

Summary

The concise summaries below present the most important information and core messages surrounding the Facts Up Front initiative. As a health and nutrition professional, we encourage you to use these summaries to explain Facts Up Front to your clients and other industry professionals.

45-Second Summary

Facts Up Front is a groundbreaking initiative helping consumers make more informed choices when shopping for packaged food and beverages. This highly ambitious and visible labeling program allows manufacturers and retailers to highlight information about calories, saturated fat, sodium and sugars on an icon that appears on the front of packages. Facts Up Front also provides information about fiber, vitamins, calcium and other nutrients that are essential for a smart diet. GMA and FMI member companies—representing approximately 80 percent of retail food and beverage products—have adopted the Facts Up Front program and will support it with a robust public education campaign to encourage consumers to use the icon in planning a healthy and balanced diet for themselves and their families.

10-Second Summary

Facts Up Front is a highly ambitious and visible labeling program which summarizes important nutrition information from the Nutrition Facts Panel (found on the back and sides of packages) in a simple and easy-to-use format on the front of food and beverage packages. It is designed to help consumers make more informed choices when shopping.