

Nutrient Content Claims Guide for Food and Supplement Labels

Have you wondered how regulated daily values are changing and how much of each nutrient you will need to formulate with, in order to make nutrient-based claims? Here is a quick reference guide and instructions for calculating nutrient content claims.

According to FDA standards:

- A **“High (or Excellent) Source of...”** claim may be made when a serving of a finished food product provides 20% or more of the daily value (DV) of a nutrient.
- A **“Good Source of...”** claim may be made when a serving of a finished food product provides 10-19% of the DV of a nutrient.
- A serving of a product providing less than 10% DV of a nutrient is a poor source of that nutrient.

Calculating Percent (%) Daily Value

Divide either the actual (unrounded) quantitative amount or the declared (rounded) amount of your product's nutrient by the appropriate DV of that nutrient. Then multiply by 100. Use whichever amount will provide the greatest consistency on the food label and prevent unnecessary consumer confusion, per [CFR 101.9\(d\)\(7\)\(2\)](#).

When the %DV values fall between two whole numbers, rounding shall be as follows:

1. For values exactly halfway between two whole numbers or higher (e.g., 2.5 to 2.990) the values shall round up (e.g., 3%).
2. For values less than halfway between two whole numbers (e.g., 2.01 to 2.49) the values shall round down (e.g., 2%).

Example for Calculating Percent (%) Daily Value:

Product A contains 9.5 grams protein per serving (according to the formula), and the protein has a PDCAAS of 0.96. What is the %DV for protein?

- 1) Multiply the actual amount of protein per serving by the protein's PDCAAS: $9.5g \times 0.96 = 9.12$ grams, per [CFR 101.9 \(c\)\(7\)\(ii\)](#)
- 2) Round the corrected protein amount per [FDA rounding rules](#): $9.12g \rightarrow 9g$ per serving
- 3) Divide the corrected and rounded protein amount by 50g (protein DV) and then multiply by 100: $9g / 50g \times 100 = 18\%$ DV protein

Product A can claim “Good source of Protein”

This table denotes the DV for nutrients according to old and new FDA regulations. FDA's revised nutrition facts panel will be required by either 2020 or 2021 (manufacturers with $\geq \$10$ million in annual sales must transition by January 1, 2020, while manufacturers $< \$10$ million in annual food sales must switch by January 1, 2021). Please note, only those nutrients worthy of a claim have been listed.

Daily Value (DV) of Notable Nutrients		
Nutrient	Old/Existing Regulations (for adults and children ≥ 4 years of age)	New Regulations (for adults and children ≥ 4 years of age)
Total Dietary Fiber	25 g	28 g
Protein	50 g	50 g
Potassium	3500 mg	4700 mg
Vitamin A	5000 IU	900 mcg RAE
Vitamin C	60 mg	90 mg
Calcium	1000 mg	1300 mg
Iron	18 mg	18 mg
Vitamin D	400 IU	20 mcg
Vitamin E	30 IU	15 mg α -tocopherol
Vitamin K	80 mcg	120 mcg
Thiamin (B1)	1.5 mg	1.2 mg
Riboflavin (B2)	1.7 mg	1.3 mg
Niacin (B3)	20 mg	16 mg NE
Vitamin B6	2 mg	1.7 mg
Folate/Folic Acid	400 mcg	400 mcg DFE
Vitamin B12	6 mcg	2.4 mcg
Biotin	300 mcg	30 mcg
Pantothenic Acid	10 mg	5 mg
Phosphorous	1000 mg	1250 mg
Iodine	150 mcg	150 mcg
Magnesium	400 mg	420 mg
Zinc	15 mg	11 mg
Selenium	70 mcg	55 mcg
Copper	2 mg	0.9 mg
Manganese	2 mg	2.3 mg
Chromium	120 mcg	35 mcg
Molybdenum	75 mcg	45 mcg
Choline	550 mg	550 mg

