[FDA CIRCULAR NO. 2012-015, December 13, 2012]

GUIDELINES ON VOLUNTARY DECLARATION OF THE FRONT PACK LABELING (ENERGY OR CALORIE CONTENT) ON THE LABELS OF PROCESSED FOOD PRODUCTS

Front-of-pack (FOP) labeling or sign posting aims to improve renewed interest and heighten awareness of consumers on energy content of the products. The Food and Drug Administration shall allow the use of fact-based labeling to provide a simple and immediate way for consumers to make healthier food choices. The FOP labeling shall be based on the following:

1. Format of Energy Declaration on Front-of-Pack or Principal Display Panel:

   a. The declaration shall be at the lower right hand portion of the principal display panel in a cylindrical shaped with a white color background.
   b. The border line of the cylindrical shapes and lines and fonts appearing inside the cylindrical shape shall be legible and the color of which shall be in good contrast with the background.

2. Presentation of Information inside the Cylindrical Format. The following are the only information that shall appear inside each of the cylindrical shape:

   a. The statement "Energy or Calories" in the cylindrical shape.
   b. The amount of energy inside the cylindrical shape stated as follows:

      i. Amount per serving of the food
      ii. Percentage of the calorie value based on RENI for energy

3. Illustration of the Exact Presentation of Front-of-Pack Nutrition Declaration: (See page 448; NAR Volume 24 No. 1, January to March 2013)

Efforts to enhance consumer education program in understanding the FOP labeling shall be carried out by the food industries on their campaigns through media or poster and other advertising materials.

All interested food manufacturers/distributors are required to submit the revised labels of their processed food products reflecting the front-of-pack labeling for nutrient-energy with the corresponding % RENI to FDA for approval.

This Circular shall take effect immediately.

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