

Reading a food label



Regulating agencies

- **Federal Drug Administration:** Labeling and processors
- **US Department of Agriculture:** Meat and poultry inspections
- **National Marine and Fisheries Bureau:** Fish grading and inspection
- **Federal Trade Commission:** Advertising of packaged food products

New standards often developed

- Clear confusion about new scientific findings
- Help consumers to make healthy choices
- Choose foods that are lower in calories, fat, saturated fat, cholesterol and sodium
- Choose foods that meet nutritional needs
- Encourage product innovations
- Nutrition Labeling and Education Act (NLEA) updated January 2020

What's new?

Servings:
larger,
bolder type

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.

New:
added sugars

Change
in nutrients
required

Serving sizes
updated

Calories:
larger type

Updated
daily
values

Actual
amounts
declared

New
footnote

Principal Display Panel (PDP)

- The name of the product/statement of identity
- The product brand
- The net quantity/weight/volume statement



Information panel

- Located to the side of the PDP
- The following information belongs on the information panel:
 - Name and address of the manufacturer (street address, city, country, and zip code)
 - Name of the packer or distributor
 - Country of origin (if imported)
 - FDA-compliant nutrition facts panel
 - Ingredient list in descending order by weight
 - Allergen statements

What's not covered by NLEA?

- Foods of no nutritional significance (tea, coffee)
- Food service products
- Restaurant foods
- Foods served for immediate consumption
- hospital deli bakery mall vendors
- Foods sold in bulk form
- Specialized foods for certain diseases
- Fresh produce, meat and poultry (voluntary)

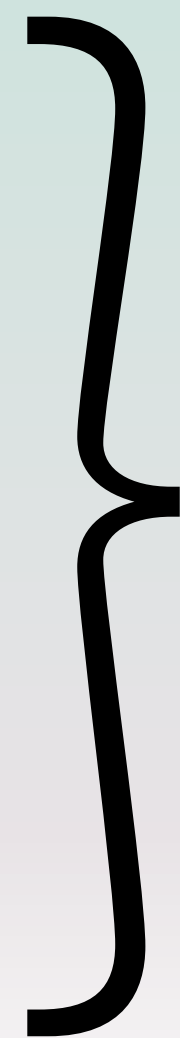
Closer look at 'Nutrition Facts'

- Serving based on standardized portion size
- Number of servings in container
- Calories per serving
- Fat calories per serving
- Percent daily value based on 2000 calorie diet

Other parts of the label

- Adjectives (free, good source, more, low)
- Health claims
- Low fat, gluten free, non-GMO

Fisher
Chef's Naturals
Walnut Halves & Pieces
Naturally Gluten Free
No Preservatives
Non-GMO



Health claims

- **Many items labeled gluten-free never had gluten in them.**
Gluten is found in wheat and products made from wheat flour (i.e., crackers, bread, etc.) and affect only those with gluten sensitivity.
- **Many items labeled non-GMO have no GMO equivalent.**
Only 11 GMO crops available commercially in U.S: Sugar beets, soybeans, corn, canola, alfalfa, cotton, potatoes, papaya, squash, apples, eggplant

'Facts' messages for consumers

- All foods can fit into a healthy diet
 - Variety
 - Balance
 - Moderation
- A high fat food can be eaten, and not increase risks
but frequency, quantity and other foods consumed influence risk

Nutrition Facts

Serving Size 1 cup (253g)

Servings Per Container 4

Amount Per Serving

Calories 260 Calories from Fat 72

	% Daily Value*
Total fat 8g	13%
Saturated Fat 3g	17%
Cholesterol 130mg	44%
Sodium 1010mg	42%
Total Carbohydrate 22g	7%
Dietary Fiber 9g	36%
Sugars 4g	
Protein 3g	

Vitamin A 35%	•	Vitamin C 2%
Calcium 6%	•	Iron 30%

Chili with beans

1. How big is a serving?
2. How many servings?
3. If I eat half the can, how many calories will I eat?
4. What is the % of calories from fat?
5. Is this a good source of vitamin A?