USDA Foods: New Products Specification Updates and Labeling

Looking Ahead
USDA Foods—Mission

• Support School Meal Pattern Requirements
  – Increase variety within vegetable subgroups
  – Help schools meet sodium targets
  – Help schools implement whole grain-rich requirements
  – Support ease of preparation/service in schools

• Support Dietary Guidelines for Americans goals – Healthy eating patterns
  – Increase fruit and vegetables
  – Increase whole grains/products
  – Reduce sodium and added sugars

• Support specific program needs (e.g. Backpack program, traditional foods)
• Support ag markets and expand vendor participation
New Products/Specification Updates

- Seek versatile, high volume products
- Timing with harvest/production
- Align with commercial manufacturing/performance based practices
- Packaging and labeling - helping customers use the products; perceptions about quality
Labeling/Packaging

- FDA/FSIS defines minimum label information on **primary** packaging:
  - Company name
  - Company/Plant location
  - Food item
  - Ingredient list
  - Allergen declaration
Labeling/Packaging

• Additional USDA Foods needs:
  – Nutrition Facts Panel
  – More colorful, “retail” (at least two colors; picture/image)
  – Cooking/handling instructions
Labeling/Packaging

Where can I find the requirements?

- USDA specifications –include link to FDA
  - 21 CFR 101

OR

- Solicitation language

For 2018-2019– add to Master Solicitation document?
Labeling/Packaging

Package sizes and types:
- Schools/Institutional Foodservice pack
- Households – what is common retail size?
- What could work for both?

Bonus purchases/surplus removal
- Household package sizes-distribution through food banks
- Must meet labeling requirements
Labeling-Packaging

Phased implementation through 2017-2018 purchase cycle

– Updated FDA nutrition labeling
– product development/reformulation
Changes to Nutrition Facts Panel format

http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm513734.htm

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size</strong></td>
<td>2/3 cup (55g)</td>
</tr>
<tr>
<td><strong>Servings Per Container</strong></td>
<td>About 8</td>
</tr>
<tr>
<td><strong>Amount Per Serving</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Calories</strong></td>
<td>230</td>
</tr>
<tr>
<td><strong>Calories from Fat</strong></td>
<td>72%</td>
</tr>
<tr>
<td><strong>Total Fat</strong></td>
<td>8g</td>
</tr>
<tr>
<td><strong>Saturated Fat</strong></td>
<td>1g</td>
</tr>
<tr>
<td><strong>Trans Fat</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Cholesterol</strong></td>
<td>0mg</td>
</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>160mg</td>
</tr>
<tr>
<td><strong>Total Carbohydrate</strong></td>
<td>37g</td>
</tr>
<tr>
<td><strong>Dietary Fiber</strong></td>
<td>4g</td>
</tr>
<tr>
<td><strong>Sugars</strong></td>
<td>1g</td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>3g</td>
</tr>
<tr>
<td><strong>Vitamin A</strong></td>
<td>10%</td>
</tr>
<tr>
<td><strong>Vitamin C</strong></td>
<td>8%</td>
</tr>
<tr>
<td><strong>Calcium</strong></td>
<td>20%</td>
</tr>
<tr>
<td><strong>Iron</strong></td>
<td>45%</td>
</tr>
<tr>
<td><strong>% Daily Value</strong></td>
<td></td>
</tr>
</tbody>
</table>

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

<table>
<thead>
<tr>
<th>Calories</th>
<th>2,000</th>
<th>2,500</th>
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</thead>
<tbody>
<tr>
<td>Total Fat</td>
<td>Less than 45g</td>
<td>40g</td>
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<tr>
<td>Saturated Fat</td>
<td>Less than 25g</td>
<td>25g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Less than 300mg</td>
<td>300mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>Less than 2,400mg</td>
<td>2,400mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>380g</td>
<td>37g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>25g</td>
<td>30g</td>
</tr>
</tbody>
</table>

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
New Products/Specification updates

• Stakeholder meetings
  – American Commodity Distribution Association
  – School Nutrition Association, including SNIC
  – Industry Meeting

• Industry/Vendor feedback
  – Formal vs informal – which works better?

• Recipient feedback – variability/product performance
Decision matrix

• Would the new product or spec update
  – impact market availability?
  – Impact vendor participation?
  – support meal pattern/Dietary Guidelines?
  – add value for recipients?

• What contracting challenges might we encounter?
Products under consideration:

**More Fruits and Vegetables:**
- mixed berry cup
- butternut squash
- diced potatoes
- vegetable blend – frozen
- mixed vegetables - canned

**More whole grain options:**
- 100% white whole wheat flour
Products under consideration:

**Versatile protein options:**
- Alaska Pollock fish stick
- Beef strips
- Chicken drumsticks
- Chicken filet/patty
- Egg patty
- Chili with beans – shelf stable
- High protein yogurt – peach 4 oz cup
- Sliced cheddar cheese
- Bulk skim milk
Potential specification updates:

More consistent flavor/performance/reduce variability

- Vegetarian beans
- Refried beans
- Chicken strips
- Mozzarella cheese - effective CY 2017
- Whole grain rich products (tortillas, pasta)
Potential specification updates:

**Sodium reductions where possible**— 10-15% from current level

Why?

- Cooked beef/pork/ham
- Turkey roast
- Canned beef stew
Potential specification updates:

**Reduce Added Sugars:**
- high protein yogurt – less than 15 grams/4oz
- Ready To Eat cereal – less than 6 grams/1oz serving

**New package sizes:**
- Frozen liquid eggs – 2lb cartons
- Frozen fruits and vegetables (2.5 and 5lb)
- Individual portions
  - Unsweetened applesauce cups in 4-pack sleeve
  - Ready to Eat Toasted oat cereal
- Cream of mushroom soup – condensed, “healthy”
Other key initiatives

• Identify/expand Kosher products
  – existing Kosher certifications

• Access to nutrition, allergen and ingredient info
Timeline

November 2016
- Post draft specifications for 2 week comment period
- Finalize specifications for new products

December 2016
- Updated Foods Available List for Schools

January 2017
- Schools begin ordering in WBSCM
Test Your USDA FOODS knowledge!
Test Your USDA FOODS knowledge!

Which cooked poultry product is requested in largest volume?

– Chicken Fajita strips
– Chicken strips- unseasoned

• Answer: Chicken Fajita Strips 11,310,000 lbs
  Chicken Strips 5,577,000 lbs
Test Your USDA FOODS knowledge!

True or False:
Foods purchased for surplus removal are exempt from FDA labeling requirements.

Answer: False
Test Your USDA FOODS knowledge!

USDA receives requests for specification changes from which stakeholders?

a) Industry  
b) Schools  
c) Household program recipients  
d) a) and b)  
e) All of the above
Summary

USDA Foods: Looking to the future
- Program priorities
- Dietary Guidelines
- Monitor trends
- Adapt to changing markets/customer needs
Contact Info

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