

FDA Extends Deadline for Comments on Nutrition Innovation Strategy

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- At the National Food Policy Conference in March 2018, FDA Commissioner Scott Gottlieb, M.D., announced the creation of the Nutrition Innovation Strategy (NIS). The NIS is intended to improve public health by educating consumers and encourage innovation to expand the use of nutrition in reducing the instances and impact of chronic disease. FDA held a public meeting on July 26, 2018 to discuss and solicit public input regarding the NIS. The Daily Intake has previously published posts regarding the NIS [here](#) and [here](#). Keller and Heckman also published a [client alert](#) regarding the meeting.
- Topics of discussion during the meeting included modernizing the approach to label claims, modernizing standards of identity ([including for milk and dairy products](#)), modernizing ingredient labels, and healthy symbols.
- In the announcement for the July 26 meeting, FDA provided an opportunity for public comment until August 27, 2018. In response to multiple requests for a longer comment period, [FDA has extended the comment period until October 11, 2018](#).

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