



behind the label

a look at added sugar

Key information to takeaway:

- The Dietary Guidelines for Americans 2015 - 2020 recommend that Americans not exceed 10% of their calories from added sugars. Only 42% of Americans age 2 and older currently meet this recommendation.
- The FDA extended the compliance dates for the new Nutrition Facts Panel (NFP) to :
 - Jan 1, 2020 for manufacturers with \$10 million or more in annual food sales
 - Jan 1, 2021 for manufacturers with less than \$10 million in annual food sales
- The majority of added sugars in Americans' diets come from beverages, and there is solid scientific consensus on the negative health effects of sugary drinks.
- High intakes of added sugars have many adverse effects on health, independent of their effect on body weight. These include increased visceral adiposity, elevated triglycerides, total and LDL cholesterol and increased blood pressure. Furthermore, high intakes of added sugars are a significant risk factor for cardiovascular disease mortality.

Consumers are more aware of sugar in their food than ever before, and based on consumer research and insights, likely need counseling around the following when it comes to added sugars:

- How to read the 'Added Sugars' line on the new NFP
- How to calculate daily percentage from grams of added sugars, translating %DV and understanding their daily calorie needs
- Understanding the definition of added sugars vs. natural occurring sugars. The following are examples of added sugars that are commonly misclassified:
 - Honey
 - Maltose
 - Fruit Juice
 - Fructose
 - Agave Nectar
 - Molasses
- How to identify added sugar sources on an ingredient list
- Using tools to help calculate and manage added sugars consumption



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References

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