

The Makers of America's Food & Beverage Brands Commitment to Consumer Transparency on Nutrition

Providing transparent, comprehensive information for consumers to make informed decisions about the food and beverage products they choose is a core tenet of the makers of America's trusted household brands. This includes implementing industry-led initiatives and technologies to promote product transparency.

Facts up Front and **SmartLabel** demonstrate the industry's leadership and commitment to ensuring consumers have critical nutrition and ingredient information at their fingertips.

Front-of-Package Nutrition Labeling and **Facts up Front**

- The industry has worked in partnership with the **FDA for over a decade** to improve the accessibility of **critical nutrition facts**, promoting nutrition literacy and meeting **unique dietary goals**.
- Facts up Front is a voluntary, industry-led labeling initiative that summarizes important nutrition information from the **Nutrition Facts Panel** in an **easy-to-use format** on the front of food and beverage packages.
- Facts up Front labels display the total calories and saturated fat, sodium and added sugars in each serving of a food or beverage product. Some labels may also provide information about other nutrients to encourage, like dietary fiber and calcium, **helping consumers choose products with more of the nutrients they want** and less of those they want to avoid.



Research Supports Facts up Front

[The International Food Information Council \(IFIC\)](#) released [research in May 2024](#) that found:

- 
The healthiest front of package label is chosen by consumers when it includes calories, dietary fiber, added sugars, saturated fat and sodium.
- 
 The **Facts up Front** labeling system is effective in guiding consumers toward healthier choices.
- 
Callouts of nutrients of interest have a **greater effect on consumers choosing healthier options** versus using a general "healthy" symbol on the front of package.
- 
Front of Pack labels with data – like Facts up Front – were considered more trustworthy with higher levels of satisfaction when compared to labels that use colors, like traffic lights, to indicate "high in".

SmartLabel

Going beyond the label



The makers of America's trusted household brands also understand that some consumers want even more detailed information than can fit on the packaging. [SmartLabel](#), another industry-developed tool, allows people to **quickly scan a QR code to find more in-depth nutritional information instantly.**



SmartLabel empowers consumers to deep-dive into information beyond the nutrition label such as **ingredient definitions, allergen content and access nutrition literacy resources like USDA MyPlate and Dietary Guidelines for Americans.**



SmartLabel is on **more than 100,000 products** and **used by more than 1,000 brands** voluntarily.



SmartLabel is used by **millions of consumers** each year.



The makers of America's trusted household brands are committed to consumer transparency. We have researched, invested in, and implemented both Facts up Front and SmartLabel because they are common-sense, easy-to-understand systems that effectively communicate the key nutrients and nutritional facts that consumers seek for their personal health needs.

