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While not opposed to helping consumers to easily navigate nutritional information, the Facts Up Front icons already voluntarily in use can effectively satisfy this need. To require additional front of packaging labeling will require manufacturers to make costly label revisions that will ultimately be passed on to the consumer. For a company such as ours, this could mean a change to upward of 200 privately branded labels. Perhaps consumer pricing might be better controlled by making additional FOP labeling mandatory for only those products with specific nutritional claims.