

FOR YOUR CONSIDERATION – GRANT ROBERTS

INNOVATIVE, EDUCATIONAL, SCIENCE BASED AND COMPREHENSIBLE: A NEW NUTRITION FACTS LABEL... FOR YOUR CONSIDERATION

Below is the comparative submission for a “new” Nutrition Facts label produced by the internationally recognized exercise physiologist and nutritionist Grant Roberts. His clients include Academy Award® winning actors, world champion athletes, leaders of industry and he is a consultant to the US military.

To summarize the new label, serving sizes will be standardized; total calories will be divided into Protein, Fat and Carbohydrates; protein will identified as either complete or incomplete; any amount of man made trans fat will be disclosed; carbohydrates will be delineated into naturally occurring sugar and starches, added sugars and artificial sweeteners, complimented with a Glycemic Load value; and the total number of ingredients will be disclosed and accountable as either a naturally occurring or synthetic source.

NEW

Nutrition Facts				
Serving Size 1 cup (37.4g)				
Serving Per Container 13				
Per Serving	Calories from	Gram	Cal	% Per Serving
Calories 177	Protein	2.6g	10.4	6%
	Fat	5.5g	49.5	28%
	Carbohydrate	29.3g**	117.2	66%
Nutrient Profile		Grams	Calories	
Total Protein (4cal/g)		2.6 g	10.5	
This product is an incomplete protein deficient in (2) Essential amino acids: lysine, tryptophan				
Total Fat (4cal/g)		5.5g	42.3	
Saturated Fat		1g	9	
Polyunsaturated		1.4g	12.6	
Monounsaturated		2.5g	22.5	
Trans Fat		0.6g ***	5.4	
THIS PRODUCT CONTAINS TRANS FAT ***				
Total Carbohydrate (4cal/g) *(**)		29.3g	117	
Naturally occurring Sugar/Starch		14.5g	58	
Added Sugar		40g	54	
Artificial Sweetener		0g		
Alcohol (7cal/g) if applicable				
Dietary Fiber		1.3g**	0**	
Glycemic Load [85]				
Low	Medium	High		
Sodium 227mg				
Total Number of Ingredients: 27				
Natural Source: 8 Synthetic / All Others: 19				
* Carbohydrates while healthful are non-essential; like any nutrient consuming carbohydrates in excess of individual capacity may result in the accumulation of excess body fat.				
**Fiber is beneficial yet contains to caloric energy, choose 25 -35g daily				
*** Man Made Trans Fat should be eliminated from the diet completely as there exists no generally recongnized safe (GRAS) amount.				
Daily Sodium Intake (mg)	Low	Medium	High	
	Less than 1500mg	1501 – 2400mg	2401mg or Higher	
Choosing foods lower in Sodium are generally considered to be a healthier choice.				
Optional Information				
To create an individualized optimum nutrition, exercise and lifestyle program visit: unifiedlifestyle.com				

OLD

Nutrition Facts			
Serving Size 3/4 cup (29g)			
Serving Per Container About 17			
Amount Per Serving			
Calories 120	Calories from Fat 30		
% Daily Value*			
Total Fat 3g		5%	
Saturated Fat 0.5g		3%	
Trans Fat 0.0g			
Cholesterol 0mg		0%	
Sodium 170mg		7%	
Total Carbohydrate 22g		7%	
Dietary Fiber 1g		5%	
Sugar 10g			
Protein 2g			
Vitamin A 10%	•	Vitamin C 10%	
Calcium 0%	•	Iron 4%	
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your caloric needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	30mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	300g
Dietary Fiber		25g	30g

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The mission of the Nutrition Facts label is to provide and assist consumers with relevant and easily discernable information, helping consumers make individualized health conscious choices when purchasing package foods.

This is the intent, however the information presented in the existing antiquated Nutrition Facts label is ambiguous, confusing and in urgent need of revamping.

The existing Nutrition Facts label lists the serving size, number of servings per container, calories per serving and select nutrient content accompanied by a standard recommended daily value expressed as a percentage (%) based on a 2000 calorie diet.

While an overly generalized diet of 2000 calories is problematic, expressing daily values in percentages is of little use or worth even if you happened to be amongst the overwhelming minority of individuals to whom a 2000-calorie diet might pertain. For the generic calorie information to be of value, one must additionally understand an individual's unique nutritional needs by specific measure (grams, source and calorie). Only then can one discern the essential nutrients one should consume daily to promote a disease-free existence and support basic life functions.

To explain the modifications contained in the new Nutrition Facts label, the existing and familiar Nutrition Facts template will be used. The changes will be explained in detail using a direct comparison approach of the new design to the old. Direct comparison analysis will follow the itemization method established at the FDA consumer education website to illustrate the substantial changes and improvements:

How to Understand and Use the Nutrition Facts Label

<http://www.fda.gov/food/labelingnutrition/consumerinformation/ucm078889.htm#seeimage4>

For your consideration the following is the comparative submission for a “new” Nutrition Facts label created by Grant Roberts that is innovative, educational, science-based and comprehensible.

CHANGES TO EXISTING NUTRITION FACTS LABEL (NEW / OLD)

1 THE SERVING SIZE

NEW

Nutrition Facts Serving Size 1 cup (37.4g) Serving Per Container 13
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OLD

Nutrition Facts Serving Size 3/4 cup (29g) Serving Per Container About 17
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Currently serving sizes of categorized products (e.g. breakfast cereal) ARE NOT uniform, which makes comparing similar products difficult. With the new Nutrition

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Facts label, products categorically will be assigned a standard, realistic serving size with no variance from manufacturer to manufacturer. The standard will be measured in familiar units (e.g. cups, ounces, pieces etc.) with the gram weight of each serving.

Rounding of measurements will not be permitted, as this confuses the consumer. All energy values and weight must be accurate, terms such as “about 17” Servings per container will instead be divided precisely into the advertised package contents (e.g. servings per container 16.5)

2 CALORIES

NEW

Per Serving	Calories from	Gram	Cal	% Per Serving
Calories	Protein	2.6g	10.4	6%
177	Fat	5.5g	49.5	28%
	Carbohydrate	29.3g**	117.2	66%

OLD

Amount Per Serving	
Calories 120	Calories from Fat 30

Total Calories per serving will remain as a unit of measure, however calories from fat will no longer be the singular macronutrient listed. All of the energy-bearing macronutrients (protein, fat and carbohydrate) will be identified and accurately represented in both weight (grams) and energy (calories) without bias.

The total caloric value will further be divided into a percentage format of protein, fat and carbohydrates per serving (e.g. Protein 6% Fat 28% Carb 66%) totaling 100%. Introducing this new paradigm of nutrient disclosure will prove to be efficiently informative, aiding consumers who choose to follow a nutrient ratio of their own volition (e.g. low carb, low fat, high protein or any percentage-specific variation).

Both weight and energy as units of measure are necessary for consumers to fully comprehend and disseminate the servings contents, as some ingredients contribute a measurable weight (e.g. fiber) but contain no caloric energy value. For ease of use and comprehension, the nutrient values must “add up” to 100% of the listed weight (grams) and energy (calories). The new Nutrition Facts label will depict the total amount of weight and energy equal to the serving size based on the accepted values: Protein 4 cal/g, Fat 9cal/g, Carbohydrates 4cal/g and Alcohol 7cal/g if applicable. Rounding of measurements is permitted to one decimal point.

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GUIDE TO CALORIES

A calorie is a non-descript unit of measure that represents an amount of energy produced when burning a specific nutrient in a metal oven (calorimeter). The human digestive system is far more complex than any nonliving incinerating device. Individuals vary greatly in metabolic abilities and consequently the ability to burn or store specific nutrients. Furthermore nutrients and combinations of nutrients set off a myriad of hormonal reactions, much like measurable reactions one would expect if various drugs were consumed. (And ultimately food is a drug.) Recognizing the percentage of energy from protein, fat and carbohydrates per serving will potentially assist consumers to better understand this relationship as it pertains to their own unique nutritional needs, metabolism and goals.

Counting calories in the context of the energy balance theory – suggesting that counting “calories” is an effective tool to manage body composition - is counterintuitive and only assists manufacturers to promote non-nutritive products that provide a source of energy and nothing else. The Middlesex Hospital – Calorie Intake Study, July 1956, clearly illustrates that a calorie is NOT a calorie when it comes to potential for “weight” gain or loss.



THE NUTRIENTS

NEW

Nutrient Profile	Grams	Calories
Total Protein (4cal/g)	2.6 g	10.5
This product is an incomplete protein deficient in (2) Essential amino acids: lysine, tryptophan		
Total Fat (4cal/g)	5.5g	42.3
Saturated Fat	1g	9
Polyunsaturated	1.4g	12.6
Monounsaturated	2.5g	22.5
Trans Fat	0.6g ***	5.4
THIS PRODUCT CONTAINS TRANS FAT ***		
Total Carbohydrate (4cal/g) (**)	29.3g	117
Naturally occurring Sugar/Starch	14.5g	58
Added Sugar	40g	54
Artificial Sweetener	0g	
Alcohol (7cal/g) if applicable		
Dietary Fiber	1.3g**	0*
Glycemic Load [85]		
Low	Medium	High
Sodium 227mg		
Total Number of Ingredients: 27		
Natural Source: 8 Synthetic / All Others: 19		

OLD

Amount Per Serving	
Calories 120	Calories from Fat 30
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 0.5g	3%
Trans Fat 0.0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 22g	7%
Dietary Fiber 1g	5%
Sugar 10g	
Protein 2g	
Vitamin A 10%	Vitamin C 10%
Calcium 0%	Iron 4%

The primary objective of the nutrient section is to provide consumers with a clear understanding of each nutrient quantifiable in both calorie and grams. The new nutrient section will further analyze the composition of each energy-containing macronutrient (Protein, Fat and Carbohydrates) illustrating key aspects that may impact health. The former Nutrition Facts intent of limiting fat intake regardless of source or essential properties and the advised restriction of cholesterol without any scientifically supportive evidence has been omitted from the new Nutrition

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Facts label as this erroneous information is not consistent with the new fact-based mission.

The Nutrition Facts label should be supported by a consumer website providing comprehensive information on the essential nutrients complimented with fully disclosed scientifically supported recommendations, free of lobbyist influence.

ESSENTIAL NUTRIENT:

An essential nutrient is a substance that **MUST** be obtained from the diet daily because the body cannot manufacture the nutrient in sufficient quantity to sustain or support normal life functions (growth, repair, immune system etc.). When an essential nutrient is not delivered daily in sufficient quantity, this results in a nutritional deficiency that over time may manifest into disease.

The new Nutrition Facts label will list the energy-containing macronutrients in the following order: Protein, Fat and Carbohydrates. This order is purposeful to educate the consumer of the importance that individual nutrients play in the composition of a healthy human body.

The website will further explain that specifically, the same six ingredients we consume are the same six elements of which the human body is composed. Perhaps the most vivid illustration of human nutrient needs is imagining that a human has a “Nutrition Facts” label. Similar to the ingredient label of packaged food, it would describe the nutrient composition of a healthy human in descending order of predominance by weight.

Water	50-65%	
Protein	20-25%	
Fat	10-25%	
Minerals	4%	
Carbohydrates*	1-2%	(*non essential)
Vitamins	trace	

The above composite represents the approximate percentage of nutrients present in a healthy (non-obese) uni-sex human. (Genetically women have higher percentages of healthful body fat than males, who tend to have a higher percentage of lean muscle mass.)

The intended purpose of this illuminating “Human” Nutrition Facts label will prove helpful in conveying the message that nutrients should be consumed based on an individual’s goals, level of activity and available capacity (emphasis on macronutrients) and should be consumed in optimum amounts. While under-consuming an essential nutrient results in a deficiency, over-consuming any macronutrient beyond useful capacity will result in the storage of excess adipose tissue (fat).

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The micronutrient category consists of minerals and vitamins, which are not consumed in large quantity and contain no calorically measureable value. Minerals are an exceptional component in the human ingredient list because of the significant presence by weight in bones and teeth. Meeting an individual's mineral and vitamin needs can be complex and are of vital importance and must be considered as part of a healthful diet. Unfortunately there remains substantial oversimplification regarding the advice dispensed to the public, as significant confusion over best sources (largely due to food manufacturers attempting to make their product synonymous with a nutrient) and a "good source." The Nutrition Facts website should provide the complete list of best sources and the role minerals and vitamins contribute to health, without influence from product manufacturers or advertising.

KEY EDUCATIONAL FACTOR:

It is the intent of the author to educate the public and revolutionize perception over the ambiguous and prevalent messaging that has understandably confused consumers.

As the above referenced human ingredient list clearly depicts, humans (especially sedentary) have a limited capacity to store carbohydrates in the form of glycogen in the muscles and minute amounts in the liver.

While carbohydrates are non-essential they can contribute to a healthy diet as they represent the only source of fiber, however it is noteworthy the benefits of fiber come with no caloric impact or insulin response. The balance of carbohydrates categorically provides a source of energy and nothing else.

On average, 15,000 new packaged and processed foods are introduced each year. This category of foods remains the primary reason a comprehensive Nutrition Facts label is a necessity.

Natural foods such as fruits and vegetables have high carbohydrate values but also come prepackage by nature and generally include fiber. Single ingredient foods including unprocessed meat rich in protein do not require a Nutrition Fact label because these typical healthful foods define themselves.

Therefore it is the packaged and processed foods high in grains and sugar that supply a source of energy and nothing else that require illumination and the message of moderation or abstinence.

Thus the exceptionally high recommendation of the USDA suggesting that up to 65% of the diet generically comprised of carbohydrate (with emphasis on grains) represents a "healthful" diet is highly questionable. This unsubstantiated healthful claim is in dire need of re-evaluation based on a 21st century perspective in light of the continued escalation in the incidence of obesity, diabetes and related diseases. At the current pace a recently published

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epidemiology study in the journal of Obesity predicts that 100% of the US population will be overweight or obese by the year 2048.

MACRONUTRIENT ORDER:

PROTEIN (4CAL/G) – ESSENTIAL

The parenthesized 4cal/g represents the caloric value of protein per gram.

Protein a word of Latin origin translates to “*of first importance*” will be listed first in the descending order of the Nutrient section. Protein will be further defined as either a complete or incomplete protein. In the event the serving represents an incomplete source of the essential amino acid profile in the adjacent section will list the missing amino acids required to complete the essential chain.

This information will prove to be an easily discernible and a valuable resource for vegetarians who commonly must combine foods to deliver all of the essential amino acids; and to all consumers looking for assurance that the full compliment of essential amino acids are present in the diet.

FAT (9CAL/G) - ESSENTIAL

The parenthesized 9cal/g represents the caloric value of fat per gram.

Fat is an essential nutrient providing combinations of essential fatty acids, which are not made by the body. It is the second most abundant energy-containing macronutrient by weight in a healthy human and is vitally important to maintain health. The new Nutrition Facts will illustrate the importance of this energy rich category by providing consumers with a detailed breakdown of fat in the following order:

Saturated
Polyunsaturated
Monounsaturated

OMEGA 3 & 6

Additionally manufacturers who meet the essential fatty acids criteria may opt to include the ratio of omega 3 to omega 6 fatty acids in the footnote section, encouraging consumers to consider the necessity for balance in all aspects of diet. Currently omega 6 is exceedingly dominant over omega 3 where an optimum ratio of 1:1 would be best.

In the footnote section, qualifying products may provide the ratios of the essential fatty acids EPA/ DHA ratio for the benefit of the educated consumer.

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MAN-MADE TRANS FAT

Trans Fat content will be listed next, immediately following Saturated, Polyunsaturated, and Monounsaturated (Fat) categories.

In the event ANY amount of Man-Made Trans Fat exists, an additional box immediately below Fat will advise consumers:

THIS PRODUCT CONTAINS MAN-MADE TRANS FAT ***

Man Made Trans Fat will be isolated. While a variation of naturally occurring trans fat do exist in nature, they do not share the health risks associated with chemically altered hydrogenated vegetable oils (man-made trans fat). As such, packaged foods containing Man Made Trans Fat will additionally list the following in the footnote section: *“Man-Made Trans Fat should be eliminated from the diet completely as there exists no generally recognized as safe (GRAS) amount.”*

Therefore, contrary to current labeling laws that allow a product to claim it is “trans fat free” if the product contains less than 0.5 grams per serving – the new Nutrition Facts labels will not tolerate any amount of Man Made Trans Fat.

CHOLESTEROL

Cholesterol will no longer be required on the new Nutrition Facts label due to the complete lack of credible scientific evidence that consuming cholesterol raises serum cholesterol levels -- or that dietary cholesterol contributes any negative impact to human health.

CARBOHYDRATE* (4CAL/G) – (*NON ESSENTIAL)

The parenthesized 4cal/g represents the caloric value of carbohydrate per gram.

Carbohydrates will be broken down into:

Natural occurring sugar / starches

Added sugar

Artificial Sweetener

Fiber **

(** Fiber is beneficial yet contains no caloric energy - Choose 25-35g daily)

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NATURALLY OCCURRING SUGARS AND OR STARCH / ADDED SUGAR

This information will encourage consumers to look for products that contain natural occurring sources of carbohydrate and be informed as to the amount of added sugars per serving, if any. This may prove helpful since it is not uncommon for manufacturers to list numerous sources of added sugar e.g. sugar, high fructose corn syrup and dextrose so they appear lower on the ingredient list.

ARTIFICIAL SWEETENER(S)

An additional box immediately below Added Sugar will advise consumers if the product contains any artificial sweeteners (Stevia excluded).

THIS PRODUCT CONTAINS ARTIFICIAL SWEETENER(S) – Aspartame 300 mg

FIBER

Fiber will be accounted for by weight and an asterisk (**) will note in the adjacent column that fiber has no energy value.

Manufacturers of qualifying products may retain the right / option to further categorize fiber by weight in the footnote section under “Good Source” and further divide and list the amount of fiber as soluble and insoluble.

GLYCEMIC LOAD

The product’s unique Glycemic Load number will punctuate the carbohydrate section and will be a required submission from the manufacturer.

e.g. Glycemic Load 85

While the more popular Glycemic Index (GI) is a valuable tool, it is inaccurate to measure the potential impact of combined nutrient consumption. The superior method known as the Glycemic Load (GL) provides a clearer picture regarding the hormonal (insulin) response following carbohydrate consumption, measuring the subsequent rise in circulating blood sugar and potential insulin spike response based on how much carbohydrate is in a particular serving of food.

Immediately below the Glycemic Load numerical disclosure, the new Nutrition Facts label will highlight the applicable range of the Glycemic Load per serving categorized as either Low, Medium or High with the following explanation: “Choosing foods lower in Glycemic Load are generally considered to be a healthier choice”.

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Glycemic Load	Low	Medium	High
Range	Less than 10	11 – 19	20 or Higher

Choosing foods lower in Glycemic Load are generally considered to be a healthier choice.

Based on the continued pandemic rise of obesity and diabetes that exists regardless of age, gender or race, the new Nutrition Facts label assumes the entire nation is at-risk and can be considered either diabetic or pre-diabetic.

As such, providing consumers with a product's Glycemic Load information will prove to be a valuable tool to aid consumers to make an informed decision and assist in managing the insulin response of foods.

The Nutrition Facts website will disclose the practical definition of the Glycemic Load emphasizing that "While carbohydrates can be consumed as part of a healthy diet and are the only source of fiber, categorically carbohydrates are a non-essential nutrient and are associated directly with the production of insulin in accordance with the low, medium and high glycemic ratings. Choosing food lower in the Glycemic Load is generally considered to be the healthier choice."

SODIUM

Sodium will remain as a unique mineral for consumer consideration when purchasing packaged foods. In general Americans consume more than optimum amounts of sodium in the diet. Listing the amount per serving may prove helpful in reducing sodium intake. The website will explain that hypertension is often the result of an imbalance between sodium and potassium and will include tips / good sources of potassium-rich foods along with encouraging consumers to choose foods lower in sodium.

The Footnote section will include the following consumers' guide to daily sodium intake.

Daily Sodium	Low	Medium	High
Intake (mg)	Less than 1500mg	1501 – 2400mg	2401mg or Higher

Choosing foods lower in Sodium are generally considered to be a healthier choice.

TOTAL NUMBER OF INGREDIENTS

The final category under the Nutrients heading will list the Total Number of ingredients and further divide all of the ingredients into two (2) components:

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NATURAL SOURCE AND SYNTHETIC / ALL OTHER INGREDIENTS

Natural ingredients: must meet the accepted definition – an ingredient existing in nature and extracted directly from plants or animal sources, as opposed to being chemically altered or produced synthetically.

Synthetic / All other ingredients: The intent of this category is to provide consumers with information that may encourage them to investigate the ingredients section of the packaged food further. Comparing products with fewer additives may encourage choosing more “natural” potentially healthier ingredients and advancing education about food / nutrition in general.



UNDERSTANDING THE FOOTNOTE ON THE BOTTOM OF THE NUTRITION FACTS LABEL

NEW

* Carbohydrates while healthful are non-essential; like any nutrient consuming carbohydrates in excess of individual capacity may result in the accumulation of excess body fat.			
**Fiber is beneficial yet contains no caloric energy, choose 25 -35g daily			
*** Man Made Trans Fat should be eliminated from the diet completely as there exists no generally recognized safe (GRAS) amount.			
Daily Sodium Intake (mg)	Low Less than 1500mg	Medium 1501 – 2400mg	High 2401mg or Higher
Choosing foods lower in Sodium are generally considered to be a healthier choice.			
Optional Information			
To create an individualized optimum nutrition, exercise and lifestyle program visit: unifiedlifestyle.com			

OLD

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your caloric needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	30mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	300g
Dietary Fiber		25g	30g

The Footnote section of the new Nutrition Facts will be substantially improved. Percent Daily Values and the subsequent basis of a 2000-calorie diet will be omitted completely.

The new Nutrition Facts – Footnote section will commence with the asterisk (*) explanations:

*Carbohydrates while healthful are non-essential, like any nutrient consuming carbohydrates in excess of individual capacity may result in excess body fat.

** Fiber is beneficial yet contains no caloric energy, choose 25-35g daily

*** Man-Made Trans Fat should be eliminated from the diet completely as there exists no generally recognized as safe (GRAS) amount.

Daily Sodium Intake (mg)	Low Less than 1500mg	Medium 1501 – 2400mg	High 2401 – Higher
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OTHER NUTRIENT FACTS MAY BE INCLUDED:

Omega 3:6 ratio and or DHA/EPA ratio (when meeting the minimum criteria supported by accredited third party verification documentation)

Good Source of: (e.g. Fiber, Calcium, Potassium, Vitamin D3, Iron etc. when meeting the accepted criteria)

The concluding footnote will be an invitation to visit the new Nutrition Facts website, with a message similar to: “To create an individualized optimum nutrition, exercise and lifestyle program visit: unifiedlifestyle.com.”

The website should be designed to encourage consumers to learn more about lifestyle management (nutrition, exercise, rest recovery etc.) and provide the tools to create a personalized nutrition and lifestyle program.

The website should provide information about determining the amount of essential nutrients an individual needs based on lifestyle, activity level, age, gender, ethnicity, allergies, nutritional likes and dislikes, etc.



THE PERCENT DAILY VALUE (%DV)

The Percent Daily Values will be eliminated entirely as an informational category in the new Nutrition Facts label.

To reiterate my sentiment in the opening paragraphs, Percent Daily Values requiring individuals to memorize servings based on an ambiguously assumed recommended 2000-calorie diet (that would further require the individual to consider, modify and memorize Daily Values based on personal goals, needs, current state of health, gender, age etc.) is the height of irresponsibility and could be construed as purposefully confusing so that even foods that contribute no nutritional value other than a source of energy (sugar) are not excluded since counting calories and percentages fit into the USDA (calories in v calories out) model.

Consumers must first and foremost be educated on their unique individual needs from a credible source with no financial or fiscal ties to agriculture.

We have long known of the obvious and detrimental relationship to nutritional deficiencies and likewise the over-consumption of nutrients is also capable of contributing to the demise of human health.

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“What we eat may affect our risk for several of the leading causes of death for Americans, notably, the degenerative diseases such as: atherosclerosis; coronary heart disease; strokes; diabetes; and some types of cancer.”

- C Everett Koop - Surgeon General Report 1988

CLOSING STATEMENT

My hope is that this new Nutrition Facts label will be accepted and implemented universally to build a healthier nation, based on sound scientific principles, eradicating the omnipresent myths and misinformation preventing individuals from achieving a healthy lifestyle. To begin with, the message that “a calorie is not simply a calorie”, may begin the journey toward improving knowledge of nutrition, delivering the materials that power, repair and promote life in the wondrous human machine. While understanding nutrition may at first appear seemingly complex, nothing will prove of greater value than to potentially control longevity, vitality and productivity through living a unified lifestyle.

Grant Roberts