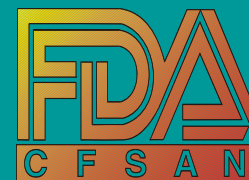




Using the Nutrition Facts Label to Make Healthy Food Choices

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Nutrition Labeling and Education Act of 1990

- **Clear up consumers' confusion about food label**
- **Aid consumers in making healthy food choices**
- **Encourage product innovation by giving manufacturers an incentive to improve the quality of the food and make more healthy food choices available to consumers**

The Food Label

- **Required Elements**
 - Identity of food
 - Ingredient statement
 - Amount of food in package
 - Name and place of business
 - **Nutrition information**

Sample label for
Macaroni & Cheese

Nutrition Facts

① **Start Here** →

Serving Size 1 cup (228g)
Servings Per Container 2

② **Check Calories**

Amount Per Serving

Calories 250 Calories from Fat 110

③ **Limit these
Nutrients**

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

④ **Get Enough
of these
Nutrients**

⑤ **Footnote**

* 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
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

⑥

**Quick Guide
to % DV**

• 5% or less
is Low

• 20% or more
is High

Serving Size

Start Here



Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

Calories

Sample label for
Macaroni & Cheese

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110

General Guide to Calories*

40 Calories is **low**

100 Calories is **moderate**

400 Calories or more is **high**

*Based on a 2,000-calorie diet.

% Daily Value

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans</i> Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.	

% Daily Value

- Reference values that are used to assist consumers in understanding how nutrients fit into the context of the total daily diet
- Assist consumers in comparing nutritional values of food products
- Dietary trade-offs

5/20 Rule

Quick Guide to % DV

Limit these
Nutrients



Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* 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
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

5% DV or less is Low
20% DV or more is High

Get Enough
of these
Nutrients



Limit These Nutrients

Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans</i> Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%

- Select foods that are lowest in saturated fat, *trans* fat, and cholesterol to help reduce the risk of heart disease
- Limit sodium to reduce your risk of high blood pressure

Get Enough of These Nutrients

Choose foods with
the higher % DV for
these nutrients

Dietary Fiber 0g	0%
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

Protein and Carbohydrates

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

Sugars

Plain Yogurt

Nutrition Facts	
Serving Size 1 container (226g)	
Amount Per Serving	
Calories 110	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol Less than 5mg	1 %
Sodium 160mg	7 %
Total Carbohydrate 15g	5 %
Dietary Fiber 0g	0 %
Sugars 10g	
Protein 13g	
Vitamin A 0 %	Vitamin C 4 %
Calcium 45 %	Iron 0 %

* Percent Daily Values are based on a 2000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs

INGREDIENTS: CULTURED PASTEURIZED GRADE A NONFAT MILK, WHEY PROTEIN CONCENTRATE, PECTIN, CARRAGEENAN

Fruit Yogurt

Nutrition Facts	
Serving Size 1 container (227g)	
Amount Per Serving	
Calories 240	Calories from Fat 25
	% Daily Value*
Total Fat 3g	4 %
Saturated Fat 1.5g	9 %
Trans Fat 0g	
Cholesterol 15mg	5 %
Sodium 140mg	6 %
Total Carbohydrate 46g	15 %
Dietary Fiber less than 1g	3 %
Sugars 44g	
Protein 9g	
Vitamin A 2 %	Vitamin C 4 %
Calcium 35 %	Iron 0 %

* Percent Daily Value is based on a 2000 calorie diet. Your Daily Values may be higher or lower based on your calorie needs.

INGREDIENTS: CULTURED GRADE A REDUCED FAT MILK, APPLES, **HIGH FRUCTOSE CORN SYRUP**, CINNAMON, NUTMEG, NATURAL FLAVORS, AND PECTIN. CONTAINS ACTIVE YOGURT AND *L. ACIDOPHILUS* CULTURES

The Footnote

	Calories:	2,000	2,500
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

The Ingredient Statement

Reminder: Ingredients are listed in

Descending

Order

of

Predominance



Nutrition Facts

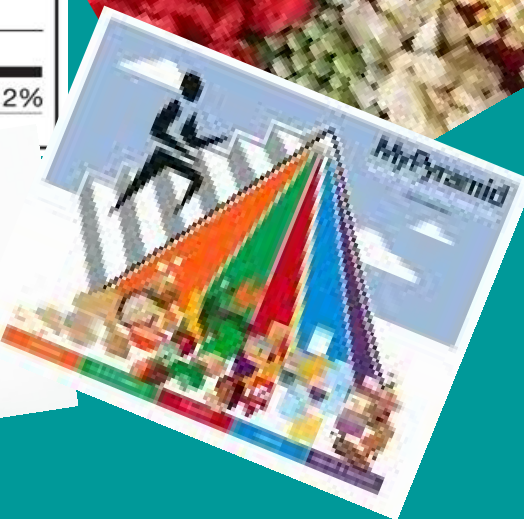
Serving Size 1 cup (52g)
Servings Per Container About 8

Amount Per Serving

Calories 170 Calories from Fat 10

% Daily Value*

Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
Total Carbohydrate 40g	13%
Dietary Fiber 6g	24%
Sugars 10g	
Protein 5g	
Vitamin A 0%	Vitamin C 2%
Calcium 4%	Iron 20%



Questions



Resource List

Check out FDA's Website for more nutrition facts label information:

<http://www.fda.gov/Food/ResourcesForYou/>

- Labelman – a quick guide to the label
<http://www.fda.gov/Food/LabelingNutrition/ConsumerInformation/ucm114022.htm>
- Spot the Block – a program for tweens (includes Tips for Parents)
<http://www.fda.gov/Food/ResourcesForYou/Consumers/KidsTeens/ucm115810.htm>
- NEW! Using the Nutrition Facts Label: A How-To Guide for Older Adults
<http://www.fda.gov/Food/ResourcesForYou/Consumers/Seniors/>

To order these and other publications, send an email to:

CFSANPUBLICATIONRE@FDA.HHS.gov

Contact the Center for Food Safety and Applied Nutrition (CFSAN)

- 1-888-SAFEFOOD or 1-888-723-3366
- Email: consumer@fda.gov

Please make sure to add **CFSAN WEBINAR** in the subject line of your email.

- <http://www.fda.gov/Food/default.htm>