CALIFORNIA
EST. 1992
Olive Oil
COUNCIL
Celebrating 25 Years

New FDA Labeling Laws

FSMA

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A QUICK

OVERVIEW

- Why the change
- What are the changes
- Compliance Dates
- Health Claims in Olive Oil?

Out with the Old in with the New

Why the Change

- Every 5 years FDA releases a revision to the Dietary guidelines evaluation
- Nutritionist evaluate research and health of humans to understand the best dietary recommendations
- 2015 Report Summarizes:
  - More awareness on added sugar is needed, concerns with too much added sugar in diet as calories
  - Reduce sodium and saturated fats intake
  - Focus on variety of nutrients and amount. "Moderation is key"
  - Emphasis on NUTRIENT DENSE foods and beverages
  - Healthy eating patterns
  - EXERCISE!!!

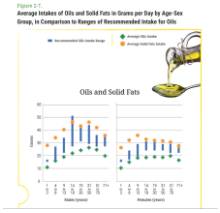
Healthy Eating

- Vegetables
  - specifying the types (dark green, red and orange)
- Protein
  - diversity is key
  - Animal and plan proteins are important
- Fruits
  - focus on whole fruits
- Grains
  - whole grains are preferred, should be a smaller portion of diet
- Dairy
  - Yogurts, Milk, cheese, fat free/low fat
- Oils ***ACTUALLY HAS ITS OWN CATEGORY***
  - Olives, nuts, avocados, seafood

https://www.choosemyplate.gov/oils

Nutrients

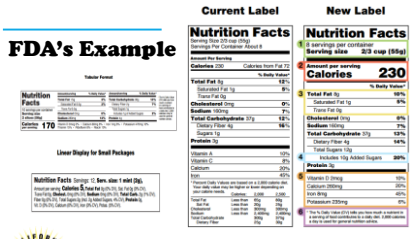
- *Appendix 4 USDA Food Patterns: Healthy **Mediterranean Style Eating***
- Focus on liquid oils vs solid fats *wherever possible*
- *Focus on higher fat foods (seeds, nuts, seafood) in place of other meats.*
- *Reduce Saturated fat intake- don't eliminate. Should be no more than 10% of diet*



Key Labeling Facts

- Principle Display Panel (PDP)
  - Identity of Product : Extra Virgin Olive Oil
    - Shall be in bold type, parallel to base of package, size relative to the most prominent printed matter
  - Net Quantity (metric and customary units)
    - Must be at the bottom 30% of the PDP of label in bold face print in distinct contract to other information
- Information Panel- ALWAYS on right side of PDP
  - Nutrition Facts
  - Ingredients
  - Name and Place of Business (produced for, milled by, etc.)
  - No intervening material allowed between the above

FDA's Example



Key Changes Affecting Our Industry

- FORMAT→ important for clarity to consumer
  - Larger font for Calories
  - Revision to Daily Value statement
- CONTENTS→ Key push from Dietary Guidelines
  - Removing Calories from Fat *irrelevant*
  - Add "added sugars" for better transparency to consumers
  - Revision to serving sizes to reality of normal use.
  - Dietary Fiber required
  - New Daily value calculations
  - Revision to what Vitamins to Call out as mandatory
- Regulatory→ Mandate that you have to have proof of your nutrition facts
  - How were they derived, official or database driven
  - Validation tests for any health claims

Key Nutrition Facts

- Required
  - **Total Fat**
    - Saturated Fat
    - *Trans* Fat
  - **Cholesterol**
  - **Sodium**
  - **Total Carbohydrate**
    - Dietary Fiber
    - Sugars
  - **Protein**
- Vitamins & Minerals: D, Calcium, Iron, Potassium
- Optional
  - Poly unsaturated fat and Monounsaturated fat (must be both)

The New EVOO Facts

- Calories count change due to calculation change
- % Total fat change due to change in calculation
- All other relatively the same except the new format

Health Claims for Oil

- What in Olive Oil Causes these claims
  - Good Sterols
  - Unsaturated Fats

Approved Claims	Food Requirements	Claim Requirement
Saturated Fat, Cholesterol, and Trans Fat, and Risk of Coronary Heart Disease (Docket No. 02R-0279)	Low saturated fat Low cholesterol Zero quantitative trans fat labeling Contains less than 0.5 grams fat per RACC Contain < less than 0.5 grams fat	Required wording of the claim: ***"Diets low in saturated fat and cholesterol and as possible in trans fat, may reduce the risk of heart disease."***
Substitution of Saturated Fat in the Diet with Unsaturated Fat and Reduced Risk of Heart Disease (Docket No. 00Q-1383)	Low fat Meets all general requirements for health claims in 21 CFR 101.14	Required wording of the claim: "Replacing saturated fat with unsaturated fat may reduce the risk of heart disease. To achieve this benefit, total daily calories should not increase."
"Plant Sterol/stanol esters and Risk of Coronary Heart Disease (21 CFR 101.83)	At least 0.65g plant sterol esters per RACC of spreads and salad dressings, or At least 1.7 g plant sterol esters per RACC of dressings, snack bars, and dietary supplements Low saturated fat, Low Cholesterol, Spreads and salad dressings that exceed 13 g fat per 100 g must bear the statement "see nutrition information for fat content" Salad dressings are exempted from the minimum 10% DV nutrient requirement	Required terms: ***"May" or "might" reduce the risk of CHD*** "Plant sterol esters" or "plant stanol esters", except "vegetable oil" may replace the term "plant" (if vegetable oil is the sole source of the sterol/stanol ester Claim specifies plant sterols/stanol esters as a source of the sterol/stanol ester Claim does not attribute any degree of CHD risk reduction Claim specifies the daily dietary intake of plant sterol or stanol esters necessary to reduce CHD risk, and the amount provided per serving Claim specifies that plant sterol or stanol esters should be consumed with two different meals each a day
Dietary Saturated Fat and Cholesterol, and risk of Coronary Heart Disease (21 CFR 101.75)	low saturated fat, Low cholesterol, and Low fat	Required terms: Saturated Fat "Coronary heart disease" or "heart disease" ***Includes physician statement (individuals with elevated blood total, or LDL cholesterol should consult their physicians); if claim defines high or normal blood total and LDL cholesterol.***

Compliance Requirements

- July 26th 2018 everyone must begin producing with new Nutrition Format
- July 26 2019 for companies <10million
- Depending on the complexity of your label and your desire to have label claims
  - Copy of 3rd party lab or software (Genesis) to prove the new format you have
  - COOC is offering to their members; would need to keep track of this document as proof for audit purposes

New FDA Labeling Laws

THANK YOU!