

REAL FOOD

**WHY
ACT
NOW**

Doesn't Have a Label

Nutrition labels are confusing, but hopefully we can make it simpler!

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 1.5g	
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:

1. Start here

2. Check calories

3. Guide to %DV

4. Limit these

5. Get enough of these

6. Footnote

READING A LABEL IN 6 EASY STEPS:

- (1) Check out how many servings are in the whole package, usually it's more than one. That will give you the actual calorie intake.
- (2) Fewer calories = better. Aim for 'calories from fat' to be 40 or less.
- (3) For %DV, under 5% = low, between 15- 20% is high. Be mindful of what is a good high %DV and what is not!
- (4) Choose items with a low %DV of fat, cholesterol and sodium.
- (5) Choose items with a high %DV of fiber, vitamin A, calcium, iron.
- (6) Footnotes and ingredients:

More ingredients = more processed = less healthy

INGREDIENTS: WATER, SUGAR, CORN SYRUP, MILK PROTEIN CONCENTRATE, VEGETABLE OIL (CANOLA, HIGH OLEIC SUNFLOWER, CORN), COCOA PROCESSED WITH ALKALI, SOY PROTEIN ISOLATE, AND LESS THAN 0.5% OF POTASSIUM CITRATE, MAGNESIUM PHOSPHATE, POTASSIUM CHLORIDE, CELLULOSE GEL AND GUM, SALT, CALCIUM PHOSPHATE, CALCIUM CARBONATE, SODIUM ASCORBATE, SOY LECITHIN, CHOLINE BITARTRATE, ALPHA-TOCOPHERYL ACETATE, ASCORBIC ACID, CARRAGEENAN, FERRIC PYROPHOSPHATE, NATURAL AND ARTIFICIAL FLAVOR, ZINC SULFATE, VITAMIN A PALMITATE, NIACINAMIDE, VITAMIN D3, CALCIUM PANTOTHENATE, MANGANESE SULFATE, COPPER SULFATE, PYRIDOXINE HYDROCHLORIDE, THIAMINE HYDROCHLORIDE, BETA-CAROTENE, RIBOFLAVIN, CHROMIUM CHLORIDE, FOLIC ACID, BIOTIN, POTASSIUM IODIDE, VITAMIN K1, SODIUM SELENITE, SODIUM MOLYBDATE, VITAMIN B12.

Less ingredients = less processed = healthier

INGREDIENTS: Chickpeas, Water, Chocolate Chips, Dates, Almond Milk, Coconut Oil, Ground Flax Seed, Sea Salt

Which option is the better choice?

Product A		Product B	
Nutrition Facts — Pudding cup		Nutrition Facts — Pudding cup	
Per 1 cup (99 g)		Per 1 cup (99 g)	
Amount	% Daily Value	Amount	% Daily Value
Calories 100		Calories 110	
Fat 1 g	2%	Fat 2 g	3%
Saturated 1 g	5%	Saturated 1 g	8%
+ Trans 0 g		+ Trans 0.5 g	
Cholesterol 0 mg	0%	Cholesterol 0 mg	0%
Sodium 95 mg	4%	Sodium 115 mg	5%
Carbohydrate 23 g	8%	Carbohydrate 22 g	7%
Fibre 1 g	4%	Fibre 0 g	0%
Sugars 18 g		Sugars 16 g	
Protein 1 g		Protein 2 g	
Vitamin A 0%	Vitamin C 0%	Vitamin A 0%	Vitamin C 0%
Calcium 2%		Calcium 10%	

Pudding cup B, why?

- 10% daily value for calcium
- less fat
- less salt

Source: Alberta Nutrition Guidelines for Children & Youth 2012

If there is 1 thing to remember about labels, it's this:

Real, fresh food doesn't have a label! No food labels = best!

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