now reviewing that committee's recommendations.

Ingredient Labeling

As part of the new rules, the list of ingredients will undergo some changes, too. Chief among them is a new regulation that requires full ingredient labeling on "standardized foods," which previously were exempt. Ingredient declaration will now have to be on all foods that have more than one