According to extensive consumer research, shoppers want factual information about the products they purchase in an easy-to-read and easy-to-find format. They prefer to be trusted and empowered to decide for themselves what to eat and what to limit. Further, the Nutrition Facts Panel is a credible, government-regulated source of nutrition information.

Facts Up Front is a voluntary labeling system that takes the most important information from the Nutrition Facts Panel and places it on the front-of-package, allowing consumers to access the information they need quickly and easily.

- Facts Up Front shows calories per serving and information on three nutrients to limit in the diet: saturated fat, sodium and sugars.
- Facts Up Front labels may also have information on one or two nutrients that should be consumed as part of a healthy diet. These “encouraged” nutrients will only appear on a package if the product contains 10 percent or more of the daily value per serving of the nutrient and meets the FDA requirements for a “good source.”

For more information about Facts Up Front, including consumer resources and an interactive label, visit www.FactsUpFront.org.