



NuVal® Attribute Criteria

(Last updated June 21, 2017)

NuVal Attributes consist of 19 attributes, selected because they:

- are relevant to consumers and/or
- have an impact on health outcomes

The nutrient content designations follow guidelines established under the Nutrition Labeling and Education Act and meet the criteria as defined in the Code of Federal Regulations, Title 21.

To qualify for a NuVal designation, an item must first meet the following filters (per both serving size and Reference Amount Customarily Consumed):

- **Total Fat ≤ 13 grams**
- **Saturated Fat ≤ 4 grams**
- **Cholesterol ≤ 60 milligrams**
- **Sodium ≤ 480 milligrams**

Additionally, separate thresholds apply to each nutrient as follows:

- **Low Saturated Fat:** Saturated Fat ≤ 1 g & ≤ 15% of calories; Total Fat ≤ 3 g; Cholesterol < 2 mg
- **Low Sodium:** Sodium ≤ 140 mg
- **Good Source of Fiber:** Fiber ≥ 10% of the Daily Value*; Total Fat ≤ 3 g
- **Good Source of Protein:** Protein ≥ 10% of the Daily Value; the % Daily Value must be listed on the Nutrition Facts Panel; the calculation must be based on the % Daily Value, not on the gram amount listed
- **Good Source of Vitamin A:** ≥ 10% of the Daily Value
- **Good Source of Vitamin C:** ≥ 10% of the Daily Value
- **Good Source of Vitamin D:** ≥ 10% of the Daily Value
- **Good Source of Calcium:** ≥ 10% of the Daily Value
- **Good Source of Potassium:** ≥ 10% of the Daily Value
- **Excellent Source of Fiber:** ≥ 20% of the Daily Value; Total Fat ≤ 3 g
- **Excellent Source of Protein:** ≥ 20% of the Daily Value
- **Excellent Source of Vitamin A:** ≥ 20% of the Daily Value
- **Excellent Source of Vitamin C:** ≥ 20% of the Daily Value
- **Excellent Source of Vitamin D:** ≥ 20% of the Daily Value
- **Excellent Source of Calcium:** ≥ 20% of the Daily Value
- **Excellent Source of Potassium:** ≥ 20% of the Daily Value

The filters listed above do not apply to: Gluten Free, Organic, 100 Calories or Less

*Daily Values are reference amounts to consume or not to exceed. The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



NuVal® Attribute Criteria (continued)

In order to qualify for Organic, the product packaging must meet all of the following criteria:

- Include the word “Organic” on the package, without qualifying language such as “made with organic” and without stating a percentage of organic ingredients that is less than 95%
- Include the USDA Certified Organic Seal **Or** Include the “organic” brand or seal of an organic certification organization authorized by the USDA
- Meet the criteria listed in the Code of Federal Regulations, Title 7

In order to qualify for Gluten Free, the product packaging must meet all of the following criteria:

- Include at least one of the following phrases: “no gluten”, “free of gluten”, “gluten free”, or “without gluten”
- Meet the criteria listed in the Code of Federal Regulations, Title 21

Note: Products with no Nutrition Facts Panel information and products with a serving size of 0 cannot get attributes except Gluten Free and Organic.