



**ORGANIC & NATURAL FOOD  
PRIVATE LABEL**

**CLEAN LABEL POLICY & NUTRITION PROFILING SYSTEM**

# "MAKE ORGANIC & NATURAL FOOD AVAILABLE TO ALL."

## PURPOSE

Natural Sourcing International (NSI) has developed a system based on international nutrition science and public health recommendations made by the U.S. Department of Health & Human Services, the U.S. Department of Agriculture, The Food & Drug Association, Santé Publique France, the UK Food Standards Agency and the World Health Organization. Our team of scientists and industry experts have thoroughly reviewed our product portfolio and established rigorous criteria known as the *NSI Clean Label Policy & Nutrition Profiling System*.

In line with our company mission to "make organic & natural food available for all," NSI aims to responsibly source and develop all products in order to increase accessibility and affordability of foods that can help consumers meet these recommendations. All products will be developed to market with the goal of meeting these standards to ensure that consumers have an appropriate choice in the context of a balanced diet. NSI's strategy is to offer products that have proven superiority in taste, nutritional value, quality, and innovation.

## HEALTHY EATING GUIDELINES

### FOLLOW A HEALTHY EATING PATTERN ACROSS THE LIFESPAN.

All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.

### FOCUS ON VARIETY, NUTRIENT DENSITY AND AMOUNT.

To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.

### LIMIT CALORIES FROM ADDED SUGARS AND SATURATED FATS & REDUCE SODIUM INTAKE.

Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.

### SHIFT TO HEALTHIER FOOD AND BEVERAGE CHOICES.

Choose nutrient-dense, clean label foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts to accomplish and maintain.

Recommendations above based on the 2015-2020 Dietary Guidelines for Americans

## KEY RECOMMENDATIONS

To get the most out of the Nutrition Facts label and to better understand the NSI Clean Label Policy, follow these key recommendations:

- **Look at the number of servings per container and serving size first. Use that information to determine how much of the product fits into a healthy overall diet.**
- **Aim to stay under 100% DV of things like sodium and added sugars over the day. Try to consume 0g of trans fat if possible.**
- **Aim to reach 100% DV of dietary fiber, vitamin D, calcium, iron and potassium.**
- **For grain-rich products, aim for products with at least one gram of fiber for every 10 grams of carbohydrate.**

## CLEAN LABEL POLICY

The selection of specific nutritional factors to be assessed by the NSI Nutritional Profiling System & Clean Label Policy is based on the overall importance of these factors to public health aligned with recommendations made by public health authorities.

Table 1: Daily reference values (DRV) for adults and children of main nutritional factors

Nutritional Factor	Daily Reference Values for Adults and Children > 11 years	Daily Reference Values for Children (9-11 years)	Daily Reference Values for Children (4-8 years)
Energy	1,600-2,400 kcal (women) 2,000-3,000 kcal (men)	2,000 kcal	1,700 kcal
Protein	0.8g/kg of body weight	50g	24g
Fat	70-80g (<10% total kcal)	70g (<10% total kcal)	60g (<10% total kcal)
Saturated fatty acids	<20g	<20g	<19g
Trans fatty acids	<1% of energy	<1% of energy	<1% of energy
Added sugars	<50g	<50g	<42.5g
Fiber	25-35g	17g	15g
Sodium	<2,400mg	<2,000mg	<1,400mg

Based on recommendations for dietary intakes used by the WHO, USDA, FDA, and the FSA

The Daily Reference Values are used to calculate the % Daily Values that consumers see on the Nutrition and Supplement Facts Label.

# CLEAN LABEL POLICY

For its entire product portfolio, NSI has established rigorous criteria for energy and health-sensitive nutritional factors: **sugar**, **fats**, **sodium** and **oils**. The NSI Clean Label Policy outlines these specific cut-off values and defines a comprehensive list of unacceptable ingredients to guarantee full transparency and customer satisfaction. These values are taken into account with product's entirety through the NSI Nutrition Profiling System.

The NSI Nutrition Profiling System has allowed us to evaluate our entire product portfolio using the nutritional data listed on the nutrition facts panel for 100g of the product, whose nutrients form part of the mandatory nutritional declaration or are included as supplemental information:

- Calories (kJ)
- Amount of saturated fatty acids (g)
- Amount of sugars (g)
- Amount of sodium (mg)
- Amount of protein (g)
- Fiber (g)
- Vitamins and minerals (as represented by % fruit/vegetable)

The total score comprises two dimensions:

- **negative points** - corresponding to the unfavorable components, an excess of which is considered unhealthy: calories, sugars, sodium and saturated fatty acids
- **positive points** - corresponding to the favorable components, an adequate amount of which is considered healthy: percent fruit/vegetable, protein and fiber

To learn more about the specific criteria and scientific techniques detailed in the NSI Clean Label Policy and Nutrition Profiling System, please contact:

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