

While the nutrients in milk, cheese, and yogurt aren't changing, the Food and Drug Administration (FDA) is updating how foods, including dairy foods, must be labeled.

When it's changing

The final rule was released May 2016 and the compliance date of this final rule is July 26, 2018 for companies with \$10 million or more in annual food sales. Smaller companies will have until July 26, 2019 to comply.

Why it's changing

The revisions are meant to reflect the most current understanding of nutrition science as well as the reality of how people eat and drink today. This may help people make informed choices for themselves and their families.

What's changing?

The Look.

A few small changes update this iconic design in a big way.

Key information is in **larger print and bold** to help people easily find what they need.

Calories are more prominent because calories count.

The footnote on the label is **shorter and simpler**.

The Nutrients.

Say hello to the newest members of the nutrition label.

Vitamin D and potassium replace vitamins A and C as nutrients required on the label, in addition to calcium and iron. These are the vitamins and minerals of greatest public health concern based on the latest scientific evidence.

Sample Nutrition Facts Panel for Low-Fat Milk

Nutrition Facts	
8 servings per container	
Serving size	1 cup (240mL)
Amount per serving	
Calories	100
	% Daily Value*
Total Fat 2.5g	3%
Saturated Fat 1.5g	8%
<i>Trans</i> Fat 0g	
Cholesterol 10mg	4%
Sodium 105mg	5%
Total Carbohydrate 13g	4%
Dietary Fiber 0g	0%
Total Sugars 13g	
Includes 0g Added Sugars	0%
Protein 8g	16%
Vitamin D 3mcg	15%
Calcium 305mg	25%
Iron 0mg	0%
Potassium 370mg	8%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Values in the Nutrition Facts Panel are based on USDA Database SR28 #01082 for illustration purposes only. Manufacturer data may vary and each milk variety will differ. Added sugar was calculated using the following information: 8 fluid oz of low-fat milk (#01082) contains 13 g intrinsic sugar and 0 grams added sugar.

The Rules.

"Servings" and "servings per containers" get redefined.

Serving sizes for some food categories are changing

based on how much we typically eat today. By law, the label information on serving sizes must be based on what people actually eat, not on what they "should" be eating.

The actual amount, not just the % Daily Value (DV) of vitamin D, calcium, iron, and potassium will be listed on the label.

FDA is introducing "Added Sugars"

because there is now dietary guidance that encourages people to limit their consumption. Additionally, FDA is renaming "Sugars" to "Total Sugars" to differentiate the two.

"Total Sugars" includes the sum of naturally occurring sugars (such as lactose) and added sugars. Naturally occurring sugars will NOT be included as "Added Sugars" on the label.

Things to Know about Milk's Nutrition Facts Label

1

While people have always been able to use the ingredient list to see if sugar was added to the milk, now the label will have the gram amount and the %DV for Added Sugars. FDA has defined the Daily Reference Value (DRV) for Added Sugar as 50 grams for ages 4 years and older.

Low-Fat Milk*

Dietary Fiber 0g	0%
Total Sugars 13g	
Includes 0g Added Sugars	0%
Protein 9g	18%

Low-Fat Chocolate Milk*

Dietary Fiber 0g	0%
Total Sugars 25g	
Includes 12g Added Sugars	24%
Protein 9g	18%

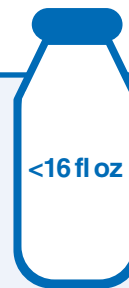
2

The serving size (Reference Amount Customarily Consumed) for milk hasn't changed: it's still 8 fluid oz (240 ml).



3

Some milk cartons (<16 oz) will now be labeled as one serving.



4

Even though the good nutrition of milk is still the same, the %DV that milk provides will change for some nutrients because the Daily Values have changed. Here's a look at the nutrients that are most important to milk.

Some milk may be a good source of selenium and/or zinc. Each product will need to be evaluated separately.

Example: 8 fluid oz (240 mL) Low-Fat Milk*

% Daily Values that are Increasing

	To	Claim
Vitamin A	15%	Still a Good Source
Vitamin B ₁₂	50%	Still an Excellent Source
Riboflavin	35%	Still an Excellent Source
Niacin	10%	Now a Good Source
Pantothenic Acid	20%	Now an Excellent Source

% Daily Values that are Decreasing

	To	Claim
Vitamin D	15%	Now a Good Source rather than Excellent Source
Calcium	25%	Still an Excellent Source
Potassium	8%	No longer a Good Source
Phosphorus	20%	Still an Excellent Source

% Daily Values that Stay the Same

	Still	Claim
Protein	16%	Still a Good Source

It's what's inside that counts

The Nutrition Facts panel is changing, but the simple fact is milk** remains one of the best – and tastiest – ways to help ensure your diet is nutritious.

Milk is a source of 9 essential nutrients. Milk is a good or excellent source of protein, calcium, vitamins A and D, vitamin B₁₂, riboflavin (B₂), niacin, phosphorus, and pantothenic acid.

Now that's something to raise your glass to!



* Values based on USDA Database for illustration purposes. Manufacturer data may vary and each milk variety will differ. Added sugar for low-fat chocolate milk (USDA SR#01104) was calculated based on 8 fluid oz of low-fat milk (USDA SR#01082) contains 13 g naturally occurring sugar and 0 grams added sugar.

** The Dietary Guidelines for Americans recommends low-fat or fat-free milk.

About the Daily Values (DV)

Daily Value is a single term to designate both Daily Reference Values (DRVs) and Reference Daily Intakes (RDIs).

Daily Values do not appear on the food label, but are used for calculating %DV. Daily Values were updated based on the latest science.

Here's Why it Matters

Even if the amount of a specific nutrient (or nutrients) in a food or beverage has not changed, the change in the Daily Value will impact the %DV the product provides and the nutrient content claims that can be made.

When the Daily Value decreases, the %DV the food provides will increase, and vice versa.

Daily Values that are ...

Increasing		
	From	To
Total Fat	65 g	78 g
Dietary Fiber	25 g	28 g
Calcium	1,000 mg	1,300 mg
Vitamin D	400 IU (10 mcg)	20 mcg
Potassium	3,500 mg	4,700 mg
Vitamin C	60 mg	90 mg
Vitamin K	80 ug	120 mcg
Phosphorus	1,000 mg	1,250 mg
Magnesium	400 mg	420 mg
Manganese	2.0 mg	2.3 mg

Units

g = grams
 IU = International Units
 mg = milligrams
 mcg = micrograms
 RAE = Retinol Activity Equivalents
 NE = Niacin Equivalents
 DFE = Dietary Folate Equivalents

Decreasing		
	From	To
Sodium	2,400 mg	2,300 mg
Total Carbs.	300 g	275 g
Vitamin A	5000 IU (1500 mcg RAE)	900 mcg RAE
Vitamin E	30 IU (20 mg)	15 mg
Thiamin	1.5 mg	1.2 mg
Riboflavin	1.7 mg	1.3 mg
Niacin	20 mg	16 mg NE
Vitamin B ₆	2.0 mg	1.7 mg
Vitamin B ₁₂	6 mcg	2.4 mcg
Biotin	300 mcg	30 mcg
Pantothenic Acid	10 mg	5 mg
Zinc	15 mg	11 mg
Selenium	70 mcg	55 mcg
Copper	2.0 mg	0.9 mg
Chromium	120 mcg	35 mcg
Molybdenum	75 mcg	45 mcg
Chloride	3,400 mg	2,300 mg

Staying the Same	
	Daily Value
Saturated Fat	20 g
Cholesterol	300 mg
Protein	50 g
Iron	18 mg
Folate	400 mcg DFE
Iodine	150 mcg

New	
	Daily Value
Added Sugars	50 g
Choline	550 mg

More to Know About Sugar on the Label

FDA has defined the Daily Reference Value (DRV) for Added Sugar as 50 grams for ages 4 years and up and 25 grams for children 1-3 years of age.

Many dairy ingredients (e.g., dried and concentrated ingredients like Milk Protein Concentrate) will NOT be included as "Added Sugars" on the label.

Lactose isolated from milk and added to a food IS considered "Added Sugars" on the label.

