Labels Matter

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Affiliation or Financial Disclosure

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Nothing to Disclose
Label Purpose

• Provides information about ingredients, calories, and serving sizes
• Compares food item to a 2,000 calorie per day intake
• Identifies country of origin
• Lists possible allergens in the food or in the processing plant
• May claim health benefits
• Uses pictures for marketing product to consumer
• Allows you to make food choices for better health
Serving Size

• Per package?

• For single serving?

• Total calories per serving can be misleading

• Look at a few items.

• Answer the questions on the following slide.
Questions for Serving Size

• How many servings per container?

• Is that realistic?

• How many servings would you normally consume?

• How many calories would your normal serving contain?

• How much fat and sugar in your normal serving size?
Misleading Pictures/Claims on Labels

• What looks appealing on the label?

• How is that misleading?

• What are they trying to get you to believe?

• Define “lite”
Ingredient List

• Wheat Bread vs. White Bread

• Fruit Juice Cocktail or Blend vs. 100% Juice

• Trans Fat

• Hydrogenated Fat

• Hidden sugar
Country of Origin

• Do you trust our food safety system?

• Do you trust the food safety of other countries?

• How do you know where your food comes from?
  • Purchase American name brands
  • Packaged in U.S.A.
  • Distributed by U.S. company
Labels in the School Nutrition Program

• Buy American Provision

• Avoiding pitfalls

• Child Nutrition Label (CN label)

• Avoiding pitfalls
Buy American Provision

• Requires school food authorities “to purchase, to the maximum extent practicable, domestic commodity or product”.

• Very limited exceptions – must be documented
  • substantially more expensive
  • not available domestically grown
Buy American Definitions

- *Domestic Commodity or Product* – an agricultural commodity that is produced in the United States and a food product that is processed in the U.S. using substantial agricultural commodities that are produced in the U.S.

- *Substantial* – Over 51% of the final processed product, by weight or volume, consists of agricultural commodities that were grown domestically.
Buy American Pitfalls

- American label products containing foreign product
- Misleading POS
- Specific type of packaging does not warrant an exception
- Can a different domestic product be substituted?
Certified Child Nutrition (CN) Label

This 5.00 oz. Pizza with Ground Beef and Vegetable Protein Product provides 2.00 oz. equivalent meat/meat alternate, ½ cup serving of vegetable, and 1 ½ servings of bread alternate for the Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Service, USDA, 00/98**
CN Label Pitfalls

- Contains 1 meat/meat alternate in school lunch
- Whole grain equivalents for school lunch program
- Qualifies for ¼ cup vegetable and 1 grain in national school meals program
It Is All In The Label!!

You just have to look!
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