



Decoding the Nutrition Label



THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

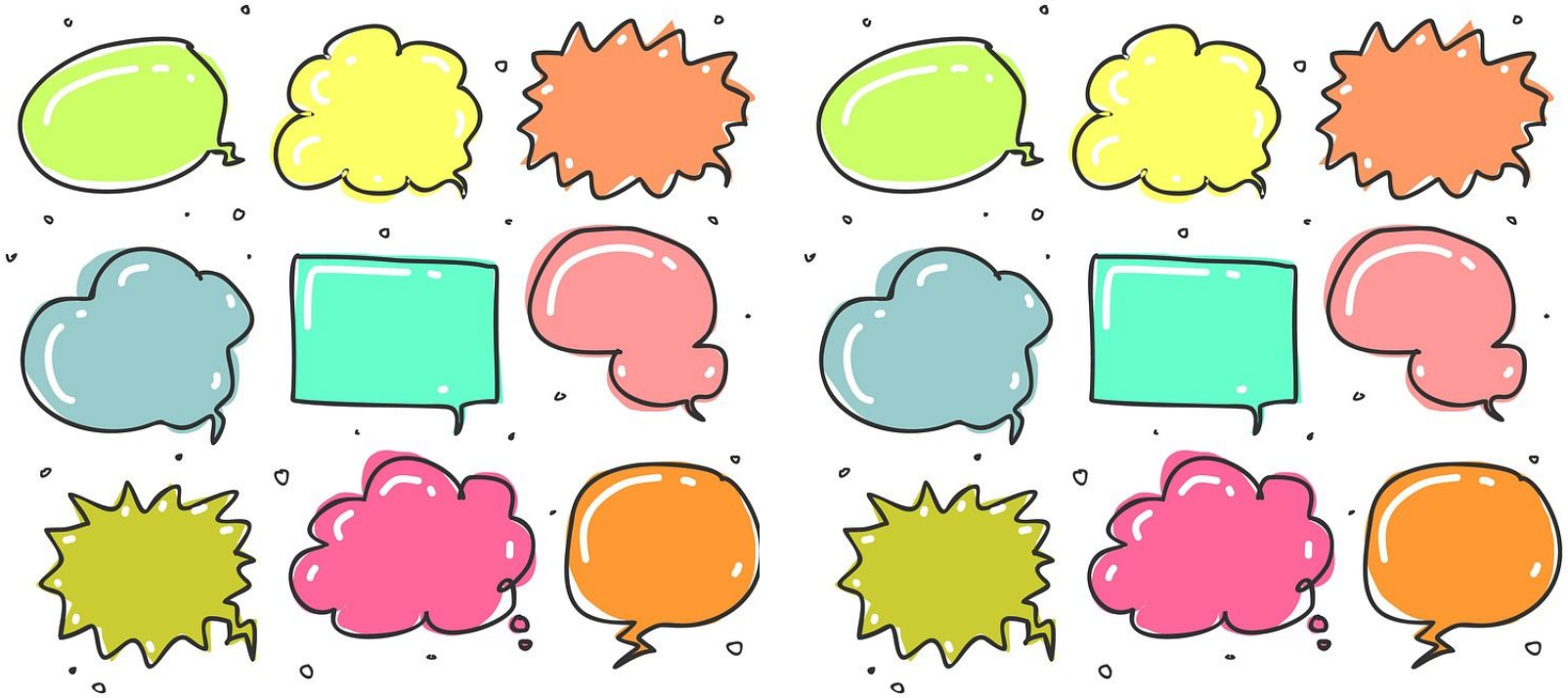
Maris Altieri, RD

UPMC HEALTH PLAN

Outline:

1. Discussion of challenges and attitudes towards grocery shopping and nutrition labels
2. Food Label Myths
3. Common Claims on Packaging Defined
4. Nutrition Label Breakdown
5. Navigating the Ingredient List
6. Final reflections

Group Discussion



Poll

1. Do you read the nutrition label when grocery shopping?
2. What is the first thing you look for on a nutrition label?
3. What confuses you on a nutrition label?



What challenges do you face when grocery shopping?

I take too much time at the grocery store

Not sure which products to purchase

Crowds, lines

Too many choices

Overwhelming managing kids and list

Feel disorganized with list and meal plan

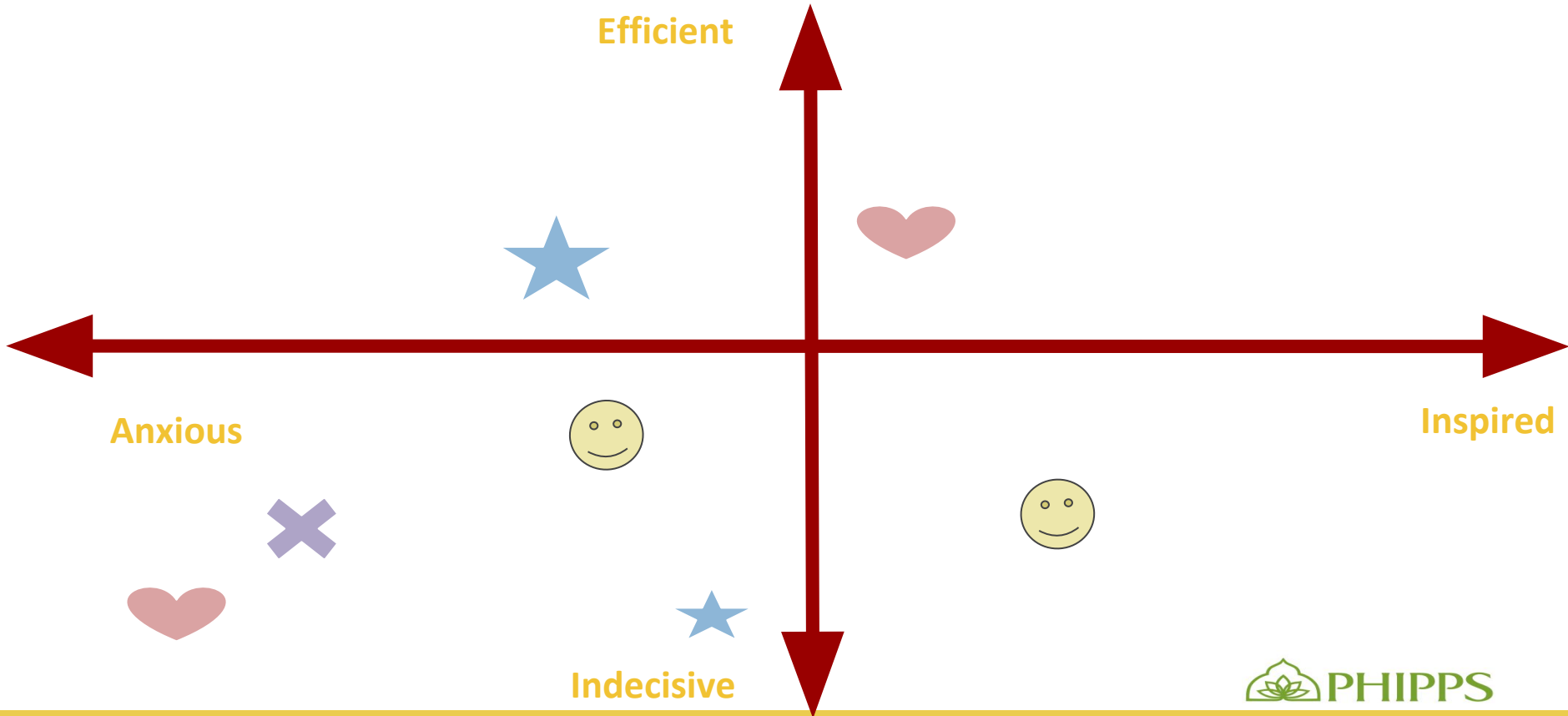
Indecisive but rushed for time



Double click on the Post It notes to edit



When grocery shopping, I feel...



Nutrition Label Myths

- Low Fat=healthy



Low-fat products are sometimes higher in sugar, refined grains and sodium

- All natural means organic



All natural has no formal FDA regulation

- The lower the carbohydrates, the “better” the product



Carbohydrates are essential macronutrients and are important for endurance, muscle growth, brain function and more

- Fewer & Reduced does not mean low



“Reduced” and “less (fewer)” food contains at least a 25 percent reduction of the given nutrient when compared to its original version

- Gluten-free is more nutritious



A gluten-free diet is designed specifically for those with celiac disease or non-celiac sensitivities. Products may be lower in fiber, higher in sugar and sodium.

Common Claims Seen on Food Packages

- **Low calorie** — Less than 40 calories per serving.
- **Low cholesterol** — 20 mg or less of cholesterol and 2 gm or less of saturated fat per serving.
- **Reduced** — 25% less of the specified nutrient or calories than the usual product.
- **Good source of** — Provides at least 10% of the DV of a particular nutrient per serving.
- **Calorie free** — Less than 5 calories per serving.
- **Fat free / sugar free** — Less than ½ gram of fat or sugar per serving.
- **Low sodium** — 140 mg or less of sodium per serving.
- **High in (or Excellent source of)** — Provides 20% or more of the DV of a specified nutrient per serving.

Understand a food label and make better choices for health

Mindful portions

- Look at serving size, number of servings and calories per serving



Check for heart health

- Choose foods lower in saturated fat and sodium
- Keep *Trans fat* to zero



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.



Is it nutritionally valuable?

- Select foods that are nutrient dense and a good source of fiber
- Consider how added sugars fit into your daily budget



Serving Size

Shows how many servings are in the package along with the amount of a single serving

The nutrition information on the label is based on **one serving** of the food

If the package has a serving size of one cup and you eat two cups, then that is twice the amount of calories, carbohydrates, fat, protein, etc.

| 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 | |
| Vitamin D 2mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 235mg | 6% |
| <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> | |

Daily Values

The % DV is based on 100% of the daily value for **each** nutrient

% DV tells you if a serving of food is high or low in a certain nutrient

5% or less is considered “low”

20% or more is considered “high”


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|--|----------------------|
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Added sugars

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|-------------------------------|----------------------|
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| 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% |
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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% |

What are added sugars?

Includes



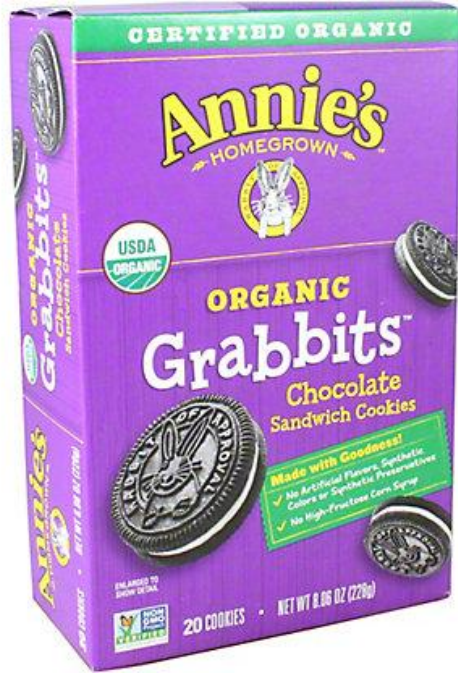
- Sugars (-ose)
- Sugars from syrups and honey
- Sugars from concentrated fruit or vegetable juices that are in excess of what would be expected from the same volume of 100 % fruit or vegetable juice of the same type

Excludes



- Fruit or vegetable juice concentrated from 100 % fruit juice that is sold to consumers (frozen 100 % fruit juice concentrate)
- Some sugars found in fruit and vegetable juices, jellies, jams, preserves, and fruit spreads

Which is higher in sugar?



Nutrition Facts

Serving Size: 3 cookies (34g)

Servings Per Container: 6

| Amount Per Serving | As Packaged |
|-------------------------------|-----------------------|
| Calories | 160 |
| | % Daily Value* |
| Total Fat 7g | 8% |
| Saturated Fat 3.5g | 16% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 125mg | 6% |
| Total Carbohydrate 24g | 9% |
| Dietary Fiber 1g | 4% |
| Total Sugars 13g | |
| Incl. 12g Added Sugars | 25% |
| Protein 2g | |
| Vitamin D 0mcg | 0% |
| Calcium 0mg | 0% |
| Iron 0.5mg | 4% |
| Potassium 0mg | 0% |

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They are the same!

**Annie's Organic
Grabbits:**
13 grams sugar (25%
DV)

Oreos:
14 grams sugar
(28% DV)

| Nutrition Facts/Información nutricional | |
|--|------------|
| about 16 servings per container/16 porciones por paquete aprox | |
| Serving size/Tamaño por porción 3 cookies/galletas (34g) | |
| Amount per serving/Cantidad por Porción | |
| Calories/Calorías 160 | |
| % Daily Value*%/Valor diario* | |
| Total Fat/Grasa Total 7g | 9% |
| Saturated Fat/Grasa Saturada 2g | 10% |
| Trans Fat/Grasa Trans 0g | |
| Cholesterol/Colesterol 0mg | 0% |
| Sodium/Sodio 135mg | 6% |
| Total Carbohydrate/Carbohidratos totales 25g | 9% |
| Dietary Fiber/Fibra Dietética Less than / Menos de 1g | 2% |
| Total Sugars/Azúcares totales 14g | |
| Includes 14g Added Sugars | 28% |
| Incluye 14g de azúcares añadidos | |
| Protein/Proteína 1g | |
| Vitamin D/Vitamina D 0mcg | 0% |
| Calcium/Calcio 14mg | 0% |
| Iron/Hierro 1.4mg | 8% |
| Potassium/Potasio 55mg | 0% |

*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. / *El % de valor diario le dice cuanto de un nutriente contribuye una porción de alimento a la dieta diaria. 2,000 calorías por día se considera la recomendación nutricional general.

Which is higher in sugar?



Store Bought Smoothie

| Nutrition Facts | |
|---------------------------------|----------------|
| Servings: 2 | |
| Amount per serving | |
| Calories | 143 |
| | % Daily Value* |
| Total Fat 3.5g | 4% |
| Saturated Fat 0.2g | 1% |
| Cholesterol 0mg | 0% |
| Sodium 91mg | 4% |
| Total Carbohydrate 28.3g | 10% |
| Dietary Fiber 5g | 18% |
| Total Sugars 15.8g | |
| Protein 2.5g | |
| Vitamin D 1mcg | 3% |
| Calcium 159mg | 12% |
| Iron 2mg | 10% |
| Potassium 426mg | 9% |

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Homemade Blueberry Smoothie:
 15.8 grams sugar
 5 grams fiber

Naked Blue Machine Smoothie:
 55 grams sugar
 3 grams fiber

| Nutrition Facts | |
|-------------------------------|----------------|
| Serving Size | 1 Bottle |
| Amount Per Serving | |
| Calories | 320 |
| | % Daily Value* |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 20mg | 1% |
| Total Carbohydrate 76g | 28% |
| Dietary Fiber 3g | 12% |
| Total Sugars 55g | |
| Includes 0g Added Sugars | 0% |
| Protein 2g | |
| Vitamin D 0mcg | 0% |
| Calcium 50mg | 4% |
| Iron 0.7mg | 4% |
| Potassium 700mg | 15% |
| Vitamin A 0mcg | 0% |
| Vitamin C 114mg | 130% |
| Vitamin E 40mg | 250% |
| Niacin 38mg | 240% |
| Vitamin B6 3.8mg | 220% |
| Vitamin B12 11.4mcg | 470% |
| Pantothenic Acid 19mg | 380% |

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APPLE JUICE FROM CONCENTRATE



Which is higher in sugar?



They are the same but...

| Nutrition Facts | |
|---|---------------|
| Serving Size 35.00 g | |
| Servings Per Container 4 | |
| Amount Per Serving | |
| Calories 200 | |
| | % Daily Value |
| Total Fat 15g | 23% |
| Saturated Fat 4.5g | 23% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 45mg | 2% |
| Total Carbohydrate 13g | 4% |
| Dietary Fiber 4g | 16% |
| Sugars 7g | |
| Protein 5g | |
| Percent Daily Values are based on a 2,000 calorie diet. | |

Lara Bar Nut and Seed Crunch Bar:

7 grams sugar
4 grams fiber
5 grams protein

Quaker Oats Chocolate Chip Chewy Bar:

7 grams sugar
1 gram fiber
1 gram protein

| Nutrition Facts | |
|-------------------------------|--------------------|
| 8 servings per container | |
| Serving Size | 1 Bar (24g) |
| Amount Per Serving | |
| Calories | 100 |
| | % Daily Value* |
| Total Fat 3.5g | 4% |
| Saturated Fat 1.5g | 6% |
| Trans Fat 0g | |
| Polyunsaturated Fat 1g | |
| Monounsaturated Fat 1g | |
| Cholesterol 0mg | 0% |
| Sodium 70mg | 3% |
| Total Carbohydrate 17g | 6% |
| Dietary Fiber 1g | 4% |
| Total Sugars 7g | |
| Includes 7g Added Sugars | 14% |
| Sugar Alcohol 0g | |
| Protein 1g | |
| Vitamin D 0mcg | 0% |
| Calcium 80mg | 6% |
| Iron 0.7mg | 2% |
| Potassium 60mg | 0% |

Sodium

Americans consume almost 50% more sodium than experts recommend

- Current intake is about 3,400 mg/day
- Recommendation is to reduce to 2,300 mg/day

Diets higher in sodium can increase the risk of developing high blood pressure and cardiovascular disease.

Don't avoid all salt: Sodium is an essential nutrient and is needed by the human body in relatively small amounts

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Fiber

9% CVD/CHD Risk Reduction

For every 7g/day increase in fiber

10% Cancer Risk Reduction

For every 10 g of fiber consumed daily

Under 5% Are Meeting Recommendation

Of 25-38 g of fiber per day

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High Fiber or Low Fiber?



Low Fiber: 0 g per serving



Good Source of Fiber: 3 g per serving



High Fiber: 6 g per serving



Low Fiber: 1 g per serving

High Fiber: At least 20% of the daily value or 5 grams of fiber per serving

Good Source of Fiber: At least 10% of daily value or 2.5 grams fiber per serving

Low Fiber: Less than 5% of daily value or 1.25 g of fiber per serving

Keep a Well-Stocked Pantry

A pantry full of non-perishable items will help ensure you have what you need and can cook at home when time is short. You'll also have more ways to stretch meals.

A stocked pantry may include:

- whole-wheat pasta such as spaghetti, corkscrew, angel hair, fusilli
- whole-grain, high-fiber breads and cereals
- whole-wheat flour
- brown rice (instant and dry)
- canned tomatoes
- tomato sauce/spaghetti sauce
- canned vegetables like green beans and corn
- dried fruit (look for varieties with no sugar added, such as raisins and apricots)
- canned fruit in own juice or lite syrup, such as pineapple chunks
- canned or pouched chicken and seafood packed in water, like tuna and clams
- canned and dry beans such as kidney, pinto, black, butter and Cannellini
- peanut butter
- broths (chicken, beef or vegetable)
- canned soups
- dried herbs and spices



Remember to compare labels and choose products with the lowest amount of sodium, added sugars, saturated fat and trans fat that you can find in your store.

Ingredient List

The ingredient list shows each ingredient in a food by its **common or usual name**.

Ingredients are listed in **descending order by weight**, so the ingredient that weighs the most in the product is listed first, and the ingredient that weighs the least is listed last.

INGREDIENTS: BULGUR WHEAT, SAUCE (WATER, HALF AND HALF [MILK, CREAM], PARMESAN CHEESE [PASTEURIZED SKIM MILK, CULTURES, SALT, ENZYMES], CHEDDAR CHEESE [PASTEURIZED MILK, CULTURES, SALT, ENZYMES], OLIVE OIL, BUTTER, SUGAR, XANTHAN GUM, SPICE), LENTILS, CORN, GREEN BEANS, RED BEANS, POTATOES.

CONTAINS: WHEAT, MILK

Take Home Messages

- Nutrition labels are difficult to navigate, be gentle with yourself!
- The Nutrition Facts label can help you learn about, compare, and monitor the nutrients in many foods in your diet.
- Serving Size is based on the amount of food that is customarily eaten at one time and is not a recommendation of how much to eat.
- The % Daily Value (%DV) shows how much of a nutrient in a serving of the food contributes to a total daily diet.
- Ingredients lists can help you determine how much and what food items and additives are in the product you are eating

Thanks!

Any questions?

You can find us at:

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