Food Label Lingo

Understanding Food Labels

University of Wisconsin-Extension

Food Label Lingo

Come and learn how to identify and understand the different parts of a food label.

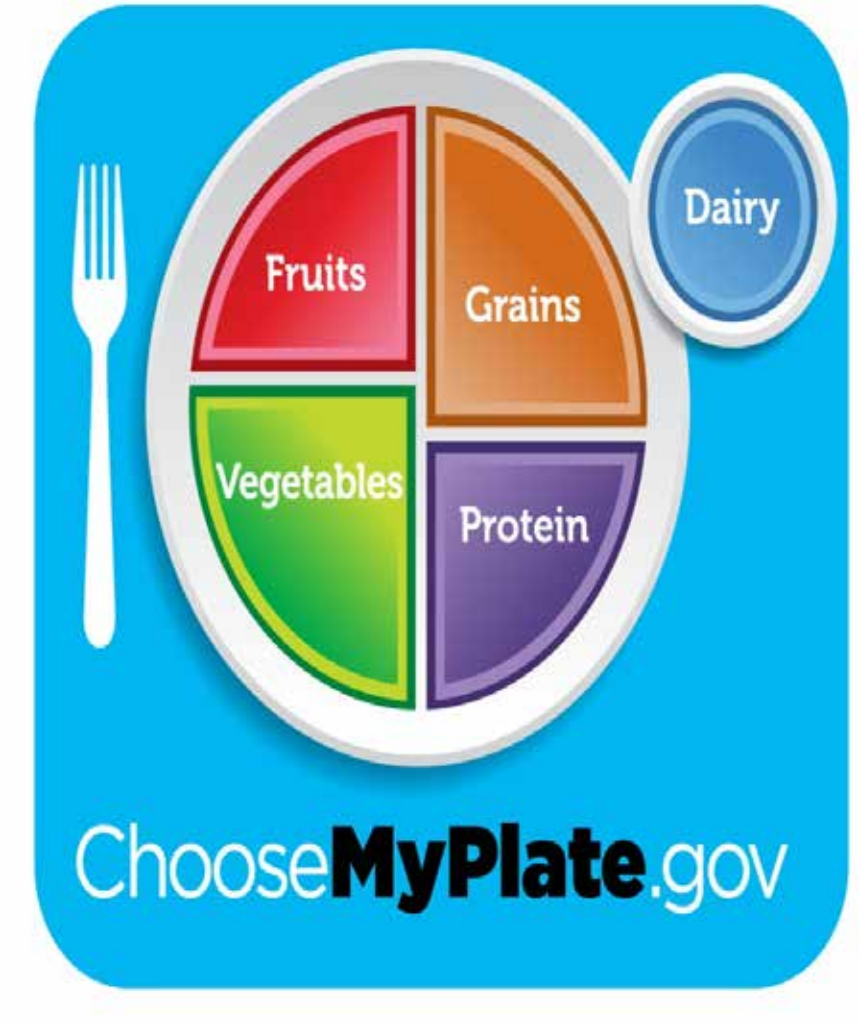
The resources and actionable tips gained will help you speak ***food label lingo*** and **empower** you to make nutritious decisions that will lead to lifelong healthy eating habits.

Goals for today!

- I can **identify** what a food label is
- I can **identify** the parts/components of a food label
- I **understand** all the parts/components of the food label
- I can **identify, explain** and **demonstrate** how I would use food labels at home and in everyday food situations.

Eating Nutritious: Choose My Plate

- Eat **colorful**
- Incorporate all food groups in your diet



Did you?

- Read a food label already today?
- Eat something today with a food label on it?

How easy is it to determine a serving size?

Food Label **Icebreaker**

- Using the food product on the table
  - First glance is this a **“healthy”** choice for a snack?
  - Measure out how much you **normally** would eat
  - Guess what the serving size would be

Nutritious Value of Popcorn

Serving Size: 1 cup popped

- 20 calories
- 0g fat (in popped)
- 28g carbohydrates
- 5g of dietary fiber
- 4g of protein

What do we add to popcorn that makes this a less nutritious snack?

What is a food label?

- It is a resource found on packaged foods containing nutritional facts about the food item

Not all food items have food labels

Do we know some examples?

How do I read a food label?

- Identify each part of the food label
- Understand each of the parts
  - What do they mean?
  - What are the numbers?

How does this label fit within my everyday nutritious eating?

Let's Take a Look

The Nutrition Facts Label
Look for It and Use It!

Information you need to make healthy choices throughout your day

Found on all packaged foods and beverages

Use it to compare foods!

Choose the foods that are high in nutrients to get more of, and low in nutrients to get less of.

If you consume more calories than you burn, you gain weight.

Calories

400 calories or more per serving is high; **100** calories per serving is moderate.

Check the serving size on food packages. The information listed on the Nutrition Facts Label is based on **one** serving. Servings are shown in common measurements like cups, ounces, or pieces.

One package may contain more than one serving! If you eat multiple servings – you're getting "multiples" on calories and nutrients, too.

Serving Size & Servings Per Container

2SERVINGS=CALORIESX2

Nutrition Facts

Serving Size 1 package (272g)
Servings Per Container 1

Amount Per Serving		
Calories 300	Calories from Fat 45	
		% Daily Value*
Total Fat 5g		**8%**
Saturated Fat 1.5g		**9%**
Trans Fat 0g		
Cholesterol 30mg		**10%**
Sodium 430mg		**18%**
Total Carbohydrate 55g		**18%**
Dietary Fiber 6g		**25%**
Sugars 23g		
Protein 14g		
Vitamin A		80%
Vitamin C		35%
Calcium		6%
Iron		15%

* 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
Saturated 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

Nutrients

Nutrients To Get More Of

Get 100% DV of these:
- Calcium
- Dietary Fiber
- Iron
- Vitamins A & C

Nutrients To Get Less Of

Get less than 100% DV of these:
- Cholesterol
- Saturated Fat
- Sodium

TIP: Sugars and *Trans* Fat are nutrients to get less of, but they have no %DV. Use grams to compare!

To meet these goals, eat a variety of foods, including:
- fruits and vegetables
- whole grains
- fat-free or low-fat milk/ milk products
- lean meats and poultry
- eggs
- seafood
- beans and peas
- soy products
- unsalted nuts and seeds

%DV

When comparing nutrients in foods, use %DV.

%DV = Percent Daily Value

5% DV or less per serving is low

20% DV or more per serving is high

%DV is based on "Daily Values" – the amounts of nutrients recommended for Americans aged 4 and older to eat every day.

Nutrition Facts
Read the Label

FDA

www.fda.gov/nutritioneducation

Percent Daily Values on the **Nutrition Facts Label** are based on a 2,000 calorie diet; however, your Daily Values may be higher or lower depending on your calorie needs. Calorie needs vary according to age, gender, and physical activity level. Visit **www.choosemyplate.gov** to find your caloric needs.

Key Messages

The Nutrition Facts Label

1. Check Serving Size.

Remember that one package may contain more than one serving.

FDA www.fda.gov/nutritioneducation

Nutrition Facts
Read the Label

Key Messages

The Nutrition Facts Label

2. Consider the calories.

When comparing foods, remember:

- 100 calories per serving for a single food is moderate
- 400 or more calories per serving for a single food is high.

FDA www.fda.gov/nutritioneducation

Nutrition Facts
Read the Label

Key Messages

The Nutrition Facts Label

3. Choose nutrients wisely.

Pick foods that are lower in certain fats, cholesterol and sodium when making daily food choices.

When comparing %DV (Percent Daily Value), remember:

5% DV or less per serving is low; 20% DV or more is high!

FDA www.fda.gov/nutritioneducation

Nutrition Facts
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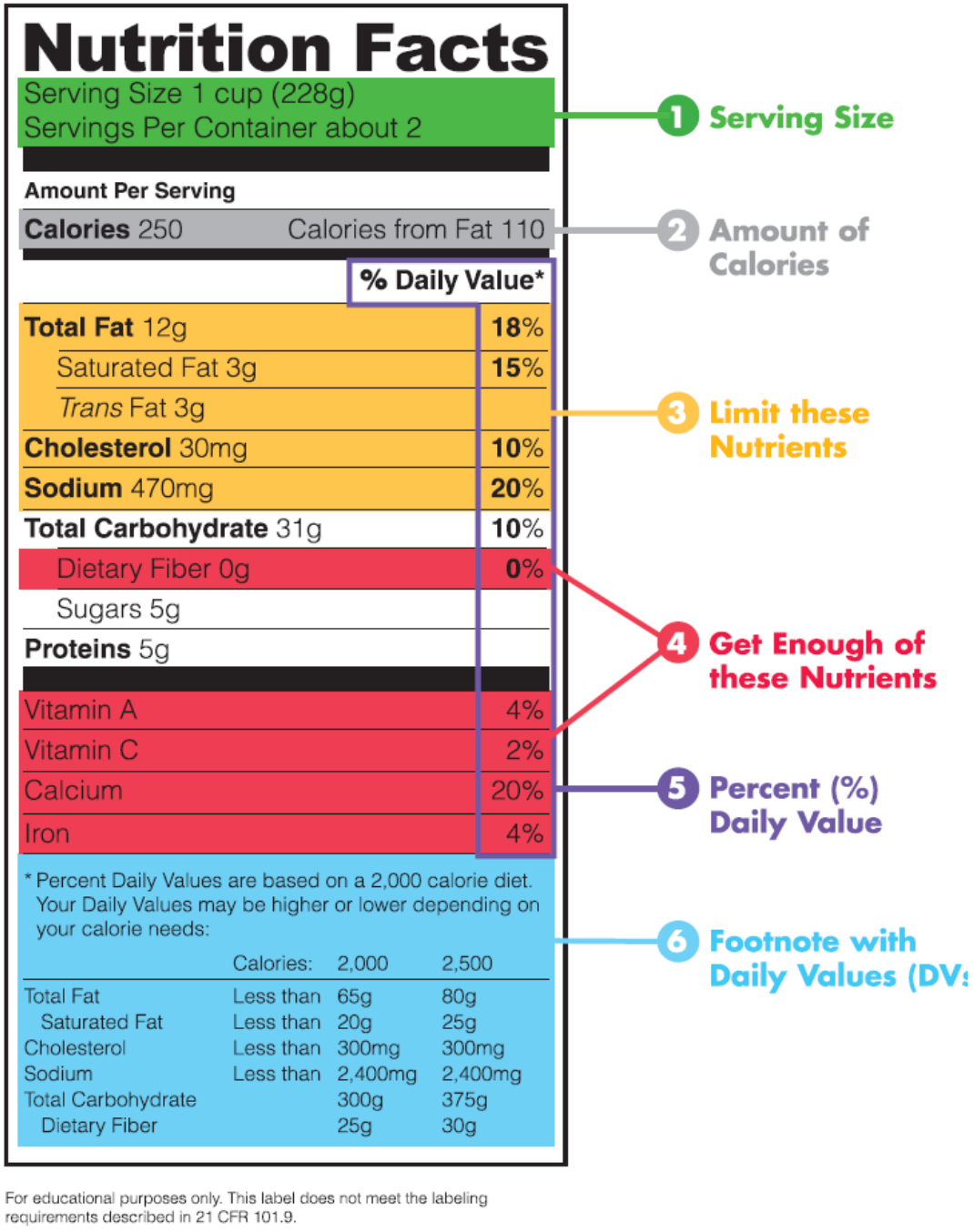
Parts of a Food Label



For educational purposes only. This label does not meet the labeling requirements described in 21 CFR 101.9.

What does each part mean?

- **Serving Size**
  - Helps with portion control

- **Amount of calories**
  - Keeping track of calories will help you manage your weight
  - The amount of calories you eat should balance how many calories you are using

What does each part mean?

- **Limit these nutrients**
  - We often eat too much of these nutrients. Limit the amount. Stay below the Daily Value listed on bottom of label
- **Get enough of these nutrients**
  - We often don't consume enough of these nutrients. Be sure to include them in your daily diet
- **Percent (%) daily value:**
  - This percent will tell you how much it will contribute to your TOTAL daily diet
  - Quick Guide 5% of DV or less is low and 20% or more is high

Ingredients on the Food Label

- Identify if the food is nutritious
- Look for Nutritious foods listed first
  - Examples: Whole Wheat Flour, tomatoes, corn, beef, chicken
- Try to limit the amount of additives and preservatives
  - No additives or preservatives listed first
  - Examples: Salt, sugar, MSG, artificial colors

The Nutrition Facts Label

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What can the food label do for you?

- Assists with overall control of portion sizes
- Assists with receiving all the food groups and receiving adequate nutrients
- Identify quality nutritious products
- Children
  - Role model “positive” eating habits
  - Combat obesity
    - Ages 9-13 is when they start making food decisions

Nutritious Meals

- “When Packing a Lunch”
- “Shaking Down Sodium”
- “When Choosing Snacks”

Handouts are phrased for “kids”

Information is **valuable** for adults

What do the *dates* mean on foods?

- **Best Buy** Dates
  - Lose quality over time
  - The food is at its best before the date

- **Expiration** Dates
  - Food loses quality
    - Change in appearance and texture
    - Examples: Dairy products and meat products

Food Safety of Products

- Food labels are on all “packaged” products

- Look for
  - Dents
  - Open packaging
  - Current Dates

Speaking Food Label Lingo

- Labels are one resource to help you
  - Choose and eat more nutritious foods
  - Control your portion control
- Remember parts when
  - In grocery store
  - At home
  - Out to eat

Check out

www.fda.gov/nutritioneducation

For more information on Food Labels

Resources for parents and kids

Questions?

UW-Extension Family Living

To find out more information about Family Living

www.facebook.com/UWExtensionFamilyLiving

http://flp.ces.uwex.edu/

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