# NATIONAL BEEF®: UNDERSTANDING AND ACTION FSIS 2011 MANDATORY NUTRITIONAL LABELING REGULATION


National Beef®

# The Labeling Regulation



- Mandatory regulation released by FSIS & USDA
  - Publish date Dec 20, 2010
  - Mandatory compliance date now March 1, 2012

## TWO PART REGULATION

1. ALL ground or chopped meat products
   - 'Nutrition Facts Panel' (NFP) on package
   - *If making lean or fat statement, claim must be a 'complete statement' format

2. Major Muscle Cuts of Single Ingredient Raw Meat
   - Nutritionals shown as POP material near offer location
     - *Alternate Option is on package NFP
   - Proteins included in regulation:
     - beef, pork, turkey, chicken, lamb, and veal

*PDF copy of ruling available upon request

# Basic Compliance for Nutritional Labeling

National Beef

## 1. Ground Beef Products

**Two Mandatory Actions:**

1. On package 'Nutritional Facts Panel'

**AND**

2. Complete Lean/Fat Statement (*if included)


Front of package includes complete lean statement

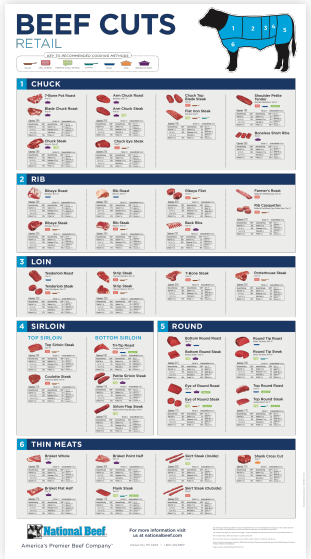
Back of Package include Nutrition Facts Panel, Receipt, and Safe Handling

## 2. Single Ingredient Whole Muscle Raw Products

**One Mandatory Action:**

- Permanent POP near offer location
  *On pack NFP is alternate option


Materials for all proteins available through *www.usda.fsis.gov*




Materials for 'Beef' available through National Beef® Rep

# Mandatory Action 1: Ground Beef

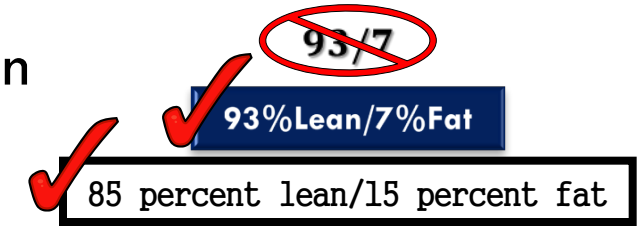


1. **On Pack Nutritional Facts Panel**
   - Every package of ground meat that leaves store must have NFP on package

     *exception is whole product ground at customer request
   - Recommend using USDA nutritional values


*Example of USDA Regulation NFP shown with voluntary Micronutrients and Trans Fat*

2. **ALL Lean Statements**
   - Not mandatory to make lean or fat claim
   - ***If*** *lean or fat claim is made* - must be complete statement of percentage lean and percentage fat

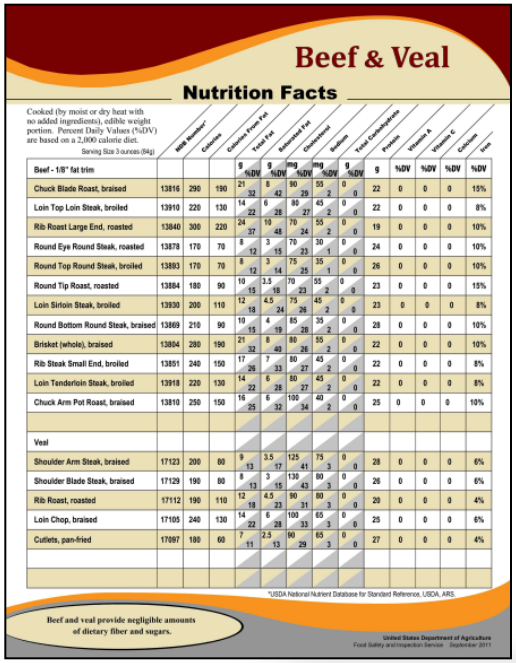



**Words must appear the same (9 CFR 317 & 381pg 82149)*

# Mandatory Action 2: Whole Muscle

National Beef





Beef & Veal

Nutrition Facts

Cooked (by moist or dry heat with no added ingredients), edible weight portion. Percent Daily Values (%DV) are based on a 2,000 calorie diet.

Serving Size 3 ounces (84g)

| | NDB Number* | Calories | Calories From Fat | Total Fat g | %DV | Saturated Fat mg | %DV | Cholesterol mg | %DV | Sodium g | %DV | Total Carbohydrate g | %DV | Protein g | Vitamin A %DV | Vitamin C %DV | Calcium %DV | Iron %DV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Beef - 1/8" fat trim | | | | | | | | | | | | | | | | | | |
| Chuck Blade Roast, braised | 13816 | 290 | 190 | 21 | 32 | 8 | 42 | 90 | 29 | 55 | 2 | 0 | 0 | 22 | 0 | 0 | 0 | 15% |
| Loin Top Loin Steak, broiled | 13910 | 220 | 130 | 14 | 22 | 6 | 28 | 80 | 27 | 45 | 2 | 0 | 0 | 22 | 0 | 0 | 0 | 8% |
| Rib Roast Large End, roasted | 13840 | 300 | 220 | 24 | 37 | 10 | 48 | 70 | 24 | 55 | 2 | 0 | 0 | 19 | 0 | 0 | 0 | 10% |
| Round Eye Round Steak, roasted | 13878 | 170 | 70 | 8 | 12 | 3 | 15 | 70 | 23 | 30 | 1 | 0 | 0 | 24 | 0 | 0 | 0 | 10% |
| Round Top Round Steak, broiled | 13893 | 170 | 70 | 8 | 12 | 3 | 14 | 75 | 25 | 35 | 1 | 0 | 0 | 26 | 0 | 0 | 0 | 10% |
| Round Tip Roast, roasted | 13884 | 180 | 90 | 10 | 15 | 3.5 | 18 | 70 | 23 | 55 | 2 | 0 | 0 | 23 | 0 | 0 | 0 | 15% |
| Loin Sirloin Steak, broiled | 13930 | 200 | 110 | 12 | 18 | 4.5 | 24 | 75 | 26 | 45 | 2 | 0 | 0 | 23 | 0 | 0 | 0 | 8% |
| Round Bottom Round Steak, braised | 13869 | 210 | 90 | 10 | 15 | 4 | 19 | 85 | 28 | 35 | 2 | 0 | 0 | 28 | 0 | 0 | 0 | 10% |
| Brisket (whole), braised | 13804 | 280 | 190 | 21 | 32 | 8 | 40 | 80 | 26 | 55 | 2 | 0 | 0 | 22 | 0 | 0 | 0 | 10% |
| Rib Steak Small End, broiled | 13851 | 240 | 150 | 17 | 26 | 7 | 33 | 80 | 27 | 45 | 2 | 0 | 0 | 22 | 0 | 0 | 0 | 8% |
| Loin Tenderloin Steak, broiled | 13918 | 220 | 130 | 14 | 22 | 6 | 28 | 80 | 27 | 45 | 2 | 0 | 0 | 22 | 0 | 0 | 0 | 8% |
| Chuck Arm Pot Roast, braised | 13810 | 250 | 150 | 16 | 25 | 6 | 32 | 100 | 34 | 40 | 2 | 0 | 0 | 25 | 0 | 0 | 0 | 10% |
| | | | | | | | | | | | | | | | | | | |
| Veal | | | | | | | | | | | | | | | | | | |
| Shoulder Arm Steak, braised | 17123 | 200 | 80 | 9 | 13 | 3.5 | 17 | 125 | 41 | 75 | 3 | 0 | 0 | 28 | 0 | 0 | 0 | 6% |
| Shoulder Blade Steak, braised | 17129 | 190 | 80 | 8 | 13 | 3 | 15 | 130 | 43 | 80 | 3 | 0 | 0 | 26 | 0 | 0 | 0 | 6% |
| Rib Roast, roasted | 17112 | 190 | 110 | 12 | 18 | 4.5 | 23 | 90 | 31 | 80 | 3 | 0 | 0 | 20 | 0 | 0 | 0 | 4% |
| Loin Chop, braised | 17105 | 240 | 130 | 14 | 22 | 6 | 28 | 100 | 33 | 85 | 3 | 0 | 0 | 25 | 0 | 0 | 0 | 6% |
| Cutlets, pan-fried | 17097 | 180 | 60 | 7 | 11 | 2.5 | 13 | 90 | 29 | 65 | 3 | 0 | 0 | 27 | 0 | 0 | 0 | 4% |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |

*USDA National Nutrient Database for Standard Reference, USDA, ARS.

Beef and veal provide negligible amounts of dietary fiber and sugars.

United States Department of Agriculture
Food Safety and Inspection Service September 2011

*Free Materials for **all** mandatory proteins at:

www.usda.fsis.gov
www.beefretail.org

Nutrition Facts
Serving Size
Servings Per Container Varied

Amount Per Serving
Calories Calories from Fat
% Daily Value*
Total Fat %
Saturated Fat %
Cholesterol %
Sodium %
Total Carbohydrate %
Protein %
Iron %

Not a significant source of Dietary Fiber, Sugars, Vitamin A, Vitamin C and Calcium.

*Percent Daily Values are based on a 2,000 calorie diet.

FPO

SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.

KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

COOK THOROUGHLY

KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

*Alternate Option is NFP on pack with Safe Handling statement

- Nutrition info delivered as:
  - POP format near offer location
    *Alternate option is NFP on package
- Applies to major muscle cuts of single ingredient raw meat
  - 12 beef cuts
  - Plus 9 pork cuts, 5 chicken cuts, 5 turkey cuts, 6 lamb cuts, 5 veal cuts

*Excel copy of all protein cuts available upon request

# Mandatory Major Beef Cuts



| Primal | Major Cut As Listed in Federal Register |
|---|---|
| Chuck | Chuck arm pot roast |
| | Chuck blade roast |
| Rib | Rib roast large end |
| | Rib steak small end |
| Loin | Loin sirloin steak |
| | Loin tenderloin steak |
| | Loin top loin steak |
| Round | Round eye round steak |
| | Round top round steak |
| | Round tip roast |
| | Round bottom round steak |
| Brisket | whole |
| | flat half |
| | point |

*Copy of Federal Register with listed cuts available upon request.

# Other Mandatory Major Protein Cuts

National Beef



## Pork

- Ground (with/without seasonings)
- Loin chop
- Loin Country Style Ribs
- Loin Top Loin Chop Boneless
- Loin Rib Chop
- Spareribs
- Loin Tenderloin
- Shoulder Blade Steak
- Loin Top Roast Boneless
- Loin Sirloin Roast

## Lamb

- Ground (with/without seasonings)
- Shank
- Shoulder Arm Chop
- Shoulder Blade Chop
- Rib Roast
- Loin Chop
- Leg
- Leg (whole, sirloin half, shank half)

## Chicken

- Ground (with/without seasonings)
- Whole chicken (without neck and giblets)
- Chicken Breast
- Chicken Wing
- Chicken Drumstick
- Chicken Thigh

## Turkey

- Ground (with/without seasonings)
- Whole Turkey (without neck and giblets; separate nutrient panels for white and dark meat permitted as an option)
- Turkey Breast
- Turkey Wing
- Turkey Drumstick
- Turkey Thigh

## Veal

- Ground (with/without seasonings)
- Shoulder Arm Steak
- Shoulder Blade Steak
- Rib Roast
- Loin Chop
- Cutlets

*Copy of Federal Register with listed cuts available upon request.

# POP Options: Whole Muscle Compliance



## Options for Whole Muscle Nutritional Compliance

1. http://www.fsis.usda.gov/regulations/Nutrition_Labeling/index.asp
   - basic compliance, all proteins
2. http://beefretail.org/nutritionlabeler/
   - basic compliance, all proteins
3. National Beef®
   - Branded POP, beef only
4. Create your own


Materials for all proteins available through
*http://www.fsis.usda.gov/regulations/Nutrition_Labeling/index.asp*

# Customer Support: Whole Muscle POP



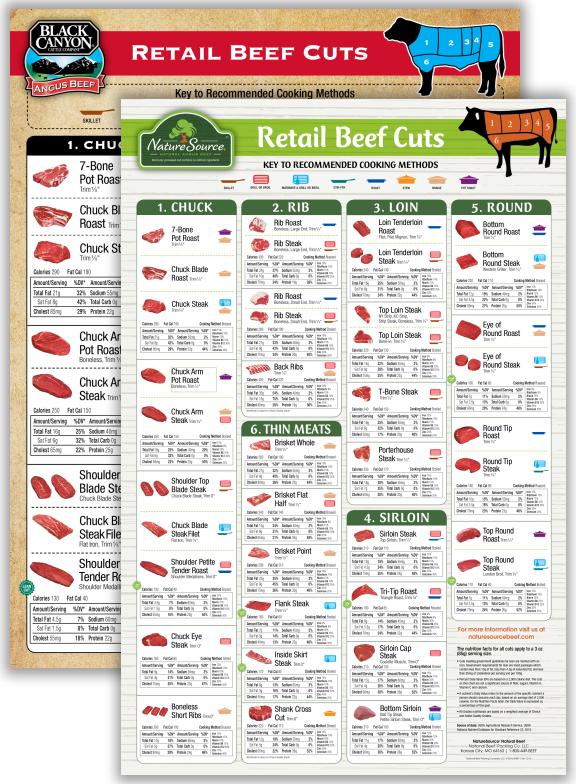
- Permanent Poster
- Permanent Counter Card
- Ground Beef Labels
- Available Now


# Branded Customer Support



- Branded POP
  - Permanent Poster
  - Ground Beef Labels
- Available Now

Retail Cuts and Nutritional Poster




NatureSource® Ground Beef Label with NFP


Black Canyon® Ground Beef Label with NFP

# Overview on Basic Compliance



| Product | Nutrition Labeling - Basic Compliance | Lean Point Statement |
|---|---|---|
| Ground Beef<br>**Self Service Case** | NFP on package | Complete lean statement |
| Ground Beef<br>**Service Case** | NFP on package | Complete lean statement |
| Ground Beef Patties or meatballs (example)<br>**Self Service Case or Service Case** | NFP on package | Complete lean statement |
| Ground Beef - Whole Product requested to be ground by customer | *Not necessary | *Not necessary |
| Ground Beef Enhanced or mixed with other ingredients (spices, etc.) | NFP on package that includes added ingredients | Complete lean statement |
| Whole Muscle Single Ingredient (1 of 12 mandatory)<br>**Self Service Case** | Nutritional Poster or other POP | n/a |
| Whole Muscle Single Ingredient (1 of 12 mandatory)<br>**Service Case** | Nutritional Poster or other POP | n/a |
| Whole Muscle Enhanced (1 of 12 mandatory)<br>**Self Service or Service Case** | NFP on package | n/a |

# NLR Appendix

# Q&A: Ground Beef

Q **What are the specifics of how the lean/fat complete statement must appear?**

A Statement must be in accordance with 9 CFR 317 & 381 pg 82149. Specifically, words must be contiguous to each other, the same color, the same size, the same type, and on the same color background.

Q **Can I just list the nutritional values in a bullet point format on the package?**

A The nutritional information for ground beef must be a legal Nutrition Facts Panel in accordance with 9 CFR § 317.309 or § 381.409.

Q **Do I need to put an NFP on 10lb ground beef chub package displayed in self service case?**

A Yes, even an unopened 10lb package must have a NFP present on the package.

Q **What nutritionals do I need to provide for ground beef patties (example)?**

A A NFP must be present on every package of ground meat products (aside from exceptions).

Q **Do I need to put a NFP on ground beef out of a service case?**

A Yes, a NFP must be placed on the package after the customer selects from the service case. Unless a customer specifically requests that a whole muscle item be ground, all ground product must have a NFP located on the package.

Q **If a customers requests that a chuck roast (example) is ground in the back, do I need to provide nutritional information for that specially ground chuck?**

A NO. This is a special request from a customer and therefore does not need a NFP placed on the package and apart of the rule exception

***Additional Q&A's can be found at**
**http://www.fsis.usda.gov/Regulations_&_Policies/Nutrition_Labeling/index.asp**

# Q&A: Whole Muscle

Q **What nutritionals do I need to provide on whole brisket (example) still in the cryovac package?**

A Whole brisket is one of the major cuts listed in the regulation. Providing nutritionals as either a NFP on the package or poster hanging near by will be adequate.

Q **Do cuts offered in my case, but not included in the "Major Cuts" list need to have nutritional information provided on POP materials?**

A NO, only those cuts listed in 9 CFR 317.344 must have nutritional information provided; however, you can provide additional nutritional information if you like.

Q **I only have a Choice (example) meat case. Will I be in compliance with an 'All Grades' Nutritional Poster that shows fat content less than the product I provide in the case?**

A YES. However, you just cannot make nutritional claims about your beef. If you want to make nutritional claims, your poster must exactly match the product offering.

Q **I trim my product to 0" trim. Will I be in compliance with an 'All Grades' and 1/8in trim Nutritional Poster?**

A YES. It is legal to provide nutritionals with greater fat than what the actual product is in the case. However, you just cannot make nutritional claims about your beef. If you want to make nutritional claims, your poster must exactly match the product offering.

***Additional Q&A's can be found at**
**http://www.fsis.usda.gov/Regulations_&_Policies/Nutrition_Labeling/index.asp**

# Q&A: Nutritional Information Sources



**Free Nutritional Information Resources for Ground and Whole Muscle Items**

1. Beef Retail Website (Beef Checkoff)
   - http://beefretail.org/nutritionlabeler/
   - Very user friendly
   - Can print POP Posters and/or Nutrition Facts Panels

2. USDA Standard Reference 23
   - http://www.nal.usda.gov/fnic/foodcomp/search/
   - Ground Beef Calculator also available at: http://www.nal.usda.gov/fnic/foodcomp/cgi-bin/measure.pl?MSRE_NO=23999
   - Both resources requires conversion for NFP use

# Nutritional Breakdown on Beef POP



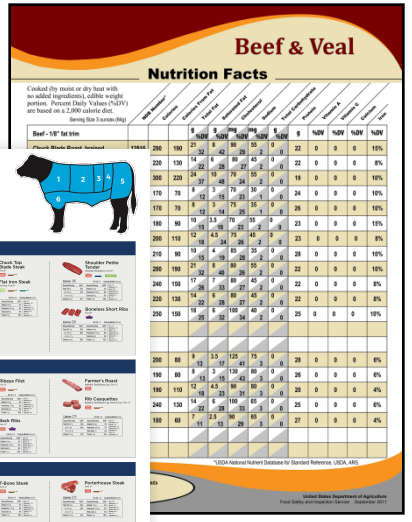
**Nutritionals on Beef POP materials are broken down as follows:**

1. **Cooked**
   - Shown 'as consumed' - Beef is eaten cooked
   - Nutritionals are healthier shown cooked
   - Better marketing opportunity

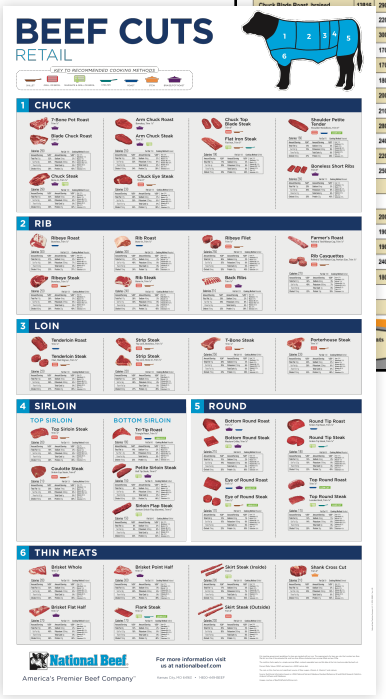
2. **All-Grades Nutritionals**
   - = Average of Choice and Select
   - Will be in compliant with 'All Grades' nutritionals if only have Choice in case
   - Cannot make nutritional claims

3. **1/8 in trim**
   - Average trim in market is 1/8in. (National Beef Market Basket Survey, 2006)

4. **Based on USDA Standard Reference 23**
   - Easiest compliance




Materials for all proteins available through *FSIS.org*




Materials for 'Beef' available through National Beef® Rep

# Marketing Opportunity



## Call Out the Healthy Aspects of Beef (*Voluntary Action*)


1. **Micronutrients**
   - Studies show teaching consumers about healthy benefits of beef increases:
     - Sales and tonnage (NCBA, 2002)
     - Consumption (Schroeder et. al 2009)

2. **Trans Fat listed for product with less than .5g**
   - Voluntary for meat labels (regulated by USDA)
     - Mandatory for central store products (regulated by FDA)
   - Trans fat is naturally occurring in beef
     - smaller amounts are desirable
   - Consumer war is won
     - they do not know what it is, but they know they don't want it

# Marketing Opportunity



## Call Out the Healthy Aspects of Beef

1. Micronutrients
   - Studies show adding micronutrients can increase sales, consumption, and perception
   - Consumers respond to information about beef nutrition: 7% ↑ consumption due to benefits of micronutrients in beef & 9% ↓ consumption due to fat/heart disease studies (Schroeder et al. 2009)
   - Micronutrients inclusion on NFP increases purchase intent by 6% of dollar sales in Marsh Foods study (NCBA, 2002)

2. Trans Fat for product listed at less than .5g
   - Transfat lowers HDL (good) cholesterol and increases LDL (bad) cholesterol
   - Trans fat is naturally occurring in beef and lamb - smaller amounts are desirable
   - Consumer war is won – they do not know what it is, but they know they don't want it
   - Bantransfat.com has sued Kraft and McDonalds
     - Additive Trans Fats are banned in Denmark, CA, NYC, LA, San Francisco, and Chicago
     - School lunches are eliminating anything that is not a natural source of transfat
   - Required for FDA regulated NFP labels (not meat labels)
     - Voluntary for USDA (meat labels) regulated NFP's
     - USDA is waiting on FDA clarifying regulation before they mandated for meat