

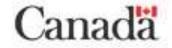


### 1

# **Nutrition Information on Food Labels**



Understanding
Nutrition Labelling
to Make Informed
Food Choices



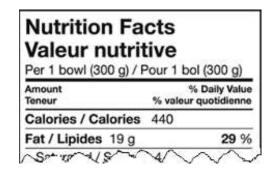
## Nutrition information provided on food labels

**Nutrition Facts** 

**Ingredient List** 

**Nutrition Claims** 

**Health Claims** 



**INGREDIENTS:** Whole wheat, wheat bran, sugar/glucose-fructose, salt, malt (corn flour, malted barley), vitamins (thiamine hydrochloride, pyridoxine hydrochloride, folic acid, d-calcium pantothenate), minerals (iron, zinc oxide).

"Good source of vitamin C"

"A healthy diet..."

# After Nutrition Facts: easy to find, easy to read, and on more foods

Nutrition Per 125 ml	on Fac	ts
Amount	( 0)	% Daily Value
Calories 80		
<b>Fat</b> 0.5 g		1 %
Saturated + Trans 0	•	0 %
Cholestero	ol 0 mg	
Sodium 0	ng	0 %
Carbohydr	<b>ate</b> 18 g	6 %
Fibre 2 g	1200	8 %
Sugars 2	g	
Protein 3 g		
Vitamin A	2 % Vitar	min C 10 %
Calcium	0 % Iron	2 %

## What food products have Nutrition Facts?

**Almost all** prepackaged foods have Nutrition Facts. Some exceptions are:

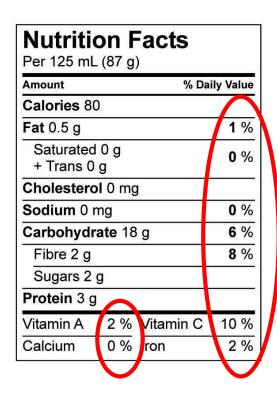
- fresh fruit and vegetables;
- raw meat, poultry, fish and seafood;
- foods prepared or processed at the store: bakery items, sausage, salads;
- foods that contain very few nutrients:
   coffee beans, tea leaves, spices;
- alcoholic beverages.

#### **Use Nutrition Facts...**

- to easily compare similar foods
- to look for foods with more or less of a specific nutrient
- to select foods for special diets

...to make informed food choices

## The % Daily Value (% DV) is:



- a benchmark to evaluate the nutrient content of foods.
- based on recommendations for a healthy diet.
- used to determine whether there is a lot or a little of a nutrient.

## Use the % DV to make informed food choices

## Increase a specific nutrient...

calcium, iron, fibre Decrease a specific nutrient	≥15% DV	HIGH
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combined saturated and trans fats	≤ 10% DV	LOW
fat, sodium	≤ 5% DV	LOW

#### Use the % DV to make informed food choices

### Choose between two similar products...

#### Cereal 1



#### Cereal 2



## Use the ingredient list to make informed food choices

all of the ingredients for a food are listed by weight, from the most to the least

## **Example:**

- a source of certain nutrient information
- a source of information for people with allergies

INGREDIENTS: WHOLE GRAIN ROLLED OATS, SUGAR, HIGH MONOUNSATURATED CANOLA OIL, ALMOND PIECES, RAISINS, GOLDEN SYRUP, SALT, CRISP RICE (RICE FLOUR, SOY PROTEIN, SUGAR, MALT, SALT), SOY LECITHIN, NATURAL FLAVOUR

## **Nutrition claims**

When you want to **decrease** the amount of certain nutrients:

Free	<ul><li>none or hardly any of this nutrient</li><li>an example is "sodium free"</li></ul>
Low	<ul><li>a small amount</li><li>an example is "low fat"</li></ul>
Reduced	<ul> <li>at least 25% less of the nutrient compared with a similar product</li> <li>an example is "reduced in calories"</li> </ul>
Light	can be used on foods that are reduced in fat or reduced in calories

#### Use **nutrition claims** to make informed food choices



- regulated statements made when a food meets certain criteria
- optional, and may be found only on some food products

## **Nutrition claims**

When you want to **increase** the amount of certain nutrients:

Source	<ul> <li>contains a significant amount of the nutrient</li> <li>an example is "source of fibre"</li> </ul>
High or good source	<ul> <li>contains a high amount of the nutrient</li> <li>an example is "high in vitamin C"</li> </ul>
Very high or excellent source	<ul> <li>contains a very high amount of the nutrient</li> <li>an example is "excellent source of calcium"</li> </ul>

#### **Health claims**

Disease risk reduction claims

Example: "A healthy diet low in saturated and trans fats may reduce the risk of heart disease. (Naming the food) is free of saturated and trans fats."