

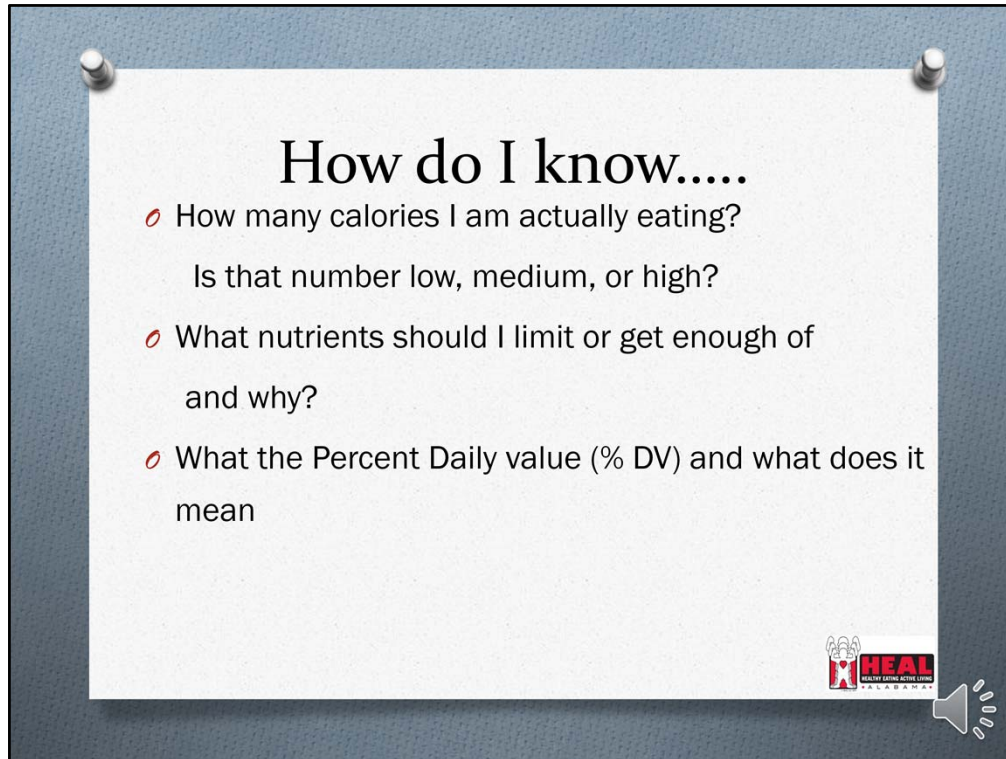
Understanding the Food Label



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For the next few minutes we are going to talk about how to read nutrition labels. The labels provide a lot of information but most people don't understand it. So let's see if I can explain the basic parts of this label.



•I'm only going to give you a snapshot of the label—so here are some key questions that I will address today.

How many calories I am actually eating?

Is that number low, medium, or high?

What nutrients should I limit or get enough of

and why?

What the Percent Daily value (% DV) and what does it mean and am I getting to much or too little?

Which nutrients have no %DV and why?

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%
* 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.	



Let's begin by looking at the label most people see. Consumers use the label for different reasons—how have you every used it or looked at it?

- If you're like most people I speak to, you probably look at calories first.

The label doesn't teach nutrition but is a valuable nutrition education tool to understand what your are eating.

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HEAL
HEALTHY EATING ACTIVE LIVING

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.

Let’s talk for just a minute about Macronutrients and Micronutrients.

Macronutrients: “macro” indicates large and macronutrients are nutrients required in large amounts. These include Carbohydrates, Protein and Fat. These are seen on the label above the dark line after protein.

Micronutrients: “micro” indicates small and micronutrients are nutrients required in small amounts. These include all vitamins and minerals. They are located on the label below the dark line after protein.

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

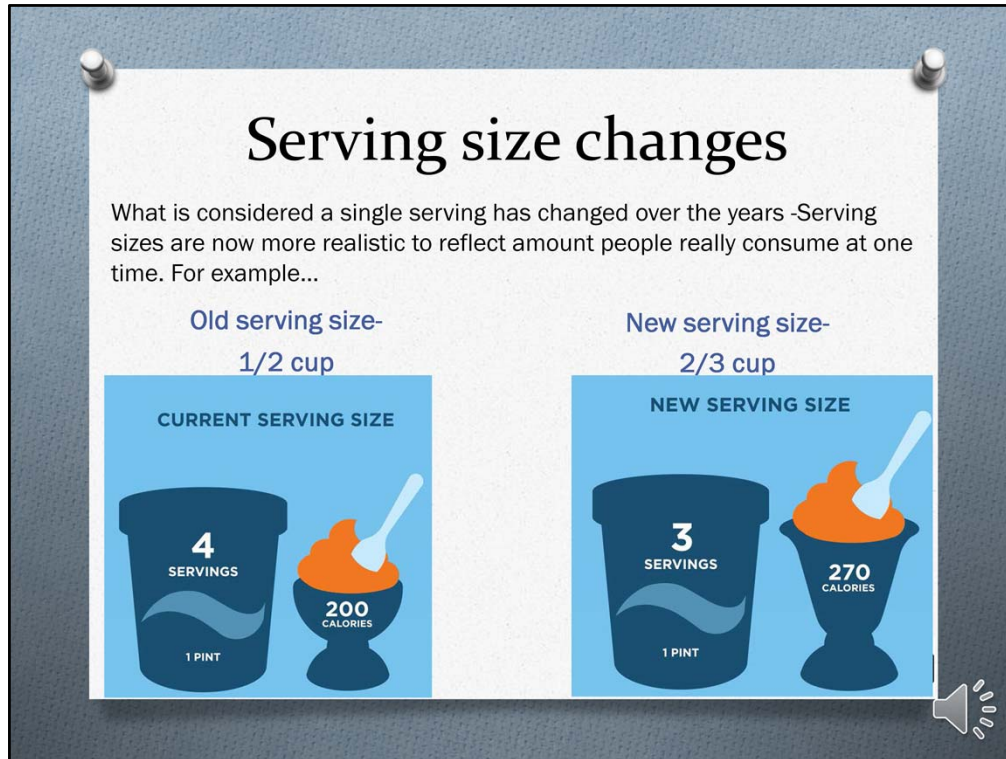
Now, take a look at this educational version of the Nutrition Facts label.

OK; Now for the first question: **How Many Calories Am I actually Eating?**

Many people answer this question by simply looking at the calories listed on the label ?
(Not you of course)

So the first thing you want to do is look at the serving size AND the number of servings per container; then determine the calories **actually** consumed. For example: If the label says 12 chips is a serving and you ate 25, then you ate 2 servings and you would double the calories as well as fat, sodium, carbohydrates, fiber and nutrients listed on the label- we will discuss this later.

You want to look at the total fat, cholesterol and sodium levels because these may have a impact on your heart. Our rule of thumb are that foods that have < 10% DV of fat and added sugars and <250 mg of sodium are considered healthy
More about this later



The new food label was required of all manufactures by 2019. One of the major changes was the serving sizes Many food companies listed smaller serving sizes to make the product seem lower in calories. But since 2019 companies have to put realistic serving sizes.

For example: for ice cream

Old serving size was $\frac{1}{2}$ cup

But New serving size is $\frac{2}{3}$ cup- a more realistic serving for most people

So what did this do the number of servings in a container?

It reduced the number of serving per container, but the calories increased. The calories per ounce did not increase it is just the serving size has changed.

Single-serving packages

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

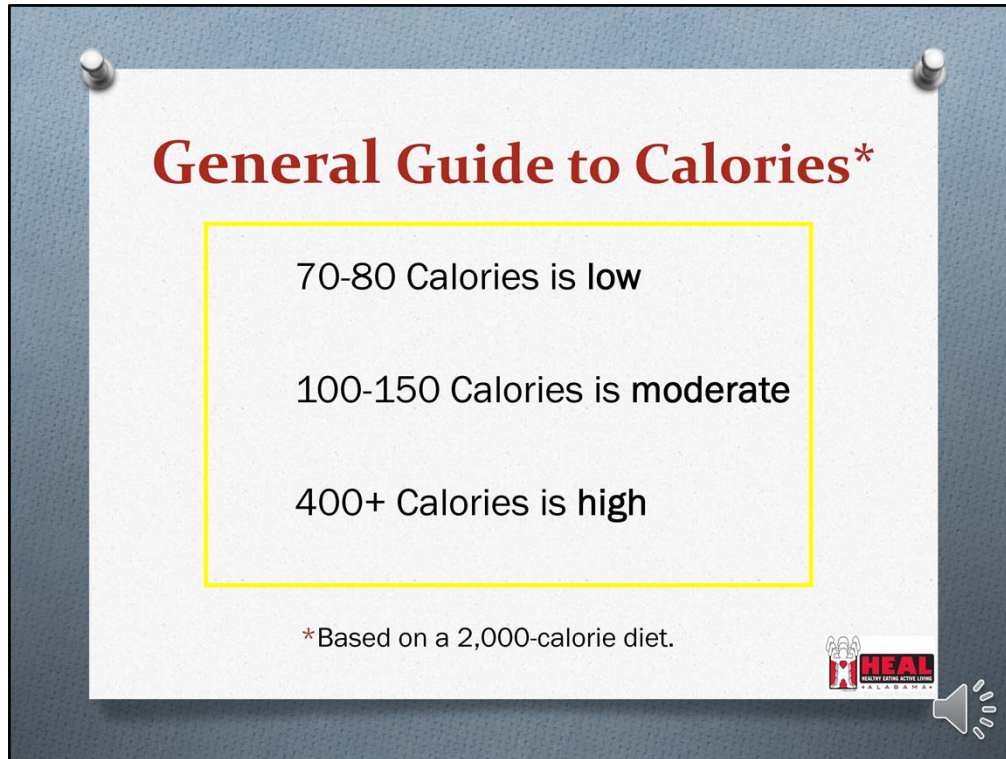
Why?



People usually consume the entire package in one sitting.



For example. The labels on 20 oz. drinks previously said 2 servings. But most people would drink the whole bottle and not share- If fact, who would want to share if someone had already had drink for the bottle. Now the 20 oz. bottle says 1 serving- which did increase the calories, but it is more realistic as to what people do.



Here's a GENERAL GUIDE TO CALORIES. Notice how it gives consumers a context for determining calorie amounts based on 2000 calories.

70-80 calories is low-- is actually a nutrient content claim.

100-150 calories is moderate is—5-7% of 2000 calories

400 calories is high-- is 20% of 2000 calories.

Fats



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



Let's talk a little about fats in products and on the labels

Total fat, saturated fat and *Trans* fat are required to be listed on the label

However, calories from fat are no longer required to be included- because we know that the type of fat is more important than the amount

Trans fat derived from partially hydrogenated oils was shown to be very unhealthy. It does remain on label for consumers however, The FDA ruled that Manufacturers had to remove partially hydrogenated oils or trans fats from their products by January 2020. you may still see some on products still on the shelves, but most products no longer have trans fats. Just avoid any thing that has trans fats 1- because it is harmful and 2- the product is older

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%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%



Which nutrients should I limit and why?

In answer to the question: Eating too much fat, saturated fat, and cholesterol, or sodium may increase your risk of certain chronic diseases, like heart disease, some cancers, or high blood pressure.

So when we say, “Limit These Nutrients,” the goal is to stay BELOW 100% of the DV for each one of these nutrients per day. But remember that trans fats will have been removed from products by January 2020

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Nutrients

Vitamins
Minerals
Calcium
Iron
Potassium
Vitamin D

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories 230	
% 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	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
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- Actual amount and % Daily Value for:
 - Vitamin D
 - Calcium
 - Iron
 - Potassium
- Nutrients of public health significance
- Vitamins A and C no longer required
- Can voluntarily declare amount for other vitamins and minerals



So, which nutrients do I need to get in adequate amounts?

Try to get at least 100% of the DV for these nutrients:

Vitamin D is list as mcg- which means micrograms. We need 15 mcg per day for bones, teeth and a healthy heart.

Calcium needs are 1300 mg/d for children and 1000/d for adults to help build bones and teeth.

Iron needs vary by age and gender. Until 14 the needs are 8 mg/d; then 14-19 it increases to 11, for males at 14 it increases to 15mg/d then again at 18 to 18 mg/d- mainly due to the extra muscle mass that is being added.

Potassium needs are 1200 mg/d This is need to help regulate blood pressure and are heart healthy.

Also, look at the fiber amounts. Diets higher in fiber can help with digestion and prevention of diseases.

Vitamins A and C no longer required on the label as most people receive adequate amounts of these nutrients. However, manufacturers can add more nutrients on the label to better market their products.

% 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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But what does the % Daily Value really mean?

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.”

If you look at the bottom of the label, it states this is based on a 2000 kcal/d nutritional intake. However. Most youth require more than 2000 calories per day because they are active and growing.

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

Footnote

	% Daily Value*
Total Fat 12g	?
Saturated Fat 3g	?
Trans Fat 1.5g	
Cholesterol 30mg	?
Sodium 470mg	?



If you were just to look at the grams or milligrams for each nutrient, would you know if that was good or bad.

Can you tell if 12g of Total Fat is high or low? What about the 3g of saturated fat? What about the 470mg of sodium?

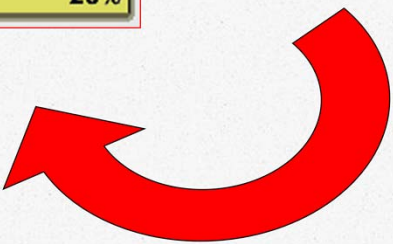
Without the %DV can YOU can not QUICKLY ANSWER THESE QUESTIONS WITHOUT GUESSING?



But do you have to calculate to know?

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!



No, THE % DV DOES THE MATH FOR YOU BY PUTTING ALL THE NUMBERS (GRAMS AND MILLIGRAMS) ON THE SAME SCALE (0 - 100%).

On this sample label: 12g fat equals 18% DV

Is 18% DV for Total fat or 20% DV for Sodium high or low? Do these nutrient amounts contribute a lot or a little to the daily limit of 100% DV?

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 A good rule is 5% or less of fat is very healthy, 20% or less is OK and greater than 20% is high in fat. Most meat products are higher in fat, but this does not mean they are unhealthy. Just watch the fats in non-meat and snack products

The recommendation for sodium is 2500 mg/d. Usually a product that has less than 250 mg is OK- just watch the high sodium like this food.

Quick Guide to % DV

Limit these Nutrients →

Get Enough of these Nutrients →

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5% DV or less is Low

20% DV or more is High

Now take a look at the **The Quick Guide**--it gives you a **FRAME OF REFERENCE** for deciding if a food is high or low in a nutrient.

5% DV or less is low and 20% DV or more is high for all nutrients, including those you want to limit (e.g., fat, saturated fat, cholesterol, and sodium) or those you want to get enough of, like fiber and calcium, iron, potassium and vitamin D.

Notice how easy it is to apply the 5/20 Quick Guide to % DV for determining highs and lows.

So Which nutrients have no %DV?

No % Daily Value

- Trans Fat →
- Sugars →
- Protein →

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As you can see, there are three nutrients that have no % DV (for TRANS & SUGARS, THERE ARE NO DAILY VALUES RECOMMENDATIONS FOR THEM.)

For Protein: Unless a claim is made, or the food is meant for use by infants and children under 4 years old, there is no requirement for a % DV for protein. Current scientific evidence indicates that protein intake is not a public health concern for adults and children over four years old. And proteins needs change with age, gender and physical activity.

And as we discussed earlier- trans fats are suppose to be 0 as of January 2020

Now let's discuss sugars, including added sugars.

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%



What are added sugars. These are sugars that are either added during the processing of foods, or are packaged with additional sugars. More and more products have added sugars. Even foods your don't think of like catsup or margarine. As consumers we need to be aware of this and look on the label for these added sugars.

In fact, Diets lower in sugar-sweetened foods and beverages associated with lower risk of heart disease and diets high in added sugars can lead to higher calorie intake.

The Dietary Guidelines for Americans recommends that no more than 10% or total daily calories should come from added sugar.

Added sugars

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Protein 5g	
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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%



Remember most foods have carbohydrates like the lactose in milk, fructose in fruit, starch in grains. But these are naturally occurring. What we want to look at is the added sugar content. These sugars are included in total sugars as well.

What you need to look at is the added sugars. **Choose the lower added sugar product. Strive for less than 10% of DV of sugar each product.**

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

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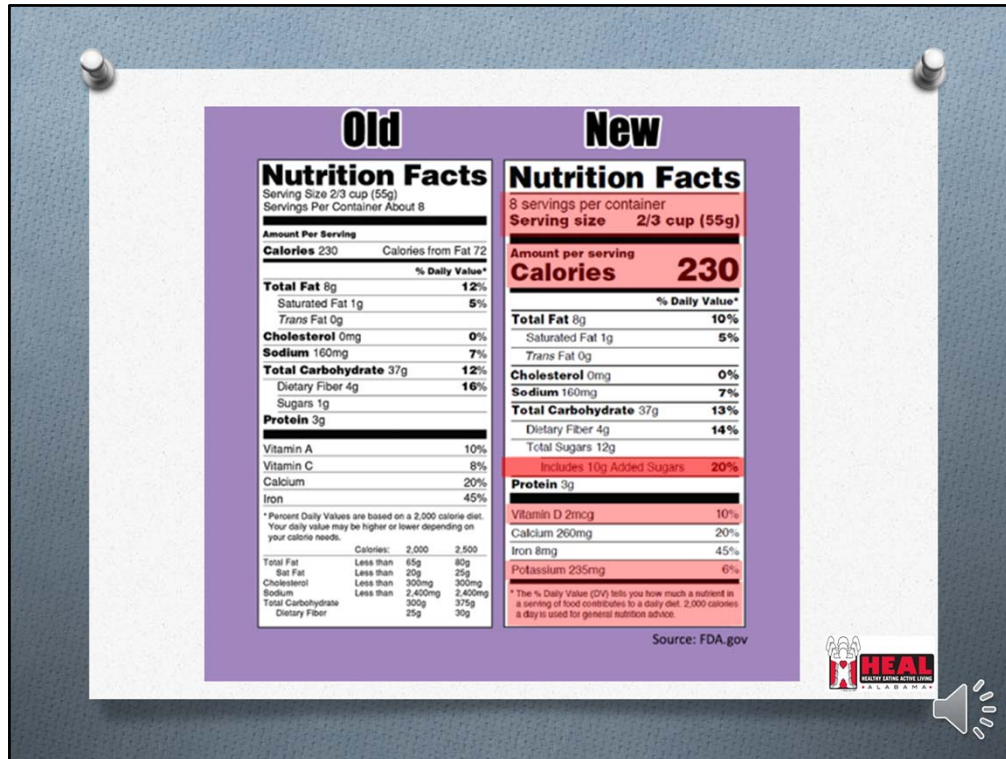
In 2018, there was a change in how manufactures also listed labels for packages that contained multi-servings in a package.

Dual column labeling is required for some packages that can be consumed in one sitting or in multiple sittings or 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

This is new, so look for this on different foods you may eat.



In 2018 the food labeling changed. Today we have only discussed the new label, but I wanted you to see how much the label has changed from the old one on the left to the new one on the right. Major changes include

- No calories from fat
- Larger font for calories
- Added sugar amounts
- And different nutrients at the bottom

Summarize

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



In summary,

The label does not tell us what to eat, but helps us make wise choices

It helps us compare products

Labels make us a wiser consumer for health