

OMB No: 0910-0497

Expiration Date: 10/31/2020

Paperwork Reduction Act Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0497. The time required to complete this information collection is estimated to average 90 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASStaff@fda.hhs.gov.

Appendix IV - Phase III Healthy Symbols Information Piece

[FOR USE IF THE HEALTHY PROPOSED RULE HAS PUBLISHED]

FDA Healthy Symbol

The FDA is considering developing a Healthy symbol, designed to help busy food shoppers easily and quickly identify “healthy” packaged foods at the grocery store. Only food manufacturers whose products meet the FDA definition of a healthy food can use the FDA Healthy symbol on their food label.

The FDA definition of “healthy” is consistent with current nutrition recommendations. The definition focuses on food groups and is aligned with the *2015-2020 US Dietary Guidelines* and the nutrition science behind it, which encourages healthy eating patterns that meet consumers’ personal, cultural, and traditional preferences.

The food groups recommended as part of a healthy eating pattern include:

- vegetables,
- fruits,
- whole grains,
- dairy,
- proteins (such as fish and seafood, eggs, beans, nuts, seeds, and soy products)
- oils

To label a food as “healthy” and to use the FDA Healthy symbol, a product must contain a certain amount of food from a food group (e.g., ½ cup of fruit, ¾ cup of dairy). The

food product must also meet requirements to limit sodium, saturated fat and added sugars.

When you shop for groceries, in addition to plenty of fresh fruit and vegetables, grains, dairy and lean proteins, you can look for food packages with the FDA Healthy Symbol. You will know that, per serving, it meets the FDA criteria for a “healthy” food.

To learn more about the specific criteria for meeting the FDA definition of “healthy,” click on [\[link\]](#).

[FOR USE IF THE HEALTHY PROPOSED RULE HAS NOT PUBLISHED]

FDA Healthy Symbol

The FDA is considering developing a Healthy symbol, designed to help busy food shoppers easily and quickly identify “healthy” packaged foods at the grocery store.

To label a food as “healthy” and to use the FDA Healthy symbol, a food product must meet FDA’s definition of a healthy food, which means the product must meet certain nutrient requirements.

When you shop for groceries, in addition to plenty of fresh fruit and vegetables, grains, dairy and lean proteins, you can look for food packages with the FDA Healthy Symbol. You will know that, per serving, it meets the FDA criteria for a “healthy” food.

To learn more about the specific criteria for meeting the FDA definition of “healthy,” click on [\[link\]](#).