Effect of the Nutrition Labeling and Education Act of 1990 on Independent Restaurants in Tennessee

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Abstract
The purpose of this research was to investigate what effect current and proposed regulations of the Nutrition Labeling and Education Act of 1990 would have on independent restaurant operations in the state of Tennessee. A rule proposed in June of 1993 will expand the NLEA to include restaurant menus.

The sample was identified and selected from the population of independent restaurateurs in the state of Tennessee who were members or were eligible for membership in the Tennessee Restaurant Association (TRA) and operated ten units or less. Cities with populations greater than 25,000 were used to stratify the sample due to research suggesting that consumer demand for nutritionally oriented items is greater in urban areas than in rural settings (Huss & Gilmore, 1995). Questionnaires were sent to either the owner or general manager. Analyses were performed to describe the demographic profile of the respondents; current practices regarding the provision of nutrition information; awareness, effect and knowledge of the current and proposed regulations; the potential method of compliance; and estimated compliance costs. Also five research hypotheses were investigated. A 25% response rate was realized, all returned surveys were used for data analysis.

Seventy-eight percent of the respondents reported total food sales from items identified with nutrition information between 0% - 10%. This may reflect that sales data are not monitored according to this classification. A large proportion of the sample (72%) reported that they do not use nutrition information to "promote" food items, yet over 50% of those responding negatively to this went on to indicate that one or more of the nutrition terms listed on the survey were used in the restaurant. A majority (83%) of the respondents also reported that they were not aware of the current NLEA regulations or the menu proposal prior to the survey. A corresponding proportion (87%) reported experiencing no effect from the NLEA, and exhibited a low knowledge level regarding details of the regulations (≥93%). The most common sources of nutrition information to base nutrition claims on were suppliers and food labels. Information provided by the service staff was the most common location for nutrition statements. Five percent reported that they were already in compliance, 31% indicated they would comply by either substantiating existing claims, or revising menus to include claims, 40% indicated that they would comply by not making nutrient content or health claims in their
establishment, and 2% stated they would include nutrient values without making any claims. Sixty-six percent reported being unable to estimate the total costs of compliance with this legislation, while 16% estimated it would be less than $250 dollars.

The high level of negative responses regarding use of nutrition information in the sample indicate that this issue is not a great concern, or is not in great demand by the patrons of these establishments. It is further indicated that the current regulations and proposal to include restaurant menus into the Act will not have a substantial impact on the responding establishments as long as compliance can be achieved by refraining from making nutrient content or health claims. Further research is needed to determine the consumer demand for nutritionally oriented items, the staff training regarding nutrition issues, and the practice of monitoring sales according to nutrition labeling in these establishments.

Comments
Major is listed as Food Service and Lodging Administration.

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November 8, 1990. The Labeling Act calls for the first major changes to food labels in approximately two decades. However, not all of the consequences of that victory are yet clear. The debate surrounding new. The major topics covered by the Labeling Act are nutrition labeling, food decription claims, disease-related claims and preemption of non-identical state laws in these and other areas. The race to regulate may have been the result of the popularity of the food labeling issue and a desire by both regulators and legislators to take credit for helping the American consumer. the effect of diet on health have led to a number of widely accepted links between food. components and disease prevention. If a food's label or advertising. This act gave the FDA the authority to require nutrition labeling of most foods regulated by the Agency and to require that all nutrient content claims (e.g., “high fiber” or “low fat”) and health. As part of its mission, the program conducts careful and independent analyses that use contemporary economic scholarship to assess existing regulations and their effects on the economic opportunities and the social well-being of all members of American society. The case examined here is the package of regulations that met the initial legal requirements provided by the Nutrition Labeling and Education Act of 1990 (NLEA, Public Law 101-535). The regulations for nutrition labeling and other provisions became effective on May 8, 1994. Free Essay: The Labeling and Education Act of 1990 was the last major government action involving nutrition labeling, which did not take effect until 1994.... This action required that serving size and nutrition labeling to be clearly displayed on packaged foods that were being sold at the grocery stores. Restaurant and other ready-to-eat food were exempted from this new law. But in 2014, twenty years after this action went into effect; the FDA released a proposed rule to renew the nutrition-facts label, which required packaged foods to include the amount of sugar, and to increase the size of the calorie label font, making it easier for consumers to read the labels.