

# New Food Labels Are Here!

The new food label can be found on food packages in your supermarket. Reading the label tells more about the food and what you are getting. What you see on the food label—the nutrition and ingredient information—is required by the government. His brochure shows what the new label looks like and explains some of its new features.

**Nutrition Facts Title**  
The new title "Nutrition Facts" signals the new label.

**Serving Size**  
Similar food products now have similar serving sizes. This makes it easier to compare foods. Serving sizes are based on amounts people actually eat.

**New Label Information**  
Some label information may be new to you. The new nutrient list covers those most important to your health. You may have seen this information on some old labels, but it is now required.

**Vitamins and Minerals**  
Only two vitamins, A and C, and two minerals, calcium and iron, are required on the food label. A food company can voluntarily list other vitamins and minerals in the food.

**Label Members**  
Numbers on the nutrition label may be rounded for labeling.

## Nutrition Facts

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

### Amount Per Serving

Calories 90      Calories from Fat 30

Total Fat 3g      % Daily Value\*

Saturated Fat 0g      5%

Cholesterol 0mg      0%

Sodium 300mg      0%

Total Carbohydrate 13g      13%

Dietary Fiber 3g      4%

Sugars 3g      12%

Protein 3g

Vitamin A 80%      Vitamin C 60%

Calcium 4%      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

Total Fat      Less than 65g      2,500

Sat Fat      Less than 20g      80g

Cholesterol      Less than 300mg      25g

Sodium      Less than 2,400mg      300mg

Total Carbohydrate      300g      2,400mg

Dietary Fiber      25g      375g

Calories per gram:

Fat 9      Carbohydrate 4      Protein 4

**Why do some food packages have a short or abbreviated nutrition label?**

Foods that have only a few of the nutrients required on the standard label can use a short label format. What's on the label depends on what's in the food. Small- and medium-sized packages with very little label space can also use a short label.

**% Daily Value**  
% Daily Value shows how a food fits into a 2,000 calorie reference diet.  
You can use % Daily Value to compare foods and see how the amount of a nutrient in a serving of food fits in a 2,000 calorie reference diet.

**Daily Values Footnote**  
Daily Values are the new label reference numbers. These numbers are set by the government and are based on current nutrition recommendations.  
Some labels list the daily values for a daily diet of 2,000 and 2,500 calories. Your own nutrient needs may be less than or more than the Daily Values on the label.

**Calories Per Gram Footnote**  
Some labels tell the approximate number of calories in a gram of fat, carbohydrate, and protein.

# You Can *Alleviate* the Claims on the Food Label

**Light, Low Fat, and Cholesterol Free: What do these words really mean?**

Some food packages make claims such as "light," "low fat," and "cholesterol free." These claims can only be used if a food meets strict government definitions. Here are some of the meanings.

Label claim	Definition
<b>Calorie Free</b>	Less than 5 calories
<b>Low Calorie</b>	40 calories or less**
<b>Light or Lite</b>	1/3 fewer calories or 50% less fat; if more than half the calories are from fat, fat content must be reduced by 50% or more
<b>Light in Sodium</b>	50% less sodium
<b>Fat Free</b>	Less than 1/2 gram fat
<b>Low Fat</b>	3 grams or less fat**
<b>Cholesterol Free</b>	Less than 2 milligrams cholesterol and 2 grams or less saturated fat**
<b>Low Cholesterol</b>	20 milligrams or less cholesterol and 2 grams or less saturated fat**
<b>Sodium Free</b>	Less than 5 milligrams sodium**
<b>Very Low Sodium</b>	35 milligrams or less sodium**
<b>Low Sodium</b>	140 milligrams or less sodium**
<b>High Fiber</b>	5 grams or more fiber

\* Per Reference Amount (standard serving size). Some claims have higher nutrient levels for main dish products and meal products, such as frozen entrees and dinners.  
 \*\* Also per 50 g for products with small serving sizes (Reference Amount is 30 g or less or 2 tbsp or less).

**Can a diet help reduce the risk for heart disease...cancer...osteoporosis?**

Some food packages may now carry health claims. A health claim is a label statement that describes the relationship between a nutrient and a disease or health-related condition. A food must meet certain nutrient levels to make a health claim.

Seven types of health claims are allowed. These nutrient-disease relationships include:

A diet	And
High in calcium	Osteoporosis (brittle bone disease)
High in fiber-containing grain products, fruits, and vegetables	Cancer
High in fruits or vegetables (high in dietary fiber or vitamins A or C)	Cancer
High in fiber from fruits, vegetables, and grain products	Heart disease
Low in fat	Cancer
Low in saturated fat and cholesterol	Heart disease
Low in sodium	High blood pressure

Have nutrition questions? Need help finding a registered dietitian? Call The American Dietetic Association's National Center for Nutrition and Dietetics at 1-800-466-1666.  
 Other sources of nutritional information include the FNIH Meat and Poultry Hotline at 1-800-698-4455, the FNA Seafood Hotline at 1-800-FDA-4010 (1-800-332-4010), local Cooperative Extension Agents, and FDA Public Affairs Specialists. Call or write the food manufacturer for information about specific products.  
 The information in this brochure is intended to provide general guidance for healthy adults based on government recommendations for a healthful diet. It is not intended to replace professional medical guidance from a qualified health care professional. For specific advice concerning diet and health, consult a registered dietitian, qualified health professional, or physician. The National Food Processors Association does not endorse any particular dietary pattern and is not responsible for any specific diet or health advice provided here.  
 This brochure was developed as part of *Label Facts for Healthful Eating*, an education kit produced by the National Food Processors Association in Washington, D.C. For more information about the kit, contact The Mezer Corporation, 3801 N. High Road, Dayton, Ohio 45411.  
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# Are You Ready for New Food Labels?

## Nutrition Facts

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

Amount Per Serving	Calories from Fat 30	% Daily Value*
<b>Calories 90</b>		
<b>Total Fat 3g</b>		<b>5%</b>
<b>Saturated Fat 0g</b>		<b>0%</b>
<b>Cholesterol 0mg</b>		<b>0%</b>
<b>Sodium 300mg</b>		<b>13%</b>
<b>Total Carbohydrate 13g</b>		<b>4%</b>
<b>Dietary Fiber 3g</b>		<b>12%</b>
<b>Sugars 3g</b>		
<b>Protein 3g</b>		
<b>Vitamin A 80%</b>	<b>Vitamin C 60%</b>	
<b>Calcium 4%</b>	<b>Iron 4%</b>	

\* 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

<b>Total Fat</b>	Less than 65g	80g
<b>Sat Fat</b>	Less than 20g	25g
<b>Cholesterol</b>	Less than 300mg	300mg
<b>Sodium</b>	Less than 2,400mg	2,400mg
<b>Total Carbohydrate</b>	300g	375g
<b>Dietary Fiber</b>	25g	30g

Calories per gram:  
 Fat 9 • Carbohydrate 4 • Protein 4