

Label Reading – Getting More Nutritional Bang for your Buck!

Sample Label—Macaroni and Cheese

Primary (Top) Section

Nutrition Facts			
Serving Size 1 cup (228g)			
Servings Per Container 2			
Amount Per Serving			
Calories	250	Calories from Fat 110	
		% Daily Value*	
Total Fat	12g		18%
Saturated Fat	3g		15%
Trans Fat	3g		
Cholesterol	30mg		10%
Sodium	470mg		20%
Total Carbohydrate	31g		10%
Dietary Fiber	0g		0%
Sugars	5g		
Protein	5g		
Vitamin A			4%
Vitamin C			2%
Calcium			20%
Iron			4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values 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

Footnote
(Bottom) Section

Servings and Serving Size

20 oz →



Current Labels

Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container about 2.5	
Amount Per Serving	
Calories 110	
% Daily Value*	
Total Fat 0g	0%
Sodium 70mg	3%
Total Carbohydrate 31g	10%
Sugars 30g	
Protein 0g	
*Percent Daily Values are based on a 2,000 calorie diet	

Some Labels

Nutrition Facts	
Serving Size 1 bottle (600 mL)	
Servings Per Container 1	
Amount Per Serving	
Calories 275	14%
% Daily Value*	
Total Fat 0g	0%
Sodium 175mg	7%
Total Carbohydrate 78g	26%
Sugars 75g	
Protein 0g	
*Percent Daily Values are based on a 2,000 calorie diet	



Even when sold as “single” portions

- Always check Servings/Serving size

EXAMPLE: Calories 150; Serving size 1 oz

** If bag is 1.75 oz Net Wgt...

you’ve now eaten almost two servings or **263 calories!!**

So if you ate the chips & soda = **538 calorie ‘snack’!!**



Nutrition Facts	
Serving Size 1 oz (28g/About 11 chips)	
Amount Per Serving	
Calories 150	Calories from Fat 70
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1.5g 6%	
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carbohydrate 17g	6%
Dietary Fiber 1g 4%	
Sugars 1g	
Protein 2g	
Vitamin A 2%	Vitamin C 0%
Calcium 0%	Iron 0%
Thiamin 2%	Vitamin B6 2%

Ingredients: Whole Corn, Vegetable Oil (Sunflower, Soybean, and/or Canola Oil), Monosodium Glutamate (MSG), and other natural flavors.

Servings and Serving Size

20oz



Nutrition Facts

Servings Size: 20oz
 Calories: 0
 Total Fat: 0g
 Sodium: 0mg
 Total Carbohydrates: 4g
 Sugar: <1g
 Protein: 0g

HEALTHY-ER GRAB-N-GO SNACK CHOICE

This options provides the following...

- ◆ Big savings in calories
- ◆ Much lower in Fat
- ◆ Vitamin water has added Vitamins and some minerals.

Nutrition Facts

Serving Size 1 oz (28g/About 18 pretzels)

Amount Per Serving

Calories 110 Calories from Fat 0

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 450mg 19%

Total Carbohydrate 23g 8%

Dietary Fiber less than 1g 2%

Sugars less than 1g

Protein 3g

Vitamin A 0% • Vitamin C 0%

Calcium 0% • Iron 6%

Thiamin 8% • Riboflavin 4%

Niacin 6% • Phosphorus 2%

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

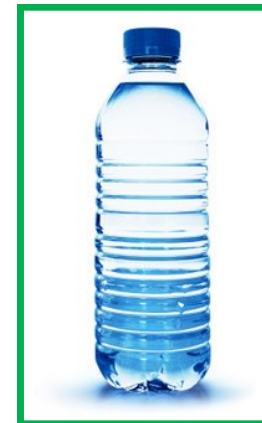
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
 Fat 9 • Carbohydrate 4 • Protein 4



BEST SNACK CHOICE

= Biggest Nutritional bang for your Buck



Truth about your Calories

Nutrition Facts

Serving Size 1 cup (255g)
Servings Per Container About 2

	Per Serving		Per Container	
	% Daily Value*		% Daily Value*	
Calories	220		440	
Total Fat	5g	7%	10g	14%
Saturated Fat	2g	10%	4g	20%
Trans Fat	0g		0g	
Cholesterol	15mg	5%	30mg	10%
Sodium	240mg	10%	480mg	20%
Total Carbohydrate	35g	12%	70g	24%
Dietary Fiber	6g	24%	12g	48%
Sugars	7g		14g	
Protein	9g		18g	
Vitamin A	5%		10%	
Vitamin C	20%		40%	
Calcium	20%		40%	
Iron	8%		16%	

* Percent Daily Values are based on a 2,000 calorie diet.

- Some food/drink products are already using a dual servings label
- Provide the required single serving and the total servings “per container”

Macaroni and Cheese

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%



General Guide to Calories

- Low = 40 calories
- Moderate = 100 calories
- High = 400 calories

Snacks should be in the low to moderate range.

- Hence the 100 cal. snack explosion.

Nutrients to Limit and Nutrients to Get Enough Of

Sample Label—Macaroni and Cheese

Start Here →

Check Calories

Limit these
Nutrients

Get Enough
of these
Nutrients

Footnote

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
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Iron	4%
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	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

Quick Guide
% Daily Values
(%DV)

• 5% or less
is Low

• 20% or more
is High

Sugars & Ingredient List

Take a look at the Nutrition Facts label for the two yogurt examples. The plain yogurt on the left has 10g of sugars, while the fruit yogurt on the right has 44g of sugars in one serving.

Plain Yogurt

Nutrition Facts	
Serving Size 1 container (226g)	
Amount Per Serving	
Calories 110	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol Less than 5mg	1 %
Sodium 160mg	7 %
Total Carbohydrate 15g	5 %
Dietary Fiber 0g	0 %
Sugars 10g	
Protein 13g	
Vitamin A 0 %	Vitamin C 4 %
Calcium 45 %	Iron 0 %

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

Fruit Yogurt

Nutrition Facts	
Serving Size 1 container (227g)	
Amount Per Serving	
Calories 240	Calories from Fat 25
% Daily Value*	
Total Fat 3g	4 %
Saturated Fat 1.5g	9 %
Trans Fat 0g	
Cholesterol 15mg	5 %
Sodium 140mg	6 %
Total Carbohydrate 46g	15 %
Dietary Fiber Less than 1g	3 %
Sugars 44g	
Protein 9g	
Vitamin A 2 %	Vitamin C 4 %
Calcium 35 %	Iron 0 %

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

Look below at the ingredient lists for the two yogurts.

Ingredients are listed in descending order of weight (from most to least)

Plain Yogurt - contains no added sugars

INGREDIENTS: CULTURED PASTEURIZED GRADE A NONFAT MILK, WHEY PROTEIN CONCENTRATE, PECTIN, CARRAGEENAN.

Fruit Yogurt - contains added sugars

INGREDIENTS: CULTURED GRADE A REDUCED FAT MILK, APPLES, HIGH FRUCTOSE CORN SYRUP, CINNAMON, NUTMEG, NATURAL FLAVORS, AND PECTIN. CONTAINS ACTIVE YOGURT AND L. ACIDOPHILUS CULTURES.

NOTE: Some of sugars are coming from natural sugar in the milk and added fruit

*some are added

If you are concerned about your intake of sugars, make sure that added sugars are not listed as one of the first few ingredients (like example of High Fructose Corn Syrup)

Names for commonly added sugars include:

- corn syrup and high-fructose corn syrup
- maltose, dextrose, and sucrose
- fruit juice concentrate, honey, and maple syrup

The New and Improved Nutrition Facts Label – Key Changes

The U.S. Food and Drug Administration has finalized a new Nutrition Facts label for packaged foods that will make it easier for you to make informed food choices that support a healthy diet. The updated label has a fresh new design and reflects current scientific information, including the link between diet and chronic diseases.

<p>1. Servings</p> <p>The number of “servings per container” and the “Serving Size” declaration have increased and are now in larger and/or bolder type. Serving sizes have been updated to reflect what people actually eat and drink today. For example, the serving size for ice cream was previously ½ cup and now is ¾ cup.</p> <p>There are also new requirements for certain size packages, such as those that are between one and two servings or are larger than a single serving but could be consumed in one or multiple sittings.</p>	<p>1</p> <p>Nutrition Facts</p> <p>Serving Size 2/3 cup (55g) Servings Per Container About 8</p> <p>Amount Per Serving</p> <p>Calories 230 Calories from Fat 72</p> <table border="1"> <tr> <td>Total Fat 8g</td> <td>% Daily Value* 12%</td> </tr> <tr> <td>Saturated Fat 1g</td> <td>5%</td> </tr> <tr> <td>Trans Fat 0g</td> <td>0%</td> </tr> <tr> <td>Cholesterol 0mg</td> <td>0%</td> </tr> <tr> <td>Sodium 160mg</td> <td>7%</td> </tr> <tr> <td>Total Carbohydrate 37g</td> <td>12%</td> </tr> <tr> <td>Dietary Fiber 4g</td> <td>16%</td> </tr> <tr> <td>Sugars 1g</td> <td></td> </tr> <tr> <td>Protein 3g</td> <td></td> </tr> <tr> <td>Vitamin A</td> <td>10%</td> </tr> <tr> <td>Vitamin C</td> <td>8%</td> </tr> <tr> <td>Calcium</td> <td>20%</td> </tr> <tr> <td>Iron</td> <td>45%</td> </tr> </table> <p><small>* Percent Daily Values are based on a 2,000 calorie diet. 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Calories</p> <p>“Calories” is now larger and bolder.</p>	<p>2</p> <p>Nutrition Facts</p> <p>8 servings per container Serving size 2/3 cup (55g)</p> <p>Amount per serving</p> <p>Calories 230</p> <p>% Daily Value*</p> <p>Total Fat 8g 10%</p> <p>Saturated Fat 1g 5%</p> <p>Trans Fat 0g</p> <p>Cholesterol 0mg 0%</p> <p>Sodium 160mg 7%</p> <p>Total Carbohydrate 37g 13%</p> <p>Dietary Fiber 4g 14%</p> <p>Total Sugars 12g</p> <p>Includes 10g Added Sugars 20%</p> <p>Protein 3g 20%</p> <p>Vitamin D 2mcg 10%</p> <p>Calcium 260mg 20%</p> <p>Iron 8mg 45%</p> <p>Potassium 235mg 6%</p> <p><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></p>	<p>3. Fats</p> <p>“Calories from Fat” has been removed because research shows the type of fat consumed is more important than the amount.</p>	<p>3</p> <p>Nutrition Facts</p> <p>8 servings per container Serving size 2/3 cup (55g)</p> <p>Amount per serving</p> <p>Calories 230</p> <p>% Daily Value*</p> <p>Total Fat 8g 10%</p> <p>Saturated Fat 1g 5%</p> <p>Trans Fat 0g</p> <p>Cholesterol 0mg 0%</p> <p>Sodium 160mg 7%</p> <p>Total Carbohydrate 37g 13%</p> <p>Dietary Fiber 4g 14%</p> <p>Total Sugars 12g</p> <p>Includes 10g Added Sugars 20%</p> <p>Protein 3g 20%</p> <p>Vitamin D 2mcg 10%</p> <p>Calcium 260mg 20%</p> <p>Iron 8mg 45%</p> <p>Potassium 235mg 6%</p> <p><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></p>	<p>4. Added Sugars</p> <p>“Added Sugars” in grams and as a percent Daily Value (%DV) is now required on the label. “Added Sugars” include sugars that have been added during the processing or packaging of a food. Scientific</p>	<p>4</p> <p>Nutrition Facts</p> <p>8 servings per container Serving size 2/3 cup (55g)</p> <p>Amount per serving</p> <p>Calories 230</p> <p>% Daily Value*</p> <p>Total Fat 8g 10%</p> <p>Saturated Fat 1g 5%</p> <p>Trans Fat 0g</p> <p>Cholesterol 0mg 0%</p> <p>Sodium 160mg 7%</p> <p>Total Carbohydrate 37g 13%</p> <p>Dietary Fiber 4g 14%</p> <p>Total Sugars 12g</p> <p>Includes 10g Added Sugars 20%</p> <p>Protein 3g 20%</p> <p>Vitamin D 2mcg 10%</p> <p>Calcium 260mg 20%</p> <p>Iron 8mg 45%</p> <p>Potassium 235mg 6%</p> <p><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></p>	<p>5. Nutrients</p> <p>The lists of nutrients that are required or permitted on the label have been updated. Vitamin D and potassium are now required on the label because Americans do not always get the recommended amounts. Vitamins A and C are no longer required since deficiencies of these vitamins are rare today. The actual amount in grams in addition to the %DV must be listed for vitamin D, calcium, iron, and potassium.</p> <p>The daily values for nutrients have also been updated based on newer scientific evidence. The daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the %DV.</p>	<p>5</p> <p>Nutrition Facts</p> <p>8 servings per container Serving size 2/3 cup (55g)</p> <p>Amount per serving</p> <p>Calories 230</p> <p>% Daily Value*</p> <p>Total Fat 8g 10%</p> <p>Saturated Fat 1g 5%</p> <p>Trans Fat 0g</p> <p>Cholesterol 0mg 0%</p> <p>Sodium 160mg 7%</p> <p>Total Carbohydrate 37g 13%</p> <p>Dietary Fiber 4g 14%</p> <p>Total Sugars 12g</p> <p>Includes 10g Added Sugars 20%</p> <p>Protein 3g 20%</p> <p>Vitamin D 2mcg 10%</p> <p>Calcium 260mg 20%</p> <p>Iron 8mg 45%</p> <p>Potassium 235mg 6%</p> <p><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></p>	<p>6. Footnote</p> <p>The footnote at the bottom of the label has changed to better explain the meaning of %DV. The %DV helps you understand the nutrition information in the context of a total daily diet.</p>	<p>6</p> <p>Nutrition Facts</p> <p>8 servings per container Serving size 2/3 cup (55g)</p> <p>Amount per serving</p> <p>Calories 230</p> <p>% Daily Value*</p> <p>Total Fat 8g 10%</p> <p>Saturated Fat 1g 5%</p> <p>Trans Fat 0g</p> <p>Cholesterol 0mg 0%</p> <p>Sodium 160mg 7%</p> <p>Total Carbohydrate 37g 13%</p> <p>Dietary Fiber 4g 14%</p> <p>Total Sugars 12g</p> <p>Includes 10g Added Sugars 20%</p> <p>Protein 3g 20%</p> <p>Vitamin D 2mcg 10%</p> <p>Calcium 260mg 20%</p> <p>Iron 8mg 45%</p> <p>Potassium 235mg 6%</p> <p><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></p>
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Manufacturers will need to use the new label by July 26, 2018, and small businesses will have an additional year to comply. During this transition time, you will see the current Nutrition Facts label or the new label on products.

For more information about the new Nutrition Facts label, visit: www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Labeling/Nutrition/ucm385663.htm



Label Reading – Getting More Nutritional Bang for your Buck!

FOOD SERVING SIZES GET A REALITY CHECK

Serving Size Changes

What's considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

CURRENT SERVING SIZE



NEW SERVING SIZE



Packaging Affects Servings

Package size affects how much people eat and drink. So now, for example, both 12 and 20 ounce bottles will equal 1 serving, since people typically drink both sizes in one sitting.



**1 SERVING PER BOTTLE
FOR EITHER BOTTLE SIZE**

Label Reading – Getting More Nutritional Bang for your Buck!

Dual Column Display

Nutrition Facts				
2 servings per container				
Serving size		1 cup (255g)		
Calories	Per serving		Per container	
	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%

* 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.

Used for food products that are larger than a single serving but could be consumed in one sitting or multiple within the same day. Manufacturers will have to provide “dual column” labels to indicate the amount of calories and nutrients on both a “per serving” and “per package”/“per unit” basis