



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.



This handout's illustrative label is far more attractive!



This frozen food claims to have "fresh" basil.

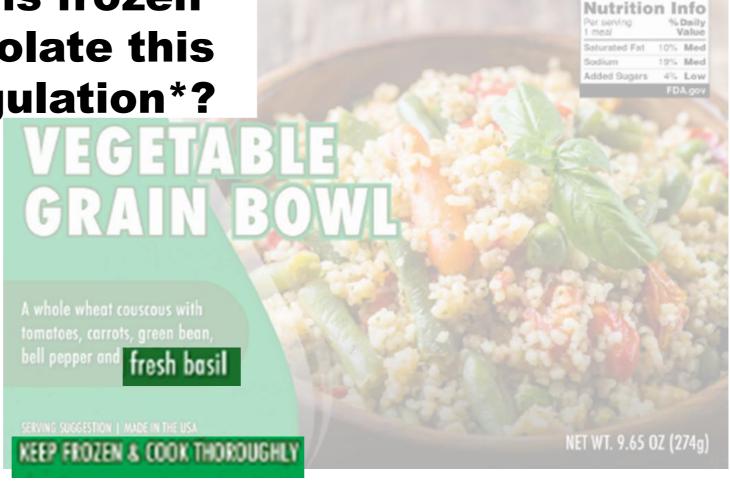


Does calling this frozen basil "fresh" violate this earlier FDA regulation*?

§ 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



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?



