

Understanding the Food Label



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How do I know.....

- o How many calories I am actually eating?

Is that number low, medium, or high?

- o What nutrients should I limit or get enough of and why?

- o What the Percent Daily value (% DV) and what does it mean



The Nutrition Facts Label

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	



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Macronutrients: “macro” indicates large and macronutrients are nutrients required in large amounts. These include Carbohydrates, Protein and Fat.

Micronutrients: “micro” indicates small and micronutrients are nutrients required in small amounts. These include all vitamins and minerals.



Understand a food label and make better choices for health

Serving sizes

- Serving sizes and calories are in bold print
- Updated serving sizes now reflect what people really consume

Is it nutritionally valuable?

- Select foods that are nutrient dense and a good source of fiber
- Consider how added sugars fit into your daily plan

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Count calories

- Look at serving size, number of servings and calories per serving

Check for heart health

- Choose foods lower in fat, saturated fat and sodium



Serving size changes

What is considered a single serving has changed over the years -Serving sizes are now more realistic to reflect amount people really consume at one time. For example...

Old serving size-
1/2 cup



New serving size-
2/3 cup



Single-serving packages

For packages between 1 and 2 servings, information must be declared for the entire package (rather than per serving)



Why?

People usually consume the entire package in one sitting.



General Guide to Calories*

70-80 Calories is low

100-150 Calories is moderate

400+ Calories is high

*Based on a 2,000-calorie diet.



Fats



- o Total fat, saturated fat and *Trans* fat are required to be listed on the label
- o Calories from fat no longer included- because we know that the type of fat is more important than the amount
- o *Trans* fat remains on label for consumers however, Manufacturers had to remove partially hydrogenated oils or trans fats from their products by 2020



Limit These Nutrients

The goal is to stay
BELOW 100% of the
DV for each of these
nutrients per day.

Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans Fat</i> 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%



Nutrients

Vitamins
Minerals
Calcium
Iron
Potassium
Vitamin D

Nutrition Facts

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- o Actual amount and % Daily Value for:
 - o Vitamin D
 - o Calcium
 - o Iron
 - o Potassium
- o Nutrients of public health significance
- o Vitamins A and C no longer required
- o Can voluntarily declare amount for other vitamins and minerals



% Daily Value

Footnote changed to better explain what % Daily Value means and put calories in context of the daily diet.

“The % Daily Value tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice.”

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What's High? What's Low? Do You Have to Calculate to Know?

Footnote

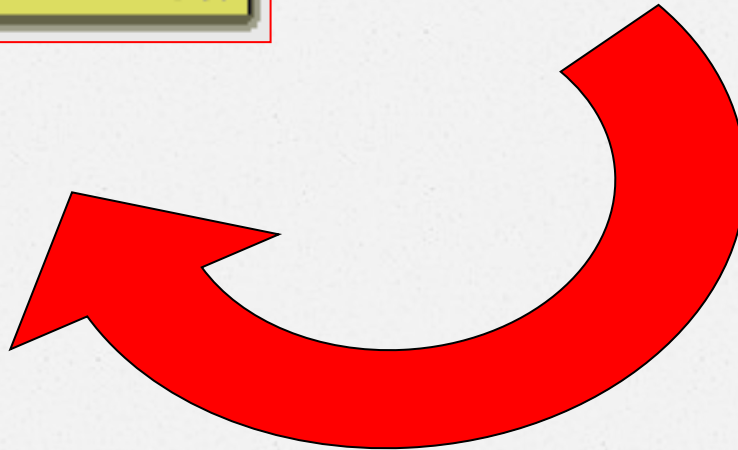
	% Daily Value*
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Sodium 470mg	?



The % DV Does the Math

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%

Look here for highs and lows!



Quick Guide to % DV

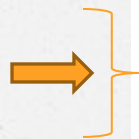
Limit these
Nutrients



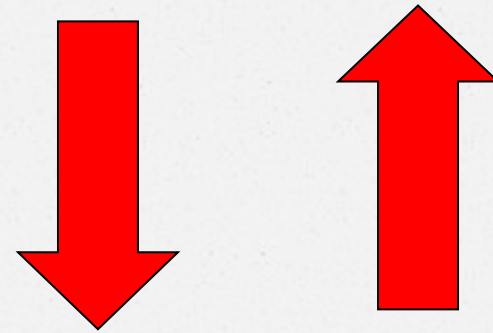
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Get
Enough
of these
Nutrients



5% DV or less is Low



20% DV or more is High



No % Daily Value

o Trans Fat



o Sugars



o Protein



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What are added sugars



Sugars that are either added during the processing of foods, or are packaged with additional sugars

- o Scientific evidence supports reducing caloric intake from added sugars
- o High intake of added sugars increases overall caloric intake
 - * Diets lower in sugar-sweetened foods and beverages associated with lower risk of heart disease
 - * No more than 10% of total daily calories should come from added sugar (DGA)

10%




Added sugars

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- Added sugars are a subset of total sugars
- Help consumers understand how much sugar has been added to a product



Total Sugars 12g
Includes 10g Added Sugars 20%



Labeling Multi-Serving Packages

- Dual column labeling is required for some packages that can be consumed in one sitting or in multiple sittings
- For packages that contain 200% and up to and including 300% of the standard serving size

For example: A 3oz (90g) bag of chips would be labeled per serving and per package

Nutrition Facts				
2 servings per container				
Serving size		1 cup (255g)		
	Per serving		Per container	
Calories	220		440	
	% DV*		% DV*	
Total Fat	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
Trans Fat	0g		0g	
Cholesterol	15mg	5%	30mg	10%
Sodium	240mg	10%	480mg	21%
Total Carb.	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
Protein	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

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Old

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

*Percent Daily Values are based on a 2,000 calorie diet.
Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New

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Source: FDA.gov



Summarize

- o The label does not tell us what to eat, but helps us make wise choices
- o It helps us compare products
- o Labels make us a wiser consumer for health

