

MEAT THAT CAN BE LABELED ON-PACK OR AT P-O-P (VIA SIGNAGE, POSTER DISPLAY, BROCHURE)
Major beef cuts of single-ingredient, raw-meat products that must display nutrition information:

- Beef brisket (whole, flat half or point half)
- Beef chuck arm pot roast
- Beef chuck blade roast
- Beef loin sirloin steak
- Beef loin tenderloin steak
- Beef loin top loin steak
- Beef rib roast large end
- Beef rib steak small end
- Beef round eye round steak
- Beef round top round steak
- Beef round tip roast
- Beef round bottom round steak

Other meat cuts include:

- Whole chicken (without neck and giblets)
- Chicken breast
- Chicken wing
- Chicken drumstick
- Chicken thigh
- Lamb leg (whole, sirloin half or shank half)
- Lamb loin chop
- Lamb rib roast
- Lamb shank
- Lamb shoulder arm chop
- Lamb shoulder blade chop
- Pork loin chop
- Pork loin chop boneless
- Pork loin country-style ribs
- Pork loin rib chop, spareribs
- Pork loin sirloin roast
- Pork loin tenderloin
- Pork loin top
- Pork loin top roast boneless
- Pork shoulder blade steak
- Whole turkey (without neck and giblets; separate nutrient panels for white and dark meat permitted as an option)
- Turkey breast
- Turkey wing
- Turkey drumstick
- Turkey thigh
- Veal cutlets
- Veal loin chop
- Veal rib roast
- Veal shoulder arm steak
- Veal shoulder blade steak

EXEMPTIONS

- Ground or chopped products produced by a *qualified* small business
- Products without nutrition claims that are intended for further processing, or not intended for sale to consumers
- Small, individually wrapped products without nutritional claims that weigh less than a half ounce
- Custom-slaughtered or prepared products
- Products intended for export

MEAT THAT MUST BE LABELED ON-PACK
Ground or chopped products include:

- Ground beef
- Ground beef patties
- Ground chicken
- Ground chicken patties
- Ground lamb
- Ground pork
- Ground turkey

Recommendation: Use "dual declaration" labels to incorporate "as consumed" data on your ground beef labels.

EXEMPTIONS

- Products processed at customer's request
- Products with less than 12 square inches of labeling surface area
- Products produced by small businesses already stating % Fat/% Lean on the label (note: these small businesses are not exempt from labeling whole muscle cuts)

Boost Your Retail Beef Sales: Navigating the USDA Meat Case Nutrition Labeling Rule

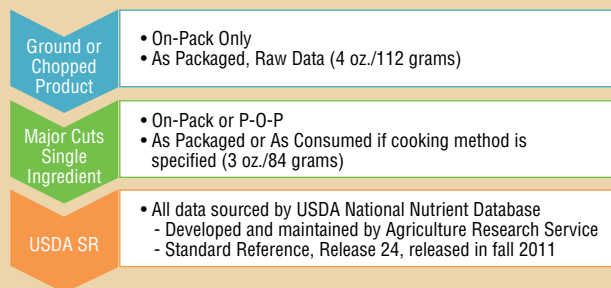
Here's a fact. A comprehensive nutrition labeling program actually increases customer loyalty and meat sales. It's time to take advantage of this marketing opportunity and go above and beyond the minimum regulatory requirements. It's a simple concept. The more nutritional information you provide your customers, the more credit and recognition they'll give you for making it available to them. This can give you a true competitive advantage, enhance customer loyalty and increase fresh-meat sales.

Learn more about what the final nutrition labeling rule means to you and your customers, and how the Beef Checkoff Program can help you harness the marketing potential of nutrition labeling.



DEMYSTIFYING THE NEW REGULATIONS

As of March 1, 2012, depending on the fresh-meat cut or processed product, either on-pack meat labels and/or P-O-P materials are now required to disclose *total calories, calories from fat, total fat, saturated fat, cholesterol, sodium, total carbohydrates, dietary fiber, sugars, protein, vitamins A and C, calcium and iron* (unless the value of any required vitamin or mineral is zero or less than 2% of the daily value, in which case a "not a significant source of" statement can be used).

Here are the rules:


And remember:

- If stating % Lean on the label, % Fat must be displayed directly next to it *in same font and type size* (Example: **90% Lean/10% Fat**).
- Reporting number of servings is not required (recommendation: state "varied").

For More Information, visit: BeefRetail.org



Funded by The Beef Checkoff

LABEL DESIGN GUIDELINES

*Sample label developed using the Nutrient Database on BeefRetail.org

Helvetica Regular 8 point with 1 point of leading

3 point rule

8 point Helvetica Black with 4 points of leading

1/4 point rule centered between nutrients (2 points leading above and 2 points below)

8 point Helvetica Regular, 4 points of leading

8 point Helvetica Regular, 4 points of leading with 10 point bullets

Nutrition Facts

Serving Size 3 oz (84g)
broiled, visible fat trimmed.
Servings Per Container varied

Amount Per Serving

Calories 150 Calories from Fat 45

% Daily Value*

Total Fat 5g 8%
Saturated Fat 2g 9%
Cholesterol 65mg 22%
Sodium 50mg 2%
Total Carbohydrate 0g 0%
Protein 25g 49%

Iron 10% • Zinc 30%
Riboflavin 8% • Niacin 35%
Vitamin B6 25% • Vitamin B12 25%
Choline 15% • Potassium 10%
Phosphorus 20% • Selenium 40%

Franklin Gothic Heavy or Helvetica Black, flush left & flush right, no smaller than 13 point

7 point rule

6 point Helvetica Black

All labels enclosed by 1/2 point box rule within 3 points of text measure

1/4 point rule

Type below vitamins and minerals (footnotes) is 6 point with 1 point of leading

Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium
* Percent Daily Values are based on a 2,000-calorie diet

WHAT CONSUMERS ARE DEMANDING

When it comes to nutrition labeling for fresh meat, the Beef Checkoff has conducted extensive research in an effort to understand consumers' preferences and boost your beef sales. **Research shows** consumers desire **more** nutrition information than less and find **both** on-pack and P-O-P materials useful. Featuring more relevant nutrition information directly on labels puts fresh meat in a positive nutritional light and is proven to sell more beef!

Give yourself a competitive advantage by following these best practices to see increased meat sales and customer loyalty.

Fact	Opportunity
"Cooked" nutritional data is more consumer-friendly. And nearly 70 percent of consumers trim visible fat.	Create "dual declaration" labels that include raw and cooked visible fat trim data.
Three out of four consumers prefer a label that includes additional relevant vitamins and minerals found in meat and poultry.	Communicate the complete nutrient package. List the micronutrients found in fresh beef, such as niacin, zinc and vitamins B ₆ and B ₁₂ .
P-O-P "lifts" sales.	Promote your nutrition labeling program via weekly ad circulars, radio, shopper communications, bag stuffers and more to drive store traffic.
Leveraging nutritional labeling = new marketing opportunities.	Now that you have the nutritional information on display, you can make compelling claims, e.g., "Excellent source of protein, lean beef here!"

YOUR BEEF CHECKOFF RESOURCES

Visit BeefRetail.org

Your single source for powerful marketing tools to help you understand and comply with the new labeling rules, stimulate sales and build long-term beef demand.

Access our Nutrient Database for Fresh Meat & Poultry Product Labeling:

- We've converted USDA nutrient data to comply with labeling requirements so you don't have to.
- Use the nutrient database as a data source for scale labels, and create posters customized for your product set, including trim, grade and store brand.
- Now your meat labels and P-O-P can prominently communicate additional micronutrients in beef in line with USDA requirements.
- We provide both "raw" and "cooked" nutritional data so you can select the best format for your meat case: "dual declaration," "as consumed," or "as packaged."

Everything you need to make labeling easy and highly effective in driving meat counter sales is right at your fingertips:

- P-O-P materials
- Training tools on beef's nutrition for your meat department staff
- Consumer-friendly fact sheets
- Beef's nutritional claims and nutrition market research
- Healthy and delicious recipes and photography
- On-staff registered dietitians



ADDITIONAL RESOURCES

- **USDA Overview & Tools:**
 - Final Rule in Federal Register – <http://www.fsis.usda.gov/oppde/rdad/FRPubs/2005-0018F.htm> OR <http://www.fsis.usda.gov/OPPDE/RDAD/FRPubs/2005-0018F.pdf>
 - Sample Labels – http://www.fsis.usda.gov/PDF/Nutrition_Panel_Format.pdf
 - Sample P-O-P – http://www.fsis.usda.gov/regulations_&_policies/Nutrition_Labeling/index.asp
 - Q&A – http://www.fsis.usda.gov/regulations_&_policies/Nutrition_Labeling/index.asp
 - Nutrition Labeling Overview Presentation – http://www.fsis.usda.gov/PDF/Nutrition_Labeling_Overview.pdf
 - USDA National Nutrient Database for Standard Reference – http://www.ars.usda.gov/main/site_main.htm?modecode=12-35-45-00
 - A Guide to Federal Food Labeling Requirements for Meat and Poultry Products – http://www.fsis.usda.gov/PDF/Labeling_Requirements_Guide.pdf
 - Food Marketing Institute Meat & Poultry Nutri-Facts Posters – http://www.fmi.org/forms/store/ProductFormPublic/search?action=1&Product_productNumber=2369
- **Meat Nutrition Labeling Coalition** – <http://www.meatnutritionlabeling.org>
- **N.G.A. Meat Nutritional Labeling Resource Guide** – http://www.nationalgrocers.org/images/gov_affairs_images/regulatory_art/reg_nutri_market_art/080111-2011MeatLabeling.pdf