Deciphering the Code: How To Read the New Packaged Food Labels
Objectives

- Identify the components of the new Nutrition Facts label
- Analyze the label data to compare similar products to determine healthier choices
- Select nutrient dense food items using Nutrition Facts labels
Why a New Food Label?

- The current label is over 20 years old
- There is more recent and accurate nutrition information
  - Link between diet and chronic disease
  - Nutrition deficiencies and excesses have changed since 1993
- Consumers need to make better informed choices more easily
- Data should reflect what we eat, not what we should eat
Deciphering the Code: How To Read the New Packaged Food Labels

• Contributing Groups:
  – Institute of Medicine
  – Dietary Guidelines Committee
  – American Heart Association
  – American Academy of Pediatrics
  – World Health Organization
  – The public
Deciphering the Code: How To Read the New Packaged Food Labels

The Old vs The New

• The look remains the same
• A refreshed design
• Reflects Updated Information
• Updates Serving Sizes
• Identifies “Added Sugar”

<table>
<thead>
<tr>
<th>Original Label</th>
<th>New Label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nutrition Facts</strong>&lt;br&gt;Serving Size 2/3 cup (55g)&lt;br&gt;Servings Per Container About 8&lt;br&gt;<strong>Amount Per Serving</strong>&lt;br&gt;Calories 230</td>
<td><strong>Nutrition Facts</strong>&lt;br&gt;8 servings per container&lt;br&gt;Serving size 2/3 cup (55g)&lt;br&gt;<strong>Amount per serving</strong>&lt;br&gt;Calories 230</td>
</tr>
<tr>
<td>Calories from Fat 72</td>
<td>% Daily Value*</td>
</tr>
<tr>
<td><strong>Total Fat</strong> 8g</td>
<td>12%</td>
</tr>
<tr>
<td>Saturated Fat 1g</td>
<td>5%</td>
</tr>
<tr>
<td>Trans Fat 0g</td>
<td></td>
</tr>
<tr>
<td><strong>Cholesterol</strong> 0mg</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Sodium</strong> 160mg</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total Carbohydrate</strong> 37g</td>
<td>12%</td>
</tr>
<tr>
<td>Dietary Fiber 4g</td>
<td></td>
</tr>
<tr>
<td>Sugars 1g</td>
<td></td>
</tr>
<tr>
<td><strong>Protein</strong> 3g</td>
<td></td>
</tr>
<tr>
<td>Vitamin A</td>
<td>10%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>8%</td>
</tr>
<tr>
<td>Calcium</td>
<td>20%</td>
</tr>
<tr>
<td>Iron</td>
<td>45%</td>
</tr>
<tr>
<td>*Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>Less than 20g&lt;br&gt;Less than 2g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>Less than 20g&lt;br&gt;Less than 2g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Less than 200mg&lt;br&gt;Less than 200mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>Less than 2,400mg&lt;br&gt;Less than 2,400mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>Less than 30g&lt;br&gt;Less than 30g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>Less than 25g&lt;br&gt;Less than 25g</td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>3g</td>
</tr>
<tr>
<td>Vitamin D 2mcg</td>
<td>10%</td>
</tr>
<tr>
<td>Calcium 260mg</td>
<td>20%</td>
</tr>
<tr>
<td>Iron 8mg</td>
<td>45%</td>
</tr>
<tr>
<td>Potassium 235mg</td>
<td>6%</td>
</tr>
<tr>
<td>* 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.</td>
<td></td>
</tr>
</tbody>
</table>
A closer look

• Font Changes
  – Increased font size “Calories”
  – Increased font size “Servings per Container”
  – Bold font for Number of Calories & Serving Size
A closer look

Nutrient Section

- Vitamin D and Calcium are now required
- Calcium and Iron still required
- Vitamins A&C no longer required, but optional
- Actual amount and %DV for Vitamin D, Calcium, Iron, & Potassium
- Voluntary actual amount for the other vitamins & minerals
- “Calories from Fat” removed, Total Fat, Saturated Fat, & Trans Fat remain
- Better explanation for Daily Value – percentages are being updated
A closer look

- **Serving Size**
  - Based on how much we actually eat, not how much we should eat
    - *Ice cream was ½ cup, now will be ¾ cup*
    - *Soda was 8 oz, now will be 12 oz*
  - **Package size**
    
    *If between serving sizes, will be set at what is “usually” consumed*
    
    *20 oz soda or 12 oz soup will count as 1 serving*
  - **Dual Columns**
    
    *When a package may be eaten in its entirety but contains 2 servings*
    
    *Pint of ice cream or 24 oz soda*
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**FOOD SERVING SIZES GET A REALITY CHECK**

**Serving Size Changes**
What’s considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

<table>
<thead>
<tr>
<th>CURRENT SERVING SIZE</th>
<th>NEW SERVING SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 SERVING 1 PINT 200 CALORIES</td>
<td>3 SERVING 1 PINT 270 CALORIES</td>
</tr>
</tbody>
</table>

**Packaging Affects Servings**
Package size affects how much people eat and drink. So now, for example, both 12 and 20 ounce bottles will equal 1 serving, since people typically drink both sizes in one sitting.

<table>
<thead>
<tr>
<th>12 OUNCES 120 CALORIES</th>
<th>20 OUNCES 120 CALORIES</th>
</tr>
</thead>
</table>

1 SERVING PER BOTTLE FOR EITHER BOTTLE SIZE
A closer look

Focus on Sugar

- “Added Sugar” will be listed apart from what is naturally found in the food
- “Added Sugar” will be shown by weight (gm) and %DV

Average American gets over 13% of total calories from added sugar
Recommendation: No more than 10% of total calories from added sugar

Definition of Sugars: those added during the processing of foods such as – saccharides, syrups, honey, sugar from conc. juices
So what does this mean for consumers?

- We want labels that provide
  - authenticity and transparency
  - The truth behind manufacturing
  - Who makes it and where it comes from
  - Foods that meet diagnosed or self-diagnosed health conditions
  - Foods that meet our preferences or religious and dietary restrictions
  - Expiration dates and assurances of freshness
So what does this mean for consumers?

- We IGNORE labeling information
  - Indulgent occasions
  - Late night snacking
  - Seasonal influences
  - Travel
  - Special events

So what does this mean for consumers?

- This information is useful up to a point: ingredients should still be #1 when we look at labels
So what does this mean for consumers?

- **Front of Packaging**
  - *Tell us what it is, what it does, what attributes make it special*
  - *Product descriptions*

- **Back of Packaging**
  - *Highlight short ingredient lists*
  - *Highlight benefits of ingredients*
  - *Should be educational by explaining any health benefits*
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Ingredients
Made From Roasted Peanuts And Sugar. Contains 2% Or Less Of: Molasses, Fully Hydrogenated Vegetable Oils (Rapeeseed And Soybean), Mono And Diglycerides, Salt.

Product Claim Information
Gluten Free
7g protein per serving*
No Preservatives
Non-GMO NSF True North Certified
*See nutrition information for fat and saturated fat content.

Kosher Information @
Product formulation and packaging may change. For the most current information regarding a particular product, please refer to the product package.

Nutrition Facts
Serving Size 2 Tbsp (32g)

Amount Per Serving
Calories 190
Calories from Fat 130

Total Fat 16g 24%
Saturated Fat 2.5g 13%
Trans Fat 0g

Cholesterol 0mg 0%

Sodium 125mg 6%

Total Carbohydrate 8g 3%
Dietary Fiber 2g 7%
Total Sugars 3g

Protein 7g 7%
Calcium 20mg 2%
Iron 0.72mg 4%

Vitamin A 0 IU 0%
Vitamin C 0mg 0%
Vitamin E 0.3 IU 10%
Riboflavin 0.034mg 2%

Niacin 4mg 20%

% Daily Value* Total Carbohydrate 8g 3%

Nutrient Facts
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Protein 7g
Calcium 20mg 2%
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Vitamin A 0 IU 0%
Vitamin C 0mg 0%
Vitamin E 0.3 IU 10%
Riboflavin 0.034mg 2%

Niacin 4mg 20%

% Daily Value* Total Carbohydrate 8g 3%

Ingredients
PEANUTS, CORN SYRUP SOLIDS, SUGAR, PEA PROTEIN, CONTAINS 2% OR LESS OF: SALT, FULLY-HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN), MONO AND DIGLYCERIDES, MOLASSES, MAGNESIUM OXIDE, NIACINAMIDE, FERRIC ORTHOPHOSPHATE, ZINC OXIDE, COPPER SULFATE, FOLIC ACID, PYRIDOXINE HYDROCHLORIDE.

Product Claim Information
Reduced Fat - 25% less fat than Peanut Butter. Contains 12g of fat per serving compared to 16g in Peanut Butter.
Gluten Free
See Nutrition Information for Fat content.

Kosher Information @
Product formulation and packaging may change. For the most current information regarding a particular product, please refer to the product package.

Allergy Information
MAY CONTAIN SOYBEAN INGREDIENTS.
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**Nutrition Facts**
Serving Size: 3/4 Cup (35g)

- Calories: 120
- Total Fat: 1.5g (2%)
- Saturated Fat: 0.5g (0%)
- Trans Fat: 0g
- Polyunsaturated Fat: 0g
- Cholesterol: 0mg (0%)
- Sodium: 75mg (3%)
- Total Carbohydrate: 26g (9%)
  - Dietary Fiber: 4g (15%)
  - Soluble Fiber: less than 1g
  - Insoluble Fiber: 3g
- Sugars: 5g
- Protein: 3g

**Ingredients:** Whole oat flour*, degeminated yellow cornmeal*, invert cane sugar*, oat fiber*, honey*, salt, cinnamon*, expeller pressed canola oil*, ginger*, cardamom*, natural flavor, mixed tocopherols (vitamin E) for freshness.

*Natural

**Kashi®**
*Heart to Heart®*
Warm Cinnamon

**Nutrition Facts**
Serving Size: 3/4 Cup (35g)

- Calories: 120
- Total Fat: 1.5g (2%)
- Saturated Fat: 0.5g (0%)
- Trans Fat: 0g
- Polyunsaturated Fat: 0g
- Cholesterol: 0mg (0%)
- Sodium: 75mg (3%)
- Total Carbohydrate: 26g (9%)
  - Dietary Fiber: 4g (15%)
  - Soluble Fiber: less than 1g
  - Insoluble Fiber: 3g
- Sugars: 5g
- Protein: 3g

**Ingredients:** Whole oat flour*, degeminated yellow cornmeal*, invert cane sugar*, oat fiber*, honey*, salt, cinnamon*, expeller pressed canola oil*, ginger*, cardamom*, natural flavor, mixed tocopherols (vitamin E) for freshness.

*Natural

NLI#11625
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### Nutrition Facts

**Amount Per Serving**
- Total Fat: 3.5g
- Saturated Fat: 0.5g
- Trans Fat: 0g
- Cholesterol: 0mg
- Sodium: 580mg
- Total Carbohydrate: 40g
- Dietary Fiber: 9g
- Sugars: 7g
- Protein: 9g

**% Daily Value**
- Total Fat: 6%
- Saturated Fat: 3%
- Trans Fat: 0%
- Cholesterol: 0%
- Sodium: 24%
- Total Carbohydrate: 13%
- Dietary Fiber: 36%
- Sugars: 31%
- Protein: 9%

*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*

**Calories from Fat:** 30%

**Ingredients:** Vegetables (Broccoli Kale, Cooked Kidney Beans, Carrots), Cooked Barley (Water, Barley), Cooked Brown Rice (Water, Brown Rice), Sauce (Water, Roasted Garlic, Canola Oil, Salt, Mushroom Flavor), Vinegar, Rice Starch, Garlic, Onion Powder, Basil, Roasted Garlic Flavor (Demineralized Garlic, Sugar, Yeast Extract, Garlic Powder, Natural Flavor, Onion Broth, Ascorbic Acid, Xanthan Gum),

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**Nutrition Facts**

**Amount Per Serving**
- Total Fat: 7g
- Saturated Fat: 1g
- Trans Fat: 0g
- Cholesterol: 0mg
- Sodium: 550mg
- Total Carbohydrate: 6g
- Dietary Fiber: 2g
- Sugars: 4g
- Protein: 1g

**% Daily Value**
- Total Fat: 11%
- Saturated Fat: 5%
- Trans Fat: 0%
- Cholesterol: 0%
- Sodium: 17%
- Total Carbohydrate: 8%
- Dietary Fiber: 4%
- Sugars: 3%
- Protein: 1%

*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*

**Calories from Fat:** 20%

**Ingredients:** Vegetables (Spinach, Sweet Potato, Chick Peas), Cooked Barley (Water, Barley), Cooked Brown Rice (Water, Brown Rice), Sauce (Water, Lemon Juice [Water, Lemon Juice Concentrate, Lemon Pulp, Orange Extracts, Lemon Extracts], Olive Oil, Salt, Rice Starch, Lemon Peel, Grilled Garlic, Sugar, Basil, Thyme, Onion Powder, Black Pepper, Xanthan Gum),

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**PRODUCT OF BELGIUM**
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CSPI states that Naked Juice can pack more sugar than a can of Pepsi. Its Pomegranate Blueberry juice, for example, accurately advertises that it is a no-sugar-added beverage, but even still a single 15.2-ounce container (the smallest option) contains 61 grams of sugar, about 50% more sugar than a 12-ounce can of Pepsi.

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size: 8 oz (236 ml)</td>
</tr>
<tr>
<td><strong>Amount Per Serving</strong></td>
</tr>
<tr>
<td>Calories</td>
</tr>
<tr>
<td>Total Fat</td>
</tr>
<tr>
<td>Saturated Fat</td>
</tr>
<tr>
<td>Trans Fat</td>
</tr>
<tr>
<td>Cholesterol</td>
</tr>
<tr>
<td>Sodium</td>
</tr>
<tr>
<td>Potassium</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
</tr>
<tr>
<td>Dietary Fiber</td>
</tr>
<tr>
<td>Sugars</td>
</tr>
<tr>
<td>Protein</td>
</tr>
</tbody>
</table>

**Ingredients:** 100% Pomegranate juice
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Ingredients

Lowfat Yogurt ( Cultured Pasteurized Nonfat Milk, Cream ), Evaporated Cane Sugar, Water, Strawberries, Natural Flavors, Lucus Bean Gum, Fruit Pectin, Lemon Juice Concentrate, Fruit And Vegetable Juice Concentrate ( For Color ), Contains Milk, Contains Live And Active Cultures: S. Thermophilus, L. Bulgaricus, L. Acidophilus, Bifidus And L. Casei.
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Not all Cheeses are alike

<table>
<thead>
<tr>
<th></th>
<th>Cheddar 1 oz/28 g</th>
<th>Mozzarella, low NA 1 oz/28 g</th>
<th>Feta, Crumbled 1 oz/28 g</th>
<th>Swiss 1 oz/28 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>113</td>
<td>78</td>
<td>74</td>
<td>106</td>
</tr>
<tr>
<td>Total Fat</td>
<td>9</td>
<td>4.8</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Sat Fat</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>29</td>
<td>15</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Sodium</td>
<td>174</td>
<td>4</td>
<td>312</td>
<td>54</td>
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<tr>
<td>Potassium</td>
<td>27</td>
<td>27</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>Total Carbs</td>
<td>0.4</td>
<td>0.9</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sugars</td>
<td>0.1</td>
<td>0.3</td>
<td>1</td>
<td>0.4</td>
</tr>
<tr>
<td>Protein</td>
<td>7</td>
<td>8</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>%DV 5</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>%DV 0</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Calcium</td>
<td>%DV 20</td>
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<tr>
<td>Iron</td>
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<td>0</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>%DV 1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Vitamin B-6</td>
<td>%DV 0</td>
<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>Vitamin B-12</td>
<td>%DV 3</td>
<td>5</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Magnesium</td>
<td>%DV 2</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
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Marilyn B. Moody, SNS

- Consultant: The Culinary Chef
PROFESSIONAL STANDARDS CODE

• This session provides one (1) CEU
  – Key Area: Nutrition– 1320
  – Key Topic: *Deciphering the Code: How To Read the New Packaged Food Labels*