

## TRUTH in Labeling Act of 2025

Several countries, including Canada and Mexico, have policies requiring labels on packaged, processed foods to help people identify those that are high in saturated fat, sugars, and sodium.<sup>1,2</sup> These labels must appear on the front of the package, where they are easily noticeable and quickly accessible to consumers.

Polling shows that Americans want front-of-package labels too, with 75% responding that they would support a policy requiring labels like these in the United States, including majorities of Democrats (83%), Republicans (68%), and Independents (73%).<sup>3</sup>

The Transparency, Readability, Understandability, Truth, and Helpfulness in Labeling Act of 2025 (TRUTH in Labeling Act) directs the U.S. Food and Drug Administration (FDA) to require front-of-package labels for foods and beverages sold in the United States.

### *What will food labels look like under the TRUTH in Labeling Act?*

Currently, food labels often spotlight when they're high in "healthy" nutrients or low in nutrients we should limit, but never when they're high in nutrients we should limit.

In January 2025, FDA issued a proposed rule that would mandate front-of-package labels highlighting if a product is "high," "med," or "low" in added sugars, sodium, and saturated fat on foods marketed for adults and kids aged 4 years and older.

The TRUTH in Labeling Act would ensure that the final rule takes an even more streamlined approach to clearly highlight when products are high in added sugars, sodium, or saturated fat using simpler labels with an exclamation mark icon to draw attention.

**Current Labels**



**FDA's Proposed Labels**



**TRUTH in Labeling Act**

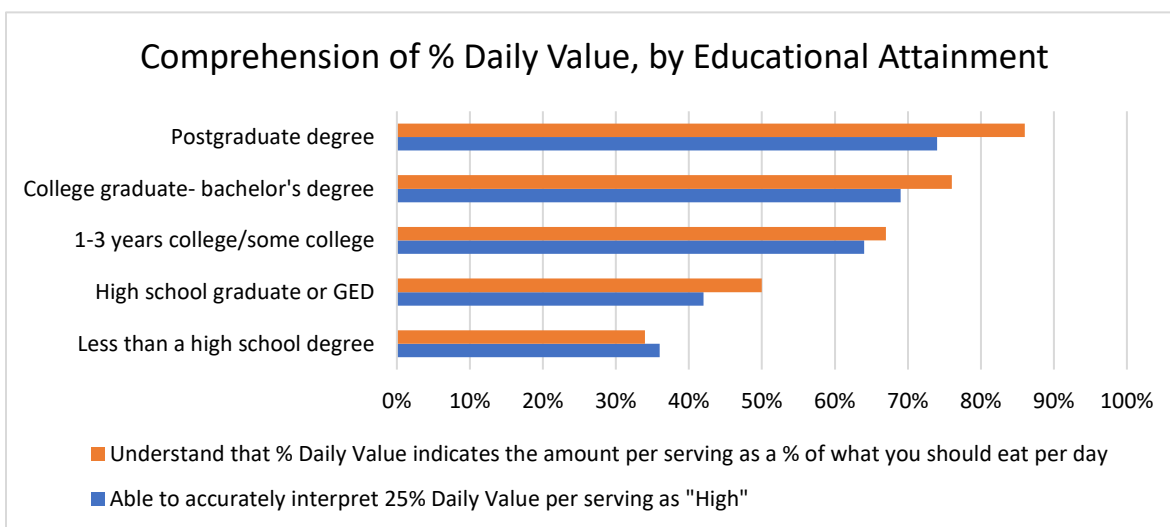


In addition to swapping out FDA's proposed label with the "High In" format, the bill would:

- Ensure FDA's final rule applies to foods for infants and young children.
- Require a disclosure on products containing non-nutritive sweeteners (NNS) to offset a potential unintended effect of FOPNL leading to an increase in NNS in the food supply.
- Give FDA 180 days to issue a final rule.

### *Why do we need the TRUTH in Labeling Act?*

Every day, the average American adult consumes 40% more sodium, 40% more added sugars, and 40% more saturated fat than is recommended.<sup>4,5</sup> Meanwhile, approximately 47% of adults have hypertension,<sup>6</sup> 9% of adults have cardiovascular diseases,<sup>7</sup> and 13% of the population has diabetes, with Type 2 diabetes accounting for approximately 90-95% of these cases.<sup>7</sup> Each of these conditions is strongly linked to excess intake of salt, added sugar, or saturated fat, and the 2020-2025 Dietary Guidelines for Americans recommends limiting their consumption.<sup>8</sup> A 2025 modeling study estimated that dietary improvements resulting from "High In"-style FOPNL would prevent between 96,926 and 137,261 deaths from diet-related chronic disease in the United States.<sup>9</sup>



Source: FDA Food Safety and Nutrition Survey (2019)

Foods and beverages in the United States already have Nutrition Facts labels, which provide essential information about more than a dozen nutrients. The food industry has also developed a voluntary front-of-package labeling system called "Facts Up Front." However, only 40% of people frequently use the Nutrition Facts label<sup>10</sup> and since Facts Up Front is voluntary, it only appears on a fraction of foods. Also, the Nutrition Facts label and Facts Up Front both rely on the % Daily Value to help people understand the nutritional value of a food in the context of their total daily diet, but only 37% of people are unable to accurately interpret the % Daily Value, with lower utilization and understanding among groups with less educational attainment.<sup>11</sup>

Front-of-package labels can help people across age groups, languages, levels of education, and nutrition literacy identify foods that are high in saturated fat, added sugars, and sodium (and which should therefore be consumed in moderation). Research shows that front-of-package nutrition labels help empower consumers to make healthier choices and prompt food manufacturers to offer healthier foods.<sup>12,13</sup>

## Co-sponsor the TRUTH in Labeling Act to provide consumers with easy-to-use, front-of-package nutrition labels!

*Learn more about how front-of-package nutrition labeling can inform consumers and promote public health [here](#) or by contacting [policy@cspinet.org](mailto:policy@cspinet.org).*

### References

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