

## DIETARY GUIDANCE STATEMENTS ...

- ... typically explain the relationship between a group of foods (e.g., fruits and vegetables, whole grains) and health
- ... can mention either a specific nutrient or functional component or a disease or health-related condition (but not both)
- ... can be used on conventional foods only (not dietary supplements)
- ... are not pre-approved by FDA but must be truthful and not misleading
- ... can be based on Dietary Guidelines for Americans, MYPyramid, and other dietary recommendations made by recognized governmental and private health organizations

### EXAMPLES AND EXPLANATIONS:

Fruits and vegetables can protect your health. (This statement mentions groups of food based on the Center for Disease Control and Prevention's Fruits & Veggies - More Matters™ campaign.)

MYPyramid recommends that children ages 6-11 years old eat 1 ½ cups of fruit each day. (This statement is based on USDA's MYPyramid.)



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Endangered Species Chocolate

*"The label review was extremely clear and helpful. Your added value and quick turnaround are highly appreciated."*

— Gilles A. Deloux, CMO, KidFresh

*"Thank you for your thoughtful responses. I will incorporate your suggestion into the label design. This really solves my dilemma."*

— Rishi Nair, Vice President of Sales  
and Marketing, Aligna, Inc.

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Silliker and Food Consulting Company are pleased to collaborate to support the food industry in making compliant label claims and statements for foods and functional components.

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