Nutrition Keys Front-of-Package Nutrition Labeling Initiative
Fact sheet

The food and beverage industry, working collaboratively through the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI), shares First Lady Michelle Obama’s goal of solving childhood obesity within a generation. The Nutrition Keys program was developed in response to a request from Mrs. Obama in March of last year, and the program would not have been possible without her leadership.

Nutrition Keys Program Facts

- America’s food and beverage manufacturers and retailers have joined forces to develop and implement the Nutrition Keys initiative, an unprecedented voluntary front-of-pack nutrition labeling system to help busy consumers make informed decisions when they shop.

- Nutrition Keys is a fact-based approach that summarizes important nutrition information from the Nutrition Facts Panel in a clear, simple and easy-to-use format on the front of food and beverage packages. The new icon and label changes adhere to current U.S. Food & Drug Administration and United States Department of Agriculture guidelines and regulations, ensuring that consumers receive consistent and reliable information.

- Under the Nutrition Keys program, participating food and beverage companies will place an icon on the front of their products that displays calories, saturated fat, sodium and sugar per serving. The icon will also tell consumers how each serving of a product contributes to their overall diet based on recommended daily nutrition intake as established by the federal government’s U.S. Dietary Guidelines, and expressed as percent of daily value.

- In addition, the Nutrition Keys program will provide consumers with important information on nutrients to encourage – those needed to build a nutrient-dense diet – and important shortfall nutrients that are under-consumed in the diets of most Americans according to the federal
government. Nutrients to encourage that may appear on some products as part of the Nutrition Keys icon are: potassium, fiber, vitamin A, vitamin C, vitamin D, calcium, iron and also protein.

- A program similar to Nutrition Keys is in use on a voluntary basis in the United Kingdom, where it enjoys wide consumer acceptance. In the U.K., 83% of consumers are aware of the icon and 63% report that they use the information summary when they make decisions at the point of purchase.

- Extensive consumer testing conducted by the International Food Information Council Foundation shows that the Nutrition Keys icon enjoys wide support from consumers. The Nutrition Keys icon, combined with the Nutrition Facts Panel, will help consumers make informed choices when they shop.

$50 Million Consumer Education Campaign Facts

- Nutrition Keys participating companies have agreed to fund a $50 million consumer education campaign to drive consumer awareness and use of the Nutrition Keys icon.

- Parents who are primary household shoppers are the target audience for the campaign.

- The campaign will utilize multiple platforms, including television, radio, print and digital advertising, as well as extensive in-store marketing and public relations initiatives, to reach its target audience.

- The consumer education campaign will begin in the fall of 2011 and expand as the use of the Nutrition Keys icon increases in the marketplace.

Fast Facts

- Consumers will begin to see the Nutrition Keys icon on food and beverage products in the next several months. Based on inventory and seasonality, the icon’s presence in the marketplace will continue to grow throughout the year.

- The Board of Directors of GMA and FMI adopted a joint resolution in support of the Nutrition Keys initiative at their January 23 joint board meeting. Those companies represent the vast majority of products in your local store.

- The Nutrition Keys program, combined with in-store nutrition guidance, provides consumers with unprecedented access to nutrition information when they shop.