

## DIETARY GUIDANCE STATEMENTS ...

- ... focus on general dietary patterns, practices and recommendations that promote health
- ... 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)
- ... may link a food or category of foods to a non-disease endpoint such as a healthy lifestyle
- ... may relate a category of foods to a reduced risk of disease or health-related condition
- ... can be used on conventional foods only (not dietary supplements)
- ... are not pre-approved by FDA; the manufacturer has the responsibility to assure that they are truthful and not misleading
- ... can be based on Dietary Guidelines for Americans, MyPlate 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.

*MyPlate recommends that children ages 9-13 years old eat 1½ cups of fruit each day.* This statement is based on USDA's MyPlate.

