FDA Nutrition Facts Label Webinar Series
Webinar Series Part 1: Getting Started in Genesis

ESHA Research
July 28, 2016
Upcoming Webinars

New FDA Nutrition Facts Labels | Part 2
August 16, 2016
Let’s get to the details. ESHA Webinar Series Part 2 of 3 will cover many of the important changes considering Dietary Fiber, Added Sugar, Vitamin D, and Potassium. We will also discuss nutrient Daily Value (DV) changes and how to make unit conversions.

New FDA Nutrition Facts Labels | Part 3
September 13, 2016
ESHA Webinar Series Part 3 of 3 will go over user best practices for transitioning from the pre-existing labels to the new label formats both in and outside of Genesis, as well as a discussion regarding required documentation for certain nutrients.

September 20, 2016
During this 30 minute webinar, we will provide an overview of the new Genesis R&D Supplement Formulation & Labeling software program, including how to add ingredients, create formulas, and generate a Supplement Facts label.

To register or view archived webinars please visit: www.esha.com/news-events/webinars
Genesis R&D Training

Genesis Professional Training - August 22-23, 2016, Chicago, IL
This training session will cover the essentials of Genesis R&D including creating ingredients and recipes/formulas, reporting, best practices, and basic labeling features.

Genesis Professional Training - October 24-25, 2016, Anaheim, CA
This training session will cover the essentials of Genesis R&D including creating ingredients and recipes/formulas, reporting, best practices, and basic labeling features.

Advanced Genesis Workshop – December 1-2, 2016, Anaheim, CA
This workshop session will cover advanced topics in detail such as the due diligence process and documentation, ingredient and recipe management, advanced label topics, allergen statements, nutrient content claims, and more.

For more information including cost and availability, please contact our training coordinator by phone at 503-585-6242 or by email at training@esha.com.
About ESHA Research

ESHA Research was established in 1981 with the goal of providing a comprehensive nutrition database with few missing values.

Our Solutions Include
• Food Formulation & Labeling Software
• Restaurant Menu Analysis & Labeling Software
• Supplement Formulation & Labeling Software
• Nutrition & Diet Analysis Software
• Consulting Services
Genesis R&D

Food Analysis & Labeling Software

- Released in 1991
- Pre & Post 2016 Label formats
- Product Development
- Menu Analysis
- Nutrient Analysis
- Nutrient Search
- Reporting Features
- Audit Trails

- Labeling & Compliance
  - Allergen Statements
  - Ingredient Statements
  - Nutrient Content Claims
Agenda

During this 45 minute webinar we will cover:
• Brief Overview of What’s Happened
• New FDA Labels Available
• Displaying the New FDA Labels in Genesis
  – Preferences vs. Edit Label
• New Nutrient Fields – What’s New
  – Nutrients to View
• Helpful Reports
• Things to Consider
  – Working with your Suppliers
  – Documentation
FDA Announcement

Timeline for Compliance

• On May 27, 2016, the FDA published the final rules to the Federal Register.
• On July 26th, 2016, the industry can begin selling products with the new labels in stores.
• The compliance date for the updated Nutrition Facts labels will be July 26, 2018, for companies with more than 10 million dollars in annual food sales
  OR
• July 26, 2019, for companies with less than 10 million dollars in annual food sales.
1990 NLEA & 2016 NLEA

**Nutrition Facts**

**1990 NLEA**
- Serving Size: 2/3 cup (55g)
- Servings Per Container: About 8

**Nutrition Facts**

**2016 NLEA**
- Serving Size: 2/3 cup (55g)
- Servings Per Container: About 8

---

**Note:** Both the preexisting and new label formats will be available in Genesis as we transition through effective and compliance date timelines. The format options will include the appropriate regulations for both. Be mindful with your labeling and remember, our Support team is on hand to help you out.

---

**Nutrition Facts**

- **Calories:** 230
- **Total Fat:** 8g
- **Saturated Fat:** 1g
- **Trans Fat:** 0g
- **Cholesterol:** 0mg
- **Sodium:** 160mg
- **Total Carbohydrate:** 37g
- **Dietary Fiber:** 4g
- **Sugars:** 1g
- **Protein:** 3g

**Vitamin A:** 10%
**Vitamin C:** 8%
**Calcium:** 20%
**Iron:** 45%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.*

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>2,000 Calories</th>
<th>2,500 Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fat</td>
<td>Less than 65g</td>
<td>80g</td>
</tr>
<tr>
<td>Sat Fat</td>
<td>Less than 20g</td>
<td>26g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Less than 300mg</td>
<td>300mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>Less than 2,400mg</td>
<td>2,400mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>300g</td>
<td>375g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>25g</td>
<td>30g</td>
</tr>
</tbody>
</table>

**Calcium:** 260mg
**Iron:** 8mg
**Potassium:** 235mg

*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.*
Nutrient Changes

NEW LABELING REGULATIONS

changes in nutrient listings

MANDATORY

Added Sugars
(was not listed)

Vitamin D
(was voluntary)

Potassium
(was voluntary)

VOLUNTARY

Vitamin C
(was mandatory)

Choline
(was not listed)

Vitamin A
(was mandatory)

Flouride
(was not listed)

NOT LISTED

Other Carbohydrate
(was voluntary)

Calories from Fat
(was mandatory)
Recap

- Do you have the latest version of Genesis?
- Are you entering your own ingredients?
- Are you using the new or old label?
- Do you have your preferences set correctly in Genesis?
Recap

✓ Is there additional information you need to enter for nutrients in the new label?

✓ Is there any missing data points in your ingredients?
   Use the Spreadsheet report for the given nutrients

✓ Are you viewing the correct nutrients?
   Remember to use Nutrients to View

✓ Did the RACC change for the type of food you’re entering?
What about fiber and added sugar?!?

The final rules have implemented a number of significant changes to the Nutrition Facts labels. ESHA Webinar Series Part 2 of 3 will cover many of the nutrient DV changes and how to get calculations for Dietary Fiber, Added Sugar, Vitamin D, and Potassium.

Attend our next webinar!
Questions?

Contact Us!
Phone: 503-585-6242
Email: sales@esha.com

Helpful Resources
LinkedIn: bit.ly/ESHA-LinkedIn
Blog: www.esha.com/blog
eNewsletter: www.esha.com/esha-enewsletter