

# FROM SHOPPING CART TO TABLE

## USING FOOD LABELS TO MAKE WISE CHOICES

Food labels can offer a wealth of information. They can be used to help limit fat, saturated fat and sodium, as well as help you consume more calcium, vitamin D and fiber. One of the most important parts of a food label is the Nutrition Facts panel. Knowing the amounts of various nutrients contained in a serving of a particular food can help make it easier to choose foods that contribute to a healthy diet. The food label recently had its biggest change in 20 years to make it even easier to choose the best products for your health. You may have already seen the new label, but manufacturers have until July 26, 2018 to comply with the changes and small businesses will have an extra year. Here are some of the big changes you'll see.

## STEP 1: SERVING SIZE AND SERVINGS PER CONTAINER

Some changes you'll see on the new label - servings sizes are now based on the amount of food people realistically eat and are listed in familiar units such as cups or pieces, followed by the weight in grams. You'll also find "servings per container" listed above, rather than below, the serving size and the serving size printed in larger bold type. Both changes aim to help consumers pay closer attention to serving size, as well as how many servings are in the entire package. For products that are larger than a single serving but could possibly be consumed in one sitting, such as a 24-ounce bottle of soda or a pint of ice cream, manufacturers will have to provide "dual column" labels to indicate the number of calories and nutrients on both a "per serving" and "per package" basis. This will help consumers easily see how many calories and nutrients they are getting if they eat or drink the entire package in one sitting.

Original Label	New Label																								
<p><b>Nutrition Facts</b> Serving Size 2/3 cup (55g) Servings Per Container About 8</p> <hr/> <p><b>Amount Per Serving</b> <b>Calories</b> 230 <span style="float:right">Calories from Fat 72</span></p> <hr/> <p style="text-align:right"><b>% Daily Value*</b></p> <p><b>Total Fat</b> 8g <span style="float:right"><b>12%</b></span> Saturated Fat 1g <span style="float:right"><b>5%</b></span> Trans Fat 0g <b>Cholesterol</b> 0mg <span style="float:right"><b>0%</b></span> <b>Sodium</b> 160mg <span style="float:right"><b>7%</b></span> <b>Total Carbohydrate</b> 37g <span style="float:right"><b>12%</b></span> Dietary Fiber 4g <span style="float:right"><b>16%</b></span> Sugars 1g <b>Protein</b> 3g</p> <hr/> <p>Vitamin A 10% Vitamin C 8% Calcium 20% Iron 45%</p> <p><small>* 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</small></p> <table border="0"> <tr> <td>Total Fat</td> <td>Less than</td> <td>65g</td> <td>80g</td> </tr> <tr> <td>Sat Fat</td> <td>Less than</td> <td>20g</td> <td>25g</td> </tr> <tr> <td>Cholesterol</td> <td>Less than</td> <td>300mg</td> <td>300mg</td> </tr> <tr> <td>Sodium</td> <td>Less than</td> <td>2,400mg</td> <td>2,400mg</td> </tr> <tr> <td>Total Carbohydrate</td> <td></td> <td>300g</td> <td>375g</td> </tr> <tr> <td>Dietary Fiber</td> <td></td> <td>25g</td> <td>30g</td> </tr> </table>	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	<p><b>Nutrition Facts</b> 8 servings per container <b>Serving size 2/3 cup (55g)</b></p> <hr/> <p><b>Amount per serving</b> <b>Calories 230</b></p> <hr/> <p style="text-align:right"><b>% Daily Value*</b></p> <p><b>Total Fat</b> 8g <span style="float:right"><b>10%</b></span> Saturated Fat 1g <span style="float:right"><b>5%</b></span> Trans Fat 0g <b>Cholesterol</b> 0mg <span style="float:right"><b>0%</b></span> <b>Sodium</b> 160mg <span style="float:right"><b>7%</b></span> <b>Total Carbohydrate</b> 37g <span style="float:right"><b>13%</b></span> Dietary Fiber 4g <span style="float:right"><b>14%</b></span> Total Sugars 12g Includes 10g Added Sugars <span style="float:right"><b>20%</b></span> <b>Protein</b> 3g</p> <hr/> <p>Vitamin D 2mcg <span style="float:right">10%</span> Calcium 260mg <span style="float:right">20%</span> Iron 8mg <span style="float:right">45%</span> Potassium 235mg <span style="float:right">6%</span></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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## STEP 2: NUTRIENTS TO LIMIT

### Calories:

More than 60% of Americans are overweight or obese. Eating too many calories is linked to overweight and obesity. On the new label, calories are listed in a larger bold type to increase awareness about how many calories food products contain. Another change you will see, "calories from fat" will no longer be listed. This supports the recommendation that when it comes to health and disease prevention, the type of fat is more important than the total amount.

### Fat, saturated fat, trans fat, sodium:

Americans often eat too much fat, saturated fat, trans fat, or sodium, which may increase risk of diseases like heart disease, some cancers, or high blood pressure. Try to keep intake of saturated fat

and trans fats as low as possible. Look for foods with <10% of calories from saturated fat. The Institute of Medicine and Dietary Guidelines for Americans suggest healthy people limit their sodium intake to 2,300 milligrams per day.

### Sugar:

Under Total Sugar you will now see “added sugars” listed. This is intended to distinguish naturally occurring sugars (i.e. fruit) from refined sugar (i.e. corn syrup) added to foods. The %DV listed next to added sugars is based on the 2015 Dietary Guidelines for Americans recommendation that we take in no more than 10% of total calories from added sugar. This is the maximum amount that research has shown will enable people to meet nutrient needs while staying within calorie limits.

## STEP 3: GET ENOUGH OF THESE NUTRIENTS

### Fiber:

It is recommended that women take in 25 grams of fiber per day and men 35 grams per day. In addition to supporting gut health, fiber has been linked to helping with weight management, heart disease prevention, lowering cholesterol levels, and managing blood sugar levels. Look for foods with 2-3 grams of fiber per serving.

### Calcium, Iron, Vitamin D, Potassium:

You will now find vitamin D and potassium listed on the new label, along with calcium and iron, which were on the old version. These are the vitamins and minerals that Americans often don't get enough of. Vitamin A and C are no longer required to be listed. You will also find the actual amount of these nutrients listed, in addition to the %DV. Eating enough of these nutrients can improve health and help reduce the risk of some diseases and conditions. For example, getting enough vitamin D and calcium can reduce the risk of osteoporosis.

## THE PERCENT DAILY VALUE (%DV): SUMMING IT UP

The Food & Drug Administration (FDA) bases %DVs on a 2,000 calorie per day diet. Your individual calorie needs may be higher or lower, depending on your age, gender, activity level and whether or not you are trying to lose weight. The most helpful use of %DV is to compare one product or brand to a similar product or brand. Daily values for nutrients like sodium, dietary fiber and vitamin D are being updated based on recent research to reflect current recommendations. The new label also features a change in the footnote to better explain what percent Daily Value means. It will read: “The % Daily Value 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.”

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:			
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Source: <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm>