



# Look Mom, Does FDA's Freshly Designed Label Violate an Older Regulation?

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# FDA made this handout about the front-of-package nutrition labeling – the Nutrition Info Box - proposal



**FDA has long used sample labels to help explain and visualize the regs, like this one from the 1990s.**

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**This handout's  
illustrative label  
is far more  
attractive!**

**Hold on there  
lil Suzy, did  
you check this  
label against  
*all* the FDA  
regulations?**



**This frozen food claims to have "fresh" basil.**

Inspired by  
Mediterranean  
Traditions

# VEGETABLE GRAIN BOWL

A whole wheat couscous with  
tomatoes, carrots, green bean,  
bell pepper and fresh basil

PER SERVING  
1 meal

Nutrition Info		
	% Daily	
	Value	
Saturated Fat	10%	Med
Sodium	19%	Med
Added Sugars	4%	Low

FDA.gov

SERVING SUGGESTION | MADE IN THE USA  
KEEP FROZEN & COOK THOROUGHLY | MICROWAVEABLE

NET WT. 9.65 OZ (274g)





# Does calling this frozen basil "fresh" violate this earlier FDA regulation\*?

§ 101.95 "Fresh," "freshly frozen,"  
"fresh frozen," "frozen fresh."

(a) The term "fresh," when used on the label or in labeling of a food in a manner that suggests or implies that the food is unprocessed, means that the food is in its raw state and has not been frozen or subjected to any form of thermal processing or any other form of preservation, except as provided in paragraph (c) of this section.

(b) The terms "fresh frozen" and "frozen fresh," when used on the label or in labeling of a food, mean that the food was quickly frozen while still fresh (i.e., the food had been recently harvested when frozen). Blanching of



\*excerpt

**Maybe the "fresh"  
claim isn't subject  
to this reg  
because it's a  
single ingredient in  
a processed food –  
much like "fresh  
mushrooms"  
used to make  
pasta sauce?**





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