

# Changes to the sell-by dates on food

By Caitlin Dewey, New York Times

The majority of Americans have no clear idea what “sell by” labels are trying to tell them. But after 40 years of letting us guess, the grocery industry has made moves to clear up the confusion.

Last week the Food Marketing Institute and the Grocery Manufacturers Association, the two largest trade groups for the grocery industry, announced that they’ve adopted standardized, voluntary regulations to clear up what product date labels mean.

Where manufacturers now use any of 10 separate label phrases, ranging from “expires on” to “better if used by,” they’ll now be encouraged to use only two: “Use By” and “Best if Used By.”

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