

drate, dietary fiber, and protein, the declaration states "less than 1 g."

For foods for children under 2, the simplified format may be used if the product contains insignificant amounts of six or more of the following: calories, total fat, sodium, total carbohydrate, dietary fiber, sugars, protein, vitamins A and C, calcium, and iron.

If the simplified format is used, information on total calories, total fat, total carbohydrate, protein, and sodium—even if they are present in insignificant amounts—must be listed. Other nutrients, along with calories from fat, must be shown if they are present in more than insignificant amounts. Nutrients added to the food must be listed, too.

Small and medium-size packages will be granted certain exceptions to make the nutrition labeling practical on the smaller space.

Serving Sizes

Whatever the format, the serving size remains the basis for reporting each food's nutrient content. However, unlike in the past, when the serving size was up to the discretion of the food manufacturer, serving sizes now will be more uniform and will reflect the amounts that people actually eat. They also must be expressed in both common household and metric measures.

NLEA defines serving size as the amount of food customarily eaten at one time. The serving sizes that appear on food labels will be based on FDA-established lists of "Reference Amounts Customarily Consumed Per Eating Occasion."

These reference amounts, which are part of the new regulations, are broken down into 139 FDA-regulated food product categories, including 11 groups of foods specially formulated or processed for infants or children under 4. They list the amounts of food customarily consumed per eating occasion for each category, based primarily on national food consumption surveys. FDA's list also gives the suggested label statement for serving size declaration. For example, the category "breads (excluding sweet quick type), rolls" has a reference amount of 50 grams, and the appropriate label statement for sliced bread or roll is "___ piece(s) (___ g)" or, for unsliced bread, "2 oz (56 g/___ inch slice)."

The serving size of products that come in discrete units, such as cookies, candy bars and sliced products, is the number of whole units that most closely approximates the reference amount. Cookies are an example. Under the "bakery products" category, cookies have a reference amount of 30 g. The household measure closest to that amount is the number of cookies that comes closest to weighing 30 g. Thus, the serving size on the label of a package of cookies in which each cookie weighs 13 g would read "2 cookies (26 g)."

If one unit weighs more than 50 percent but less than 200 percent of the reference amount, the serving size is one unit. For example, the reference amount for bread is 50 g; therefore, the label of a loaf of bread in which each slice weighs more than 25 g would state a serving size of one slice.

Certain rules apply to food products that are packaged and sold individually. If such an individual package is less than

200 percent of the applicable reference amount, the item qualifies as one serving. Thus, a 360-milliliter (12-fluid-ounce) can of soda is one serving, since the reference amount for carbonated beverages is 240 mL (8 ounces).

However, if the product has a reference amount of 100 g or 100 mL or more and the package contains more than 150 percent but less than 200 percent of the reference amount, manufacturers have the option of deciding whether the product can be one or two servings.

An example is a 15-ounce (420 g) can of soup. The serving size reference amount for soup is 245 g. Therefore, the manufacturer has the option to declare the can of soup as one or two servings.

Daily Value—DRVs

The new label reference value, Daily Value (DV), comprises two new sets of dietary standards: Daily Reference Values (DRVs) and Reference Daily Intakes (RDIs). Only the Daily Value term will appear on the label, though, to make label reading less confusing.

As part of new regulations, DRVs are being introduced for macronutrients that are sources of energy: fat, carbohydrate (including fiber), and protein; and for cholesterol, sodium and potassium, which do not contribute calories.

DRVs for the energy-producing nutrients are based on the number of calories consumed per day. A daily intake of 2,000 calories has been established as the reference. This level was chosen because it has the greatest public health benefit for the nation.

DRVs for the energy-producing nutrients are calculated as follows:

- fat based on 30 percent of calories
- saturated fat based on 10 percent of calories
- carbohydrate based on 60 percent of calories
- protein based on 10 percent of calories. (The DRV for protein applies only to adults and children over 4. RDIs for protein for special groups have been established.)
- fiber based on 11.5 g of fiber per 1,000 calories.

Because of current public health recommendations, DRVs for some nutrients represent the uppermost limit that is considered desirable. The DRVs for fats and sodium are:

- total fat: less than 65 g
- saturated fat: less than 20 g
- cholesterol: less than 300 mg
- sodium: less than 2,400 mg

Daily Value—RDIs

The RDI replaces the term "U.S. RDA," which was introduced in 1973 as a label reference value for vitamins, minerals and protein in voluntary nutrition labeling. The name change was sought because of confusion that existed over "U.S. RDAs," the values determined by FDA and used on food labels, and "RDAs" (Recommended Dietary Allowances), the values determined by the National Academy of Sciences for various population groups and used by FDA to figure the U.S. RDAs.

However, the values for the new RDIs will remain the