

Figure 4.—Illustration of Label for Substitute Product—REDUCED FAT BEEF FRANKS, according to Proposed 9 CFR 319.10

<p style="text-align: center;"><b>REDUCED FAT BEEF FRANKS</b></p> <p style="text-align: center;"><b>50% less fat than our beef and pork franks</b></p> <p style="text-align: center;"><b>Fat has been lowered from 16 g to 8 g per serving</b></p> <p><b>Ingredients Statement: Beef, Water, Wheat Flour**, Guar Gum*, Dextrose, Salt, Corn Syrup, Flavorings, Sodium Phosphate, Sodium Erythorbate, Sodium Nitrite</b></p> <p style="padding-left: 40px;"><b>* Ingredient not in regular beef frank</b></p> <p style="padding-left: 40px;"><b>** Ingredient in excess of amounts permitted in regular beef frank</b></p> <p><b>Nutrition Facts</b></p> <div style="background-color: black; width: 300px; height: 100px; margin: 10px 0;"></div>
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#### BILLING CODE 3410-DM-C

Nutrition labeling and the listing of ingredients in order of predominance for substitute products, along with its product name and special ingredient labeling for certain differences between it and a traditional standardized product will allow consumers to be able to evaluate the merits of substitute meat and poultry food products using an expressed nutrient content claim and a standardized name. As discussed, this labeling approach for establishing a general standard of identity is similar to the labeling scheme established by FDA in final rules (21 CFR 130.10) published January 6, 1993 (58 FR 2431).

#### V. Advance Notice of Proposed Rulemaking on Standards Reform

The Agency is planning to publish an ANPR that explores alternative approaches to defining and standardizing meat and poultry products to assure that they bear truthful and accurate names, are labeled in a manner that is not false or misleading, and contain only safe and suitable ingredients. The ANPR will consider the broader issues concerning the role regulatory standards of identity and composition should play in today's market.

#### Executive Order 12866

This proposed rule has been determined to be significant for purposes of Executive Order 12866. This proposed rule would allow for substitute meat and poultry food products to deviate from current standards, provided certain conditions are met.

FSIS issued Policy Memo 121B and Policy Memo 123 as interim policies to accommodate development and distribution of certain lower fat substitute meat and poultry products while undergoing this rulemaking process. To date, industry already has taken advantage of this policy by introducing new products. This rule is necessary to encourage and continue the development of more meat and poultry products with reductions in food constituents having health implications, e.g., lower in fat and cholesterol.

Today's consumers are looking for versions of popular standardized processed meat and poultry food products that have reductions in fat and cholesterol. To take advantage of advances in ingredient and processing technologies, meat and poultry food processors would be provided with the flexibility to formulate and market new meat and poultry products with reductions in fat content, cholesterol,

and sodium—constituents which are of concern to today's health conscious consumers—and identify them by an expressed nutrient content claim and by names that are familiar to consumers.

If the proposed rule encourages firms to market a greater variety of nutritious meat and poultry products, then consumers will enjoy the benefit of greater product choices. Consumers will also benefit from a healthier diet by the availability of products with lower fat and cholesterol contents if the market is sufficiently strong to sustain increased sales of these products. Research conducted by the Economic Research Service of the U.S. Department of Agriculture has shown that when healthier diets lead to reductions in incidence of heart disease, cancer, stroke, diabetes, or other health problems, then economic benefits accrue in the form of reduced medical costs and productivity losses due to medical infirmity and premature death. While it is not yet possible to determine the extent to which the rule would lead to healthier diets and lower medical costs, there could be a benefit to society.

This proposed rule would not mandate any changes to the way meat and poultry products must be labeled, but would provide the meat and poultry industry with the option of producing