Reducing Negative Nutrients: Guidelines for Product Development

We developed general nutrition guidelines to inform all product development and help us track our efforts to reduce negative nutrients of public health concern. Foods that meet these guidelines must meet the criteria for every nutrient per labeled serving[1].

Category	Calories	Saturated Fat	Sodium	Added Sugar
Beverage	≤150	≤2g	≤600mg	≤12g
Soup/Stock/Broth	≤250	≤3g	≤800mg	≤10g
Simple Meals	≤300	≤6g	≤800mg	≤9g
Salsa & Dips	≤50	≤1g	≤240mg	≤2g
Sauce	≤100	≤2g	≤480mg	≤4g
Breads & Rolls	≤200	≤2g	≤300mg	≤4g
Sweet Snacks	≤200	≤4g	≤200mg	≤12g
Savory Snacks	≤200	≤3g	≤300mg	≤4g

1. Based on labeled serving size or reference amount customarily consumed when the product has a dual nutrition facts panel.