



United States  
Department of  
Agriculture

Food and  
Nutrition  
Service

3101 Park  
Center Drive  
Alexandria, VA  
22302-1500

DATE: October 13, 2011

MEMORANDUM: Notice to Child Nutrition (CN) Labeling Program Industry

SUBJECT: Transitioning to Whole Grain-rich Foods and Including Standardized Claims for Vegetable Subgroups

TO: All Department of Agriculture and Department of Commerce (USDA and USDC) Authorized CN Labeling Program Participants

The USDA Agricultural Marketing Service (AMS) and the USDC National Marine Fisheries Service (NMFS) will issue temporary approvals set to expire on June 30, 2014, for all CN Label applications that contain grains/breads crediting information which do not meet the attached whole grain-rich criteria. The temporary approvals are intended to provide adequate time for manufacturers to seek guidance and reformulate products to meet the voluntary *HealthierUS School Challenge (HUSSC)* whole-grain criteria which are consistent with the *2010 Dietary Guidelines for Americans (DGAs)*.

Additionally, AMS and NMFS will provide assistance with standardizing CN Label claims that document specific volumes of the vegetable component subgroups such as: dark green, orange/red, legume, starchy and other as more products will be developed to contribute to these subgroups to support HUSSC and 2010 DGAs.

The Food and Nutrition Service will provide additional technical assistance as it becomes available by posting it to the CN Labeling Program web site at: [www.fns.usda.gov/cnd/cnlabeling](http://www.fns.usda.gov/cnd/cnlabeling) and will notify participants of its availability through the GovDelivery service email notification system.

Thank you for your continued support of the Child Nutrition Programs.

**Original Signed**

Cynthia Long  
Director  
Child Nutrition Division

Attachment

### **Temporary Criterion for Whole Grain-Rich Foods**

Both elements of the criterion must be met for a food to qualify as a whole grain-rich food:

Element #1. A serving of the food item must meet portion size requirements for the Grains/Breads component as defined in FNS Instruction 783-1, Revision 2, The Grains/Breads Requirement for the Food-Based Menu Planning Alternatives in the Child Nutrition Programs (USDA/FNS, 1997).

AND

*Element #2.* The food must meet at least *one* of the following:

a. The whole grains\* per serving (based on minimum serving sizes specified for grains/breads in FNS Instruction 783-1, Revision 2, The Grains/Breads Requirement for the Food-Based Menu Planning Alternatives in the Child Nutrition Programs (USDA/FNS, 1997) must be  $\geq 8$  grams. This may be determined from information provided on the product packaging or by the manufacturer, if available.

b. The product includes the following Food and Drug Administration (FDA)-approved whole grain health claim on its packaging. “Diets rich in whole grain foods and other plant foods, and low in total fat, saturated fat and cholesterol may reduce the risk of heart disease and some cancers.”

c. Product ingredient listing lists whole grain first, specifically,

I. *Non-mixed dishes (e.g., breads, cereals):* Whole grains must be the primary ingredient by weight (a whole grain is the first ingredient in the list)

II. *Mixed dishes (e.g., pizza, corn dogs):* Whole grains must be the primary grain ingredient by weight (a whole grain is the first grain ingredient in the list)

For foods prepared by the school food service, the recipe is used as the basis for a calculation to determine whether the total weight of whole grain ingredients exceeds the total weight of non-whole grain ingredients. Detailed instructions for this method appear in the *HealthierUS School Challenge Whole Grains Resource* guide (USDA/FNS, 2009b).

\*Whole grain ingredients are those specified in the *HealthierUS School Challenge Whole Grain Resource* guide ([www.fns.usda.gov/TN/HealthierUS/wholegrainresource.pdf](http://www.fns.usda.gov/TN/HealthierUS/wholegrainresource.pdf)).