

From Washington

Labeling for cholesterol

The U.S. Food and Drug Administration (FDA) has published its proposed rule defining and outlining the proper use of the terms "cholesterol free," "low cholesterol" and "cholesterol reduced."

In the proposed regulation, published in the Nov. 25, 1986, *Federal Register*, the agency said its current position is to encourage voluntary declaration of cholesterol and fatty acid content on labeling to assist persons interested in lowering their intake. It noted that total fat already is mandated by nutrition labeling. The proposal outlines the following definitions:

- **cholesterol free**—describes foods containing less than 2 mg of cholesterol per serving, such as peanut butter. However, labeling has to clearly explain that all such food is cholesterol free, not merely the particular brand, e.g., "peanut butter is a cholesterol-free food." Foods that originally contain less than 2 mg of cholesterol per serving include fruits, vegetables, grains, nuts, seeds, and fats and oils derived solely from vegetable sources. The term also may be used to describe formulated or processed foods with lower cholesterol content than foods for which they substitute and resemble organoleptically. For example, breakfast meat analogs made with soy or other nonmeat ingredients to substitute for sausage products may be labeled "cholesterol free" if they contain less than 2 mg per serving.

Explaining that analytical methodology does not provide precise determinations below 2 mg per serving, FDA added that such low levels of cholesterol are "biologically and nutritionally insignificant."

- **low cholesterol**—describes foods containing less than 20 mg of cholesterol per serving, as well as formulated or processed foods designed specifically to lower the cholesterol content. For example, a low cholesterol quiche mix, which the manufacturer has reformulated to cut down cholesterol content, can be labeled "low cholesterol" if it contains less than 20 mg per

serving. Foods in this group include skim and lowfat milk, cheeses and yogurt made from skim and lowfat milk, salad dressings, mayonnaise and snack chips.

- **cholesterol reduced**—applies only to foods containing no more than one-quarter of the cholesterol content of the foods for which they are being substituted, e.g., reducing the cholesterol content of a bread pudding from 120 mg to 30 mg per serving. Manufacturers will have to provide comparative quantitative information in order to use this term.

FDA said that comparative claims and quantitative information must appear on the same panel of the label to help prevent consumer misunderstanding. Current regulations require fatty acid information only when a fatty acid claim is made and cholesterol information only when there is a claim concerning cholesterol. Under the proposed rule, any food manufacturer using a cholesterol label would be required to also describe the fatty acid content of the food product; however, fatty acid labeling would not be required on foods with too little fat to influence total intake of fatty acids.

Also, nutrition labels would no longer need to show the percentage of calories provided by fat, as consumers can figure that information from other label information, FDA said.

The agency estimated that the labeling proposal would affect 250 food manufacturing firms, costing approximately \$1,071,200 for compliance the first year, with recurring annual costs of \$31,800. FDA said the final regulation would not take effect sooner than one year following its publication in the *Federal Register*.

Details: *Federal Register*, Nov. 25, 1986, pp. 42584-42593.

The National Heart, Lung and Blood Institute has announced plans to launch a major public relations campaign in October 1987 to focus on dietary reduction of cholesterol as the primary means of controlling serum cholesterol. The campaign will provide physicians with guidelines for treating adults, including defining elevated serum cholesterol and specifying that diet

should be the first approach for therapy. Details: *Nutrition Week*, Dec. 4, 1986, pp. 2-3.

FDA seeks more fish oil data

The U.S. Food and Drug Administration (FDA) has asked the National Fish Meal and Oil Association to provide additional data for its petition for generally recognized as safe affirmation (GRAS) for menhaden oil and partially hydrogenated menhaden oil as food ingredients.

Lawrence J. Lin of FDA's Center for Food Safety and Applied Nutrition has asked the National Fish Meal and Oil Association to identify expected manufacturing process emission substances; to provide information supporting the petition's assertion of a stable fishery situation, including estimates for sustainable yields, yearly landings for 1964-1984 and analyses of these trends; and to estimate data and analyses confidence limits.

Lin also requested additional information to support the petition conclusions that "the economics of the fishery operation are such that no change in the size of the menhaden catch is likely to result from FDA approval of menhaden oil for food uses in the U.S." Information sought includes the cost per ton of harvesting menhaden oil and partially hydrogenated menhaden oil, compared to the historic values of competing edible oil products, and an estimate of the menhaden oil's U.S. market potential. Details: *Food Chemical News*, Dec. 1, 1986, pp. 30-31.

USDA proposes peanut quota

The U.S. Department of Agriculture has proposed a national poundage quota of 1,287,500 tons for the 1987 crop of peanuts.

The statutory minimum is 1,100,000 tons. USDA said it based the quota on a revised procedure for estimating domestic edible use for the 1987-1988 marketing year, including 1,032,500 tons for domestic

food use, 100,500 tons for seed, 128,750 tons for crushing residual and 25,750 tons for shrinkage.

USDA's 1986 poundage quota for peanuts had been 1,355,500 tons based on a different estimating procedure. Had the revised procedure been used, that quota would have been 1,285,227 tons, USDA noted. Details: *Federal Register*, Nov. 20, 1986, pp. 41990-41991.

FDA lists three colors

The U.S. Food and Drug Administration (FDA) has permanently listed FD&C Yellow 6 and D&C Reds 8 and 9 as color additives. Yellow 6 was approved for use generally in food, drugs and cosmetics, while Reds 8 and 9 were approved for use in ingested drug and cosmetic lip products, and in externally applied drugs and cosmetics.

The final rule for Yellow 6 requires label declaration of the color due to evidence that some

individuals may have allergic-type reactions to it. The labeling requirement went into effect Nov. 19, 1986. Details: *Federal Register*, Nov. 19, 1986, pp. 41765-41783.

In the final rule for Reds 8 and 9, the agency also stipulated that D&C lakes from the two color additives be made only from previously certified batches. FDA said neither color is to be added to mouthwash, dentifrices and ingested drugs, except ingested drug lip products, after Jan. 5, 1987.

In related action, FDA postponed the provisional listing of all three color additives until Feb. 3, 1987, to provide time to receive and evaluate any objections to their permanent listing. Details: *Federal Register*, Dec. 5, 1986, pp. 43877-43900.

EPA clears LEAR oil use

The U.S. Environmental Protection Agency (EPA) has ruled that low

erucic acid rapeseed (LEAR) oil be exempted from tolerance requirements when used as a surfactant in pesticides applied to growing crops.

In addition, EPA exempted oleic acid from tolerance requirements when it is used as a defoaming agent in pesticides applied to animals. Details: *Federal Register*, Dec. 10, 1986, pp. 44467-44468.

USDA promotes U.S. chocolate

The U.S. Department of Agriculture has allocated a \$2.5-million export promotion program for U.S. chocolate and chocolate confectionery in Japan, Korea, Taiwan and the European Economic Community.

Assisting USDA in implementing the program will be the Chocolate Manufacturers Association. Funds for the program to promote consumption of U.S. chocolate and confectionery products were authorized under the Food Security Act of 1985.

Inside AOCS

Foundation begins fund drive

The AOCS Foundation this month kicks off its fund-raising campaign to help finance construction of the society's new headquarters.

Theme for the effort is "Building for the Future." The goal is to raise \$400,000.

Past president John Cowan, who mailed in a check in early December, is the first contributor to the project.

The campaign, which officially begins Feb. 18, will include requests to individual members and to industry groups served by the society. For its campaign, the Foundation has outlined a number of suggested levels of contributions. These include the following:

- **Foundation Donor Council**, for individuals and corporations—a minimum contribution of \$25,000. Five rooms are available to bear

the name of a donor (the board room, library, two conference rooms and executive director's office). The room chosen will depend on the order or size of the donation. Other benefits include those listed for lesser levels of giving.

- **Governing Board Council**, for individuals and corporations—\$10,000 minimum. For personal donations, recognition will include a plaque with picture in the headquarters' lobby, a personal plaque with picture, and an invitation to a special annual meeting event. Corporate recognition will include one black-and-white page of advertising in *JAOCs*, one black-and-white page of advertising in a special dedication publication, listing as a co-sponsor of the dedication activity and a plaque in the lobby.
- **Major Benefactors**, for individuals and corporations—\$5,000 minimum. For personal donations, recognition will include a plaque in the lobby and a personal plaque. Corporate recognition will include a half-page of black-and-white advertising in *JAOCs*, half-page of black-and-white advertising in the dedication publication and a plaque listing in the lobby.
- **Benefactors**, for individuals and corporations—\$1,000 minimum. Personal recognition will include a plaque listing in the lobby and a personal plaque. Corporate recognition will include a listing in *JAOCs*.
- **Sponsors**, for individuals and corporations—\$500 minimum. Personal recognition will include