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If criteria other than nutrient content (e.g., amount of whole grain) are to be included in the definition of the term "healthy," how might we determine whether foods labeled "healthy" comply with such other criteria for bearing the claim?

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Scientific Report of the 2015 Dietary Guidelines Advisory Committee

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Would this change in the term “healthy” cause a shift in consumer behavior in terms of dietary choices? For example, would it cause a shift away from purchasing or consuming fruits and vegetables that do not contain a “healthy” claim and towards purchasing or consuming processed foods that bear this new “healthy” claim?

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What would be the costs to industry of the change?

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