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ASN EXPRESSES SUPPORT FOR FDA'S DECISION TO ADDRESS FRONT-OF-PACK LABELING

October 23, 2009– The American Society for Nutrition commends the Food and Drug Administration (FDA) on its recent announcement of intent to develop standardized criteria on which front-of-pack (FOP) nutrition and shelf labeling could be based. In a letter posted on its website, FDA stated, “We want to work with the food industry – retailers and manufacturers alike – as well as nutrition and design experts and the Institute of Medicine to develop an optimal, common approach to nutrition-related FOP and shelf labeling that all Americans can trust and use to build better diets and improve their health.”

“ASN strongly agrees with the FDA’s position that all front-of-pack and shelf labeling systems should be rooted in sound science. We applaud the agency’s efforts to develop a standard that all programs would be required to meet, and we look forward to assisting FDA in these efforts,” said ASN President Jim Hill, PhD. “Consistent, science-based criteria are in the best interest of consumers.”

Finally, ASN fully supports the decision of the Smart Choices Program Board of Directors to postpone the active operations of the Smart Choices Program as FDA works to address both front-of-pack and on shelf labeling. “ASN will continue to provide nutrition science expertise within the dialogue on front-of-pack labeling in order to best serve the interests of the health of Americans,” said Hill.

The American Society for Nutrition (ASN) is the preeminent professional organization for nutrition research scientists and clinicians around the world. ASN is dedicated to bringing together the top nutrition researchers, medical practitioners, policy makers and industry leaders to advance our knowledge and application of nutrition. Founded in 1928, ASN publishes The American Journal of Clinical Nutrition (AJCN) and the Journal of Nutrition (JN). Visit ASN online at www.nutrition.org.

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