

FAQ

**FREQUENTLY ASKED  
QUESTIONS**

# Frequently Asked Questions

## Program Overview

### What is Facts Up Front?

Facts Up Front summarizes important nutrition information from the Nutrition Facts Panel (found on the back and sides of packages) in a clear, simple and easy-to-use format on the front of food and beverage packages.

### Why is the industry introducing Facts Up Front?

Facts Up Front provides consumers with straightforward information needed to make healthful food choices when shopping.

### What companies will participate in Facts Up Front?

GMA and FMI member companies—representing approximately 70 percent of retail food and beverage products—have adopted the Facts Up Front program.

### Is Facts Up Front already in the market place?

The Facts Up Front icon will begin to appear in the marketplace in late 2011, and will continue to grow throughout 2012.

### Is this initiative voluntary?

Yes. Facts Up Front as a way to empower consumers to make informed food decisions when they purchase packaged food and beverages.

### How will the industry help to educate consumers about Facts Up Front?

Companies participating in Facts Up Front have committed to fund a \$50 million education campaign to drive consumer awareness and encourage wider use of the Facts Up Front icon—giving consumers unprecedented access to nutrition information when they shop. This 12-month long education campaign will include print, digital, radio and television advertising, combined with robust public relations and in-store marketing efforts.

### Who developed Facts Up Front?

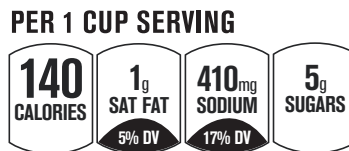
The Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI) unveiled Facts Up Front on January 24, 2011.

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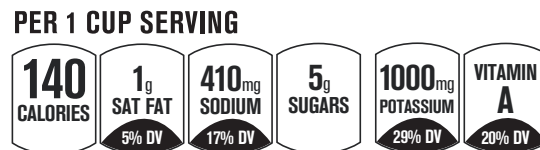
## Iconography

### What type of nutrition information does the Facts Up Front Icon provide?

Facts Up Front labeling highlights information about calories, saturated fat, sodium and sugar – nutrients the Dietary Guidelines for Americans recommend limiting in the diet. The four nutrient facts are always presented together as a consistent set.



In addition, manufacturers may also include two “nutrients to encourage” facts. These nutrients—potassium, fiber, protein, vitamin A, vitamin C, vitamin D, calcium and iron—are needed to build a “nutrient-dense” diet, according to the Dietary Guidelines for Americans. These “nutrients to encourage” can only be placed on a package when a product contains more than 10 percent of the daily value per serving of the nutrient and meets the FDA requirements for a “good source” nutrient content claim.



On small food packages with limited space, one nutrient fact may be used, representing calories in a serving of the food and beverages. This labeling complements the Clear on Calories labeling system developed by the American Beverage Association.



## Additional Information

### Where can I find more information on Facts Up Front?

More information on Facts Up Front is available at [factsupfront.org](https://factsupfront.org)