



Making Food Healthier and Healthier Food More Affordable

Walmart is committed to addressing one of the biggest issues facing its customers every day: how to bring healthy, affordable food to their family dinner tables. A key component to achieving this goal was the creation of a front-of-pack icon to help customers identify healthier food choices.



About Walmart's Great For You Icon:

The "Great For You" icon is a simple, easy-to-spot tool developed to help our customers instantly identify food options that are better for them.

Where To Find It:

The easily recognizable icon will appear throughout the store on select Great Value and Marketside items, as well as fresh and packaged fruits and vegetables.

When Customers Will See It:

The icon will appear on Great Value and Marketside items at Walmart stores nationwide this spring and rolling out through the year.

What Foods Qualify:

Items with the "Great For You" icon must pass a rigorous, two-step nutrition criteria process informed by the latest nutrition science and authoritative guidance from the 2010 Dietary Guidelines for Americans, U.S. Food and Drug Administration (FDA), U.S. Department of Agriculture (USDA) and Institute of Medicine (IOM). Developed in consultation with food and nutrition experts from the public and private sectors, as well as leading health organizations, the icon represents a collaborative and transparent effort to develop a trusted and reliable system for consumers.

Nutrition Icon Criteria:

The nutrition standards were developed with experts, and are based on recommendations in recent scientific and government reports.

Step 1: Food Components to Encourage

To pass Step 1, a product must meet "A" **or** "B."

A: A single ingredient food¹ that is one of the following qualifies for the icon (without further criteria application):

- A fruit or vegetable (fresh, frozen, canned, dried and 100% juices)¹
- A 100% whole grain product (e.g., rolled oats, barley, popcorn)
- An unflavored, low-fat or non-fat fluid milk and yogurt²
- A protein food, including eggs, seafood, and poultry and meat products that meet or exceed the USDA definition of lean³
- Fats/oils and nuts/seeds (and spreads) with ≤ 15% of total calories from saturated fat

B: A product that contains one of the following **and** meet Step 2 requirements:

- A fruit or vegetable (fresh, frozen, canned, dried and 100% juices)²
- A grain product that is ≥ 50% whole grain content² or provides 8g whole grain and 3g of fiber²
- A low-fat or non-fat dairy product²
- A protein food including eggs, seafood and poultry and meat which meet or exceed the appropriate definition of lean^{2,3,4}
- Fats/oils and nuts/seeds (and spreads) with ≤ 15% of total calories from saturated fat
- Mixed dishes⁵ containing ≥ 1 or main/dish meals^{6,7} containing ≥ 2 selected from the following: ½ cup equivalent of a fruit or vegetable, ½ ounce equivalent of whole grain, ½ cup of low- or non-fat dairy or 1 ounce equivalent of lean meat⁸

Step 2: Food Components to Limit

Foods that pass criteria "B" in Step 1, must also meet the following requirements per labeled serving:

- Total Fat^{2,9}: Less than 35% of total calories
- Trans Fat: 0 grams labeled and no "partially hydrogenated" fats or oils present
- Saturated Fat^{2,9}: Less than 10% of total calories
- Sodium:
 - Single food item: Less than or equal to 380mg (or 50g if RACC¹⁰ is small);
 - Meals/mixed dishes: No more than 600mg
- Added Sugars¹¹: No more than 25% of total calories

References:

1. United States Food and Drug Administration. 21 CFR 136
2. United States Department of Agriculture and United States Department of Health and Human Services. Dietary Guidelines for Americans 2010.
3. United States Department of Agriculture. 9 CFR 317.362
4. United States Food and Drug Administration. 21 CFR 101.62(e)(1)&(4)
5. United States Food and Drug Administration. 21 CFR 101.12(b)
6. United States Department of Agriculture. 9 CFR 317.313(l) & (m)
7. United States Food and Drug Administration. 21 CFR 101.13(l) & (m)
8. United States Food and Drug Administration. 21 CFR 101.62(e)(2),(3),(5)
9. Excludes dairy, eggs, nuts/seeds (spreads), oils and protein foods if covered in Steps 1 or 2
10. RACC = Reference Amount Customarily Consumed per Eating Occasion
11. Institute of Medicine. Dietary reference intakes for energy, carbohydrate, fiber, fat, fatty acids, cholesterol, protein, and amino acids. Washington, DC: National Academy Press, 2002.

EXEMPTIONS: Food products excluded from program per FDA labeling exemption regulations: Food of no nutritional significance, 21 CFR 101.9(j)(4) (e.g., flavor extracts, food colors, some cooking sprays, plain water). A product is exempt from nutrition labeling if it contains insignificant amounts of all of the nutrients required to be on the label. Food labeled for infants and children under 2 years of age, 21 CFR 101.9(j)(5).