



# CHILD NUTRITION (CN) LABELING PROGRAM:

## USE IT OR LOSE IT!

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# Why Request CN Labeled Products?

## ✓ CN Label

- Displays the contribution that commercial products make toward CN meal pattern requirements
- Provides a warranty that the product contributes to the meal pattern requirements as printed on the label



# CN Labeled Products

- ✓ **Limited to only two types of products:**
  - Items that contribute to the meat/meat alternate component of the meal pattern
  - Juice drinks and juice drink products
  
- ✓ **Will credit other components as part of these two types of products**
  - Example: CN Labeled Cheese Pizza may list contributions to the meat/meat alternate, grains/breads, and vegetable/fruit components of the meal pattern



# CN Labeling Statistics

- ✓ **2010 AMS reviewed 3,052 label applications - of which 92% were approved for production (2,813)**
- ✓ **May 2011, there are 440 authorized manufacturers producing CN Labeled products**
  - All must follow a Federally-approved Quality Control Program



# How The Program Works

- ✓ **Food manufacturers** Submit application and back up documentation to AMS for a CN Label approval
  
- ✓ **AMS**
  - Reviews the product formulations and proposed labels
  - Provides feedback to manufacturers on required adjustments
  - Maintains a system to track requests, approvals, and denials



**IF YOU NEED ADDITIONAL SPACE, THERE IS A CONTINUATION SHEET ON PAGE 3**

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<p>U.S. DEPARTMENT OF AGRICULTURE FOOD SAFETY AND INSPECTION SERVICE</p> <p><b>APPLICATION FOR APPROVAL OF LABELS, MARKING OR DEVICE</b></p> <p>FSIS has determined that information provided in Items 8, 9, and 10 is exempt from mandatory disclosure under the Freedom of Information Act 5 U.S.C. 552(b)(4).</p> <p><b>APPLICANT: See Page 2 for instructions.</b></p>	<p>1. AGENT NAME, ADDRESS, TELEPHONE NO. (If using an Agent, complete this block, otherwise leave blank.)</p>	<p>2. FOR USDA USE ONLY</p>	<p>3. FOR USDA USE ONLY</p>	<p>4. ESTABLISHMENT NO. / FOREIGN COUNTRY (if applicable)</p> <p><b>Establishment Number</b></p>
<p>5a. NAME OF PRODUCT <b>Product Name</b></p>				<p>5b. HACCP PROCESS CATEGORY</p>
<p>6a. TYPE OF APPROVAL REQUESTED</p> <p><input type="checkbox"/> SKETCH    <input type="checkbox"/> TEMPORARY</p> <p><input type="checkbox"/> EXTENSION OF TEMPORARY</p> <p><i>Temporary labels are subject to additional review.</i></p>	<p>6b. WAS THE LABEL PREVIOUSLY APPROVED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO</p> <p>Date of approval: _____</p> <p>Prior approval number: _____</p> <p>Number of labels on hand: _____</p> <p>Number of days requested: _____</p>	<p>7a. AREA OF PRINCIPAL DISPLAY PANEL (Square inches): _____</p> <p>7b. TOTAL AVAILABLE LABELING SPACE FOR ENTIRE PACKAGE (Square inches): _____</p>		
<p>8. PRODUCT FORMULA</p> <p><input type="checkbox"/> PCT    <input type="checkbox"/> WEIGHT <i>(No Fractions)</i></p>		<p>9. PROCESSING PROCEDURES <i>(Approval of the sketch does not convey approval of the processing procedures)</i></p>		
<p><b>Complete Formula</b></p> <p><b>CN Labeled Source Products</b></p> <p>TOTAL <i>(Percent must total 100%)</i></p>		<p><b>Processing Procedures</b></p> <p><b>Fill Specifications</b></p> <p><b>Maximum Cooking Yield</b></p>		
<p>10. NAME AND ADDRESS OF FIRM <i>(Below and between dots)</i></p> <p><b>Company Name</b></p>		<p>11. SIGNATURE OF APPLICANT OR AGENT</p> <p><b>Signature</b></p>	<p>DATE</p> <p><b>Date</b></p>	
		<p>12. CONDITIONS APPLYING TO USE OF LABELS OR DEVICE (FOR USDA USE ONLY)</p>		

# CN Logo and Statement

CN

093261

Each 2.30 oz. fully cooked roasted chicken provides 2.0 oz. equivalent meat/meat alternate for Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Service, USDA 05/02.)

CN

CN

CN



# Precooked Roasted Chicken

## Ingredient Statement:

Chicken, water, spices.

CN

093261

Each 2.3 oz. fully cooked roasted chicken provides 2.0 oz.

**CN** equivalent meat for Child Nutrition Meal Pattern

**CN**

Requirements. (Use of this logo and statement authorized by the Food and Nutrition Service, USDA 05/02).

CN

**Net Wt.:** 18 pounds

**Chicken Company**

**1234 Kluck Street Poultry, PA 12345**





# Hamburger Patties

## Ingredient Statement:

Beef (Not More Than 30% Fat), water, spices.

CN

093261

CN

Each 2.80 oz. fully cooked beef patty provides 2.0 oz. equivalent meat for Child Nutrition Meal Pattern Requirements. (07/05).

CN

CN

**Net Wt.:** 18 pounds

**Beef Heaven Company**

**4321 Main Street    Somewhere, TX 12345**



# Pancake Wraps

**Pancake Batter Around a Pre-cooked Ground Pork and Vegetable Protein Link**

## Ingredient Statement:

Batter: Water, Enriched Flour, sugar, Artificial Flavor, Maple Flavor, Modified Food Starch, Natural Flavor, Salt, Egg Yolks. Pork and Vegetable Protein Link: Ground Pork (Not More than 20% Fat), Water, Textured Vegetable Protein, Salt, Potassium Lactate, Spices, Sugar, Carmel color.

Each 2.95 oz. Batter Wrapped Ground Pork and Vegetable Protein Link Provides 1.0 oz Equivalent Meal/Meat Alternate And 1.25 Servings Of Bread Alternate For Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Service, USDA 05/02).

**Net Wt.:** 12 pounds

**ABC Bakery Company**  
**111 Cake Way Frosting, NY 12345**



# Veggie Sausage Links

## Child Nutrition Meal Pattern Information:

Each 1.34 oz. fully cooked Veggie Breakfast Links provides 1.0 oz equivalent meat alternate for Child Nutrition Meal Pattern Requirements. (08/08).

**Net Wt.:** 12 pounds



**ABC Bakery Company  
111 Cake Way Frosting, NY 12345**



# Quality Control (QC)

- ✓ **FSIS shifted focus from food safety inspection to HACCP methodologies leaving CN Labeling Program oversight to AMS and NMFS**
- ✓ **QC requirements provide verification that CN labeled items are produced using the approved product formulation and is the basis for the USDA warranty and program integrity**



# QC Program Approval

- ✓ All manufacturers submitting CN label applications must have an AMS or NMFS approved QC program
- ✓ QC Program Evaluation Checklist
  - Available on FNS website at:  
[www.fns.usda.gov/cnd/cnlabeling](http://www.fns.usda.gov/cnd/cnlabeling)



# CN Label Verification of Manufacturers

- ✓ **Manufacturers that successfully pass 4 consecutive reviews are reduced to 2 reviews per year**
- ✓ **Manufacturers who do not produce quarterly must have at least 2 reviews per year**



# Non-Compliance of a Review

- ✓ **AMS notifies FNS of non-compliance and the appropriate action is taken**
- ✓ **Monthly reviews are conducted at plant until corrective action has been confirmed to be effective by AMS/NMFS**



# CN Label Approvals Prior to September 2007

- ✓ **“FNS APPROVED IN FINAL”**
  - Approvals with this stamp expire 9/1/2012
  - Resubmit to AMS for review, prior to expiration





# Fee Structure for 2012 Extensions

## **Applications received before 7/1/2012**

- ✓ Administrative fee is waived
- ✓ Labels are reviewed at \$23.00 per 15 minute increments

## **Applications received on or after 7/1/2012**

- ✓ AMS standard 1-hour administrative fee plus a rate of \$23.00 per 15 minute



# Manufacturers

## Marketing Literature

- ✓ Communicate with schools about how their products contribute to the meal pattern requirements.
- ✓ Carefully review each fact sheet and label for products you are purchasing.
- ✓ Literature must always **prove** how the claimed credit was obtained.
- ✓ NOTE: CN Labels and product literature provide proof of purchase and must be kept with food production records.



# Marketing Literature

## *Fruit-filled Breakfast Pancakes*

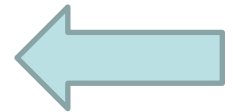
Ideal for School Breakfasts

### **Provides:**

One Bread serving, ½ Meat alternate serving

6 g Protein, 5 mg Vitamin C, 120 mg Calcium

Only 20% calories from fat



Zero saturated and trans fat

No high fructose corn syrup



# Marketing Literature

<b>Nutrition Facts</b>		
	400/0.7 oz.	
Serving Size: 20 gram		Kosher
<b>NUTRIENT</b>	<b>Per 20 gram</b>	<b>Total per %DV</b>
Calories	68.00	
Total Fat (g)	0.30	0.5
Saturated Fat (g)	0.00	0.0
Trans Fat (g)	0.00	0.0
Cholesterol (mg)	0.00	0.0
Sodium (mg)	15.00	0.6
Carbohydrates (g)	16.00	5.3
Dietary Fiber (g)	1.50	6.0
Sugars (g)	11.50	
Protein (g)	0.30	0.6
Vitamin A (IU)	0.24	0.0
Vitamin C (mg)	60.00	100.0
Calcium (mg)	5.80	0.0
Iron (mg)	0.30	2.0
Potassium	130.00	3.7
Phosphorus	11.00	1.1
Magnesium	4.40	1.1
Copper	0.04	2.0
Vitamin B6	0.06	3.0
Niacin	0.10	0.5
Riboflavin	0.03	1.8

## PRODUCT ANALYSIS STATEMENT

Each 20 gm bar meets USDA & National School Lunch/Breakfast program requirements for **1/2 cup of Fruit** as per guidelines in 21 CFR 101.30.

$\frac{.7 \text{ oz product} \times 86 \text{ degrees Brix concentrate}}{12 \text{ Brix single strength}} = 5 \text{ oz. or } .625 \text{ cups Fruit}$

## INGREDIENTS



### Grape – 20316-400

WHOLE APPLES, GRAPE CONCENTRATE, CONCENTRATED APPLE PUREE AND/OR JUICE, NATURAL FLAVOR, NATURAL COLOR, ASCORBIC ACID (VITAMIN C).

### Raspberry – 20314-400

WHOLE APPLES, RASPBERRY CONCENTRATE AND PUREE, CONCENTRATED APPLE PUREE AND/OR JUICE, APPLE POMACE, NATURAL FLAVORING, NATURAL COLOR, ASCORBIC ACID (VITAMIN C).

### Sour Apple – 20311-400

WHOLE APPLES, LEMON JUICE CONCENTRATE, CONCENTRATED APPLE PUREE AND/OR JUICE, PECTIN, APPLE FIBER, NATURAL FLAVOR, ASCORBIC ACID (VITAMIN C).

### Strawberry – 20312-400

WHOLE APPLES, STRAWBERRY CONCENTRATE AND PUREE; CONCENTRATED APPLE PUREE AND/OR JUICE, PECTIN, APPLE FIBER, NATURAL FLAVORING, NATURAL COLOR, ASCORBIC ACID (VITAMIN C).

### Tropical – 20313-400

WHOLE APPLES, PINEAPPLE AND/OR MANGO CONCENTRATES, CONCENTRATED APPLE PUREE AND/OR JUICE, PECTIN, APPLE FIBER, NATURAL FLAVOR, ASCORBIC ACID (VITAMIN C).

### Watermelon – 20315-400

WHOLE APPLES, WATERMELON CONCENTRATE, CONCENTRATED APPLE PUREE AND/OR JUICE, NATURAL FLAVOR, NATURAL COLOR, ASCORBIC ACID (VITAMIN C).

### Wildberry – 20310-400

WHOLE APPLES, RASPBERRY, STRAWBERRY, CHERRY, BLUEBERRY AND/OR BLACKBERRY CONCENTRATES AND PUREES; CONCENTRATED APPLE PUREE AND/OR JUICE, PECTIN, APPLE FIBER, NATURAL FLAVORING, NATURAL COLOR, ASCORBIC ACID (VITAMIN C).



# Marketing Literature

## *Condensed Tomato Soup*

- ✓ Label claims that ½ cup condensed portion or 8 fl oz (1 cup) provides ½ cup of vegetable for enhanced or traditional food based menu planning.
- ✓ Food Buying Guide indicates that ½ cup condensed soup or 8 fl oz (1 cup) reconstituted soup provides ¼ cup of vegetable
- ✓ How should it be credited?



# Crediting Foods Digests

- ✓ Guidance on accepting product literature
- ✓ Provides examples of common crediting misunderstandings
- ✓ Includes sample formats for accurate product formulation statements from manufacturers
- ✓ Aids food service operators in recognizing correct serving measures
- ✓ Aids manufacturers in providing necessary information



# Crediting Foods Digests

These digests will discuss the following common issues:

- ✓ inaccurate or misleading product literature, product labels and fact sheets **AND**
- ✓ provide guidance about how product literature can be used to make purchasing decisions.



# Crediting Foods Digests

- ✓ Digests relate to questions that come into FNS
- ✓ Upcoming topics:
  - ✓ Grains/Breads- Ready to Eat Cereal measures
  - ✓ Cereal/Grain Bars
  - ✓ Fruit Purees and Frozen Fruit Bars
  - ✓ Fruit Snacks
  - ✓ Competitive Foods
  - ✓ Meat/Meat Alternates





# Reminders: CN Labels

- ✓ Must be on the individual product or case to be valid
- ✓ Serves as proof of purchase and as documentation for Federal meal requirements.
- ✓ Companies can refer a program operator to the CN Labeling Program website to verify if a product has a valid CN Label approval: [www.fns.usda.gov/cnd/cnlabeling/authorized.htm](http://www.fns.usda.gov/cnd/cnlabeling/authorized.htm)
- ✓ Dry cured meat snacks and surimi do NOT qualify for Federal meal requirements or for CN Labeling; fact sheets are not be accepted for these products.



# Reminders: CN Labels

- Manufacturers are not authorized, under any circumstances, to place the CN Logo and contribution statement on fact sheets or any other product information.
- Manufacturers are only authorized to use and distribute the CN Label on actual product manufactured following a USDA/USDC - Approved Quality Control Program.
- The product carton with the CN Label printed on it is intended to be filed as documentation of meal pattern requirements.



# Reminders: CN Labels

In order to provide the required CN Labeling Program information often requested and/or required on bid specifications, manufacturers can do the following before attaching the product label to the bid:

- Print the product label copy with a visible marking sometimes referred to as a watermark that states *“Copy not for documenting Federal Meal Requirements”* and
- Remove/redact the Federal Inspection Legend.



# Reminders: Fact Sheets

- ✓ Program operator's responsibility to request and verify supporting documentation is accurate
- ✓ Always request current documentation prior to awarding a bid
- ✓ Make sure bid specifications include a statement that the manufacturer may not change the formulation of the product during purchasing period
- ✓ Keep record of supporting documentation provided by your vendors



# THANK YOU

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