

The USDA Child Nutrition Labeling Program

National Frozen Food Association

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WHAT IS THE CHILD NUTRITION (CN) LABELING PROGRAM?

The CN labeling Program:

- ◆ Is a **voluntary Federal** labeling program for the Child Nutrition Programs.
- ◆ Provides a **warranty** for CN labeled products
- ◆ Allows manufacturers to state a product's contribution to the meal pattern requirements on their labels.

WHO RUNS THE PROGRAM?

The CN labeling Program is run by the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) in cooperation with the following agencies:

- ◆ Food Safety and Inspection Service
- ◆ Agricultural Marketing Service
- ◆ National Marine Fisheries Service

IS THE CN LABELING PROGRAM NEW?

- ◆ No, it has been in operation since the 1970's.
- ◆ New regulations published May 1 and effective on July 2, 1984, which change how a CN label will look.

WHAT ARE THE ADVANTAGES OF USING CN LABELS?

- ◆ A CN label statement clearly identifies the contribution of a product toward the meal pattern requirements.
- ◆ A CN labeled product provides a **warranty** against audit claims if used according to the manufacturer's directions. This warranty applies only to the CN labeled product portion, **not** the entire meal.
- ◆ The CN label statement protects you from exaggerated claims about a product.

DO CN LABELED PRODUCTS COST MORE?

- ◆ **They should not.** Products that make the same contribution should be similar in cost.
- ◆ Cost comparison between two meat products should be based on cost per ounce of meat/meat alternate that contributes to the meal pattern requirements, not on the product cost per ounce or pound.

WHAT PRODUCTS ARE ELIGIBLE FOR CN LABELS?

- ◆ Main dish products which contribute significantly to the **meat/meat alternate component** of the meal pattern requirements. Examples of these products include beef patties, cheese or meat pizzas, meat or cheese and bean burritos, egg rolls, and breaded fish portions.

- ◆ **Juice and juice drink products** which contain at least 50 percent full-strength juice by volume. This includes such products as grape drink, fruit punch, and juice drink bars.

ARE MANUFACTURERS REQUIRED TO CN LABEL PRODUCTS?

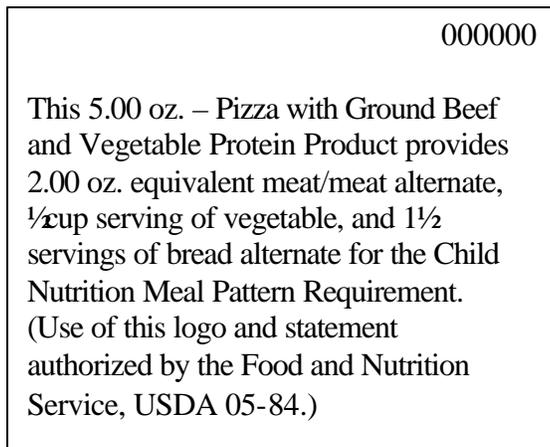
- ◆ There is **no Federal requirement** that anyone make or purchase CN labeled products.
- ◆ Purchasing decisions are left to the local level.
- ◆ If you want to purchase a CN label product then you must clearly state this in your purchasing specifications.

HOW DO I IDENTIFY A CN LABEL?

A CN label will always contain the following:

- ◆ The CN logo which is a distinct border.
- ◆ The meal pattern contribution statement.
- ◆ A 6 digit product identification number.
- ◆ USDA/FNS authorization.
- ◆ The month and year of approval.

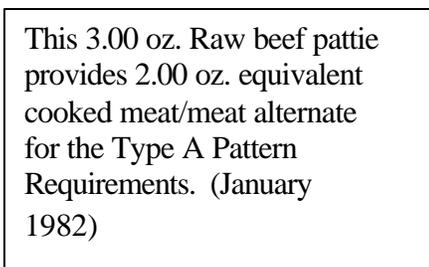
SAMPLE LABEL STATEMENT



CN LABELS APPROVED PRIOR TO 1984

- ◆ All existing CN labeled products can be purchased for 18 months or until January 2, 1986.
- ◆ All CN labeled products approved before July 2, 1984 and which are under **Federal inspection** carry a warranty. Cheese pizzas without an inspection mark do not carry a warranty.

SAMPLE CN LABEL STATEMENT PRIOR TO JULY 2, 1984



For additional information about the CN labeling Program contact:

U.S. Department of Agriculture, Nutrition and Technical Services Division