CHILD NUTRITION (CN) LABELING PROGRAM:

USE IT OR LOSE IT!

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Why Request CN Labeled Products?

✓ CN Label

- Displays the contribution that commercial products make toward CN meal pattern requirements
- Provides a warranty that the product contributes to the meal pattern requirements as printed on the label
CN Labeled Products

☑ Limited to only **two types** of products:
  - Items that contribute to the meat/meat alternate component of the meal pattern
  - Juice drinks and juice drink products

☑ Will credit other components as part of these **two types of products**
  - Example: CN Labeled Cheese Pizza may list contributions to the meat/meat alternate, grains/breads, and vegetable/fruit components of the meal pattern
CN Labeling Statistics

- 2010 AMS reviewed 3,052 label applications - of which 92% were approved for production (2,813)
- May 2011, there are 440 authorized manufacturers producing CN Labeled products
  - All must follow a Federally-approved Quality Control Program
How The Program Works

✓ **Food manufacturers** Submit application and back up documentation to AMS for a CN Label approval

✓ **AMS**
  - Reviews the product formulations and proposed labels
  - Provides feedback to manufacturers on required adjustments
  - Maintains a system to track requests, approvals, and denials
<table>
<thead>
<tr>
<th><strong>Establishment Number</strong></th>
<th><strong>Product Name</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Formula</td>
<td>Processing Procedures</td>
</tr>
<tr>
<td>CN Labeled Source Products</td>
<td>Fill Specifications</td>
</tr>
<tr>
<td>Maximum Cooking Yield</td>
<td>Signature Date</td>
</tr>
<tr>
<td>Company Name</td>
<td></td>
</tr>
</tbody>
</table>
Each 2.30 oz. fully cooked roasted chicken provides 2.0 oz. equivalent meat/meat alternate for Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Service, USDA 05/02.)
Precooked Roasted Chicken

Ingredient Statement:
Chicken, water, spices.

Net Wt.: 18 pounds

Chicken Company
1234 Kluck Street Poultry, PA 12345
Hamburger Patties

Ingredient Statement:
Beef (Not More Than 30% Fat), water, spices.

Net Wt.: 18 pounds

Beef Heaven Company
4321 Main Street     Somewhere, TX 12345

Each 2.80 oz. fully cooked beef patty provides 2.0 oz. equivalent meat for Child Nutrition Meal Pattern Requirements. (07/05).
Pancake Wraps

Pancake Batter Around a Pre-cooked Ground Pork and Vegetable Protein Link

Ingredient Statement:
Batter: Water, Enriched Flour, sugar, Artificial Flavor, Maple Flavor, Modified Food Starch, Natural Flavor, Salt, Egg Yolks. Pork and Vegetable Protein Link: Ground Pork (Not More than 20% Fat), Water, Textured Vegetable Protein, Salt, Potassium Lactate, Spices, Sugar, Carmel color.

Each 2.95 oz. Batter Wrapped Ground Pork and Vegetable Protein Link Provides 1.0 oz Equivalent Meal/Meat Alternate And 1.25 Servings Of Bread Alternate For Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Service, USDA 05/02).

Net Wt.: 12 pounds

ABC Bakery Company
111 Cake Way Frosting, NY 12345
Veggie Sausage Links

Child Nutrition Meal Pattern Information:
Each 1.34 oz. fully cooked Veggie Breakfast Links provides 1.0 oz equivalent meat alternate for Child Nutrition Meal Pattern Requirements. (08/08).

Net Wt.: 12 pounds

ABC Bakery Company
111 Cake Way  Frosting, NY 12345
Quality Control (QC)

✓ FSIS shifted focus from food safety inspection to HACCP methodologies leaving CN Labeling Program oversight to AMS and NMFS

✓ QC requirements provide verification that CN labeled items are produced using the approved product formulation and is the basis for the USDA warranty and program integrity
QC Program Approval

✓ All manufacturers submitting CN label applications must have an AMS or NMFS approved QC program

✓ QC Program Evaluation Checklist
  ▪ Available on FNS website at: www.fns.usda.gov/cnd/cnlabeling
CN Label Verification of Manufacturers

✓ Manufacturers that successfully pass 4 consecutive reviews are reduced to 2 reviews per year

✓ Manufacturers who do not produce quarterly must have at least 2 reviews per year
Non-Compliance of a Review

✔ AMS notifies FNS of non-compliance and the appropriate action is taken

✔ Monthly reviews are conducted at plant until corrective action has been confirmed to be effective by AMS/NMFS
CN Label Approvals
Prior to September 2007

✓ “FNS APPROVED IN FINAL”
  ▪ Approvals with this stamp expire 9/1/2012
  ▪ Resubmit to AMS for review, prior to expiration
Fee Structure for 2012 Extensions

Applications received before 7/1/2012

✓ Administrative fee is waived
✓ Labels are reviewed at $23.00 per 15 minute increments

Applications received on or after 7/1/2012

✓ AMS standard 1-hour administrative fee plus a rate of $23.00 per 15 minute
Manufacturers Marketing Literature

- Communicate with schools about how their products contribute to the meal pattern requirements.

- Carefully review each fact sheet and label for products you are purchasing.

- Literature must always **prove** how the claimed credit was obtained.

- NOTE: CN Labels and product literature provide proof of purchase and must be kept with food production records.
Marketing Literature

Fruit–filled Breakfast Pancakes

Ideal for School Breakfasts

Provides:

One Bread serving, ½ Meat alternate serving

6 g Protein, 5 mg Vitamin C, 120 mg Calcium

Only 20% calories from fat

Zero saturated and trans fat

No high fructose corn syrup
**Marketing Literature**

### Nutrition Facts

**Serving Size:** 20 gram

<table>
<thead>
<tr>
<th>NUTRIENT</th>
<th>Per 20 gram</th>
<th>Total per %DV</th>
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</thead>
<tbody>
<tr>
<td>Calories</td>
<td>68.00</td>
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<tr>
<td>Total Fat (g)</td>
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<tr>
<td>Saturated Fat (g)</td>
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<tr>
<td>Trans Fat (g)</td>
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<tr>
<td>Cholesterol (mg)</td>
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<tr>
<td>Sodium (mg)</td>
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<td>Dietary Fiber (g)</td>
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<td>Sugars (g)</td>
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<td>Vitamin A (IU)</td>
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<tr>
<td>Vitamin C (mg)</td>
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<tr>
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<td>Iron (mg)</td>
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<tr>
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<td>Vitamin B6</td>
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<tr>
<td>Niacin</td>
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<tr>
<td>Riboflavin</td>
<td>0.03</td>
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### Ingredients

**Grape – 20316-400**

Whole apples, grape concentrate, concentrated apple puree and/or juice, natural flavor, natural color, ascorbic acid (vitamin C).

**Raspberry – 20314-400**

Whole apples, raspberry concentrate and puree, concentrated apple puree and/or juice, apple pomace, natural flavoring, natural color, ascorbic acid (vitamin C).

**Sour Apple – 20311-400**

Whole apples, lemon juice concentrate, concentrated apple puree and/or juice, pectin, apple fiber, natural flavor, ascorbic acid (vitamin C).

**Strawberry – 20312-400**

Whole apples, strawberry concentrate and puree, concentrated apple puree and/or juice, pectin, apple fiber, natural flavoring, natural color, ascorbic acid (vitamin C).

**Tropical – 20313-400**

Whole apples, pineapple and/or mango concentrates, concentrated apple puree and/or juice, pectin, apple fiber, natural flavor, ascorbic acid (vitamin C).

**Watermelon – 20315-400**

Whole apples, watermelon concentrate, concentrated apple puree and/or juice, natural flavor, natural color, ascorbic acid (vitamin C).

**Wildberry – 20310-400**

Whole apples, raspberry, strawberry, cherry, blueberry and/or blackberry concentrates and purees, concentrated apple puree and/or juice, pectin, apple fiber, natural flavoring, natural color, ascorbic acid (vitamin C).

### Product Analysis Statement

Each 20 gm bar meets USDA & National School Lunch/Breakfast program requirements for **1/2 cup of Fruit** as per guidelines in 21 CFR 101.30.

7 oz product x 86 degrees Brixt concentrate

12 Brixt single strength = 5 oz. or .625 cups Fruit
Marketing Literature

Condensed Tomato Soup

✓ Label claims that ½ cup condensed portion or 8 fl oz (1 cup) provides ½ cup of vegetable for enhanced or traditional food based menu planning.

✓ Food Buying Guide indicates that ½ cup condensed soup or 8 fl oz (1 cup) reconstituted soup provides ¼ cup of vegetable

✓ How should it be credited?
Crediting Foods Digests

✓ Guidance on accepting product literature
✓ Provides examples of common crediting misunderstandings
✓ Includes sample formats for accurate product formulation statements from manufacturers
✓ Aids food service operators in recognizing correct serving measures
✓ Aids manufacturers in providing necessary information
These digests will discuss the following common issues:

✓ inaccurate or misleading product literature, product labels and fact sheets AND
✓ provide guidance about how product literature can be used to make purchasing decisions.
Crediting Foods Digests

✓ Digests relate to questions that come into FNS

✓ Upcoming topics:
  ✓ Grains/Breads- Ready to Eat Cereal measures
  ✓ Cereal/Grain Bars
  ✓ Fruit Purees and Frozen Fruit Bars
  ✓ Fruit Snacks
  ✓ Competitive Foods
  ✓ Meat/Meat Alternates
Reminders: CN Labels

✓ Must be on the individual product or case to be valid

✓ Serves as proof of purchase and as documentation for Federal meal requirements.

✓ Companies can refer a program operator to the CN Labeling Program website to verify if a product has a valid CN Label approval: [www.fns.usda.gov/cnd/cnlabeling/authorized.htm](http://www.fns.usda.gov/cnd/cnlabeling/authorized.htm)

✓ Dry cured meat snacks and surimi do NOT qualify for Federal meal requirements or for CN Labeling; fact sheets are not be accepted for these products.
Reminders: CN Labels

• Manufacturers are not authorized, under any circumstances, to place the CN Logo and contribution statement on fact sheets or any other product information.

• Manufacturers are only authorized to use and distribute the CN Label on actual product manufactured following a USDA/USDC - Approved Quality Control Program.

• The product carton with the CN Label printed on it is intended to be filed as documentation of meal pattern requirements.
Reminders: CN Labels

In order to provide the required CN Labeling Program information often requested and/or required on bid specifications, manufacturers can do the following before attaching the product label to the bid:

- Print the product label copy with a visible marking sometimes referred to as a watermark that states “Copy not for documenting Federal Meal Requirements” and

- Remove/redact the Federal Inspection Legend.
Reminders: Fact Sheets

✓ Program operator’s responsibility to request and verify supporting documentation is accurate

✓ Always request current documentation prior to awarding a bid

✓ Make sure bid specifications include a statement that the manufacturer may not change the formulation of the product during purchasing period

✓ Keep record of supporting documentation provided by your vendors
THANK YOU

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